

# THE OUTSTANDING BIRD NEST ENTREPRENEUR



## DATO JASON TAN

DATO JASON TAN, THE FOUNDER AND EXECUTIVE DIRECTOR OF GIBN HOLDINGS, IS A DRIVEN ENTREPRENEUR WHO HAS MADE SIGNIFICANT STRIDES IN THE BIRD'S NEST INDUSTRY. AFTER COMPLETING HIS STUDIES AT RMIT UNIVERSITY IN AUSTRALIA, HE RETURNED TO MALAYSIA IN 2009 AND EMBARKED ON A JOURNEY THAT WOULD SHAPE THE FUTURE OF HIS BRAND, GRAND IMPERIAL BIRD'S NEST.

Tan recognized the untapped potential of the bird's nest market and set out to make this delicacy more accessible in the international market. He expanded the product line beyond its traditional form, introducing it into skincare, functional food, health supplements, and lifestyle products. His vision was to create a brand that catered to a wider audience, breaking the perception that bird's nest was exclusively for the affluent. Tan aimed to ensure that even the medium-income group could access the nutritional benefits of bird's nest.

A key philosophy that drives Tan is thinking big. He understands that there is no one right answer, but rather a combination of strategy and execution. This mindset has propelled him to elevate his brand to new heights, always maintaining a focus on quality and hygiene. Tan believes in diversifying the bird's nest industry, expanding its applications into products like masks and coffee. By doing so, he hopes to not only provide nutritional benefits but also promote the accessibility of bird's nest to a wider consumer base.

# A CENTURY BIRD'S NEST EMPIRE

Grand Imperial Bird's Nest distinguishes itself through its commitment to providing high-quality products. Tan has streamlined the wholesale supply chain, ensuring that every step of the production process adheres to stringent quality control measures. The swiftlet farms that supply the bird's nests are maintained under controlled environments, guaranteeing the origin traceability of the product. Manufacturing takes place in advanced facilities that are GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis and Critical Control Points) certified.



## BIRD'S NEST

A notable aspect of Grand Imperial Bird's Nest is its emphasis on using only 100% natural ingredients, free from preservatives, artificial flavorings, and colorings. The brand takes pride in offering a product that is rich in protein and nutrients, known for promoting both a radiant complexion and good inner health. By maintaining these high standards, Tan and his team ensure that customers can enjoy the natural goodness of their beauty products and beverages without compromising on quality or purity.

Tan's mission extends beyond the success of his brand; he aims to educate the younger generation about the therapeutic effects of Grand Imperial Bird's Nest products. By raising awareness about the natural benefits of bird's nest, Tan hopes to inspire younger consumers to embrace the brand's beauty products and beverages. Through an extensive distribution network, Grand Imperial Bird's Nest has reached customers in Indonesia, Singapore, Hong Kong, China, Taiwan, Australia, and the USA. This global reach allows the brand to introduce the younger generation to the inherent goodness of their products and encourage them to incorporate these natural remedies into their lifestyles.



# PERSONAL HIGHLIGHTS





DATO JASON TAN'S ENTREPRENEURIAL SPIRIT, COMBINED WITH HIS COMMITMENT TO QUALITY AND ACCESSIBILITY, HAS PROPELLED GRAND IMPERIAL BIRD'S NEST TO THE FOREFRONT OF THE INDUSTRY. THROUGH HIS INNOVATIVE APPROACH, TAN HAS SUCCESSFULLY EXPANDED THE APPLICATIONS OF BIRD'S NEST AND CREATED A BRAND THAT CATERS TO A DIVERSE CONSUMER BASE. WITH A FOCUS ON EDUCATION AND DISTRIBUTION, GRAND IMPERIAL BIRD'S NEST CONTINUES TO THRIVE, SPREADING THE THERAPEUTIC EFFECTS OF ITS PRODUCTS AND ALLOWING MORE INDIVIDUALS TO ENJOY THE NATURAL GOODNESS OF THIS UNIQUE DELICACY.

