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Malvina joining in the preparation of bubur lambuk at POIC Lahad Datu together with POIC Board of Director Mursid, POIC Sales Manager Norain, Deputy CEO Lynette, Board of Director Datuk Basari, Port Manager Clarence, and a staff from Adabi.

POIC, Adabi give 'bubur lambuk' treat at fast breaking

LAHAD DATU: More than 1,600 persons enjoyed 'bubur lambuk' during the breaking of fast on Monday, thanks to a POIC and Adabi's joint program called 'Program Memasak dan Pengagihan Bubur Lambuk — Sinar Bulan Ramadhan 2025'.

POIC put together a 30-men volunteer group from its subsidiary POIC Logistics Sdn Bhd to prepare what is arguably the most popular Malaysian 'Buka puasa' rice-based porridge dish in the name of tradition and goodwill.

Adabi, one of the top Malaysian food manufacturing brands and a recent investor in POIC Lahad Datu, jointly organised the community program with POIC.

Some of the recipients consisted of POIC investors, Lahad Datu Fire and Rescue Station, Lahad Datu District Police Headquarters and Lahad Datu Hospital blood bank.

POIC board members were also present to participate and offer their support.

"We have always emphasised what we called the POIC community and what better way to promote the spirit in the midst of Ramadhan, which embodies togetherness, family and harmony," said POIC Sabah Head of Corporate Communications, Malvina Flant.

"Aside from Adabi whom we welcome as a new investor, our other partners are made up of departments and companies who have been working closely with us through the years.

"Beyond today's event, having Adabi set up operations in POIC Lahad Datu is significant. Adabi is a trusted household brand, and their presence at POIC reflects our vision — to attract more and more household brands to establish themselves here especially with the access to good port facilities and access to BIMP-EAGA market of 80 million population," she said.

Bubur lambuk varies from state to state. It is spice-laced porridge that can be made with rice or green beans. But the spirit of the dish is in the tradition where it is a community effort, usually carried out in mosque compound, and the cooked bubur shared among congregants and nearby residents for the breaking of the fast.