

Singapore's Jebsen & Jessen Group announces acquisition of Mongolia-based MSM Group

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Singapore's Diversified industrial conglomerate Jebsen & Jessen Group has acquired MSM Group, a Mongolia-based company headquartered in Ulaanbaatar, thereby establishing a market leading position in the fast growing market of Mongolia.

As one of the leading conglomerates in Mongolia, MSM Group spans multiple sectors including industrial equipment, chemical, automotive, beverage and agricultural equipment distribution. Since 1998, MSM Group has been playing a pivotal role in introducing premium international brands to the Mongolian market, and remains the sole distributor and partner for more than 50 of these brands in the country today. With over 650 employees, MSM Group operates showrooms, workshops, warehousing facilities and sales outlets in the central area of the capital city Ulaanbaatar, as well as South Gobi and other areas of Mongolia.

This acquisition brings together the technological know-how and strength of two family businesses serving complementary markets. Jebsen & Jessen Group has had a long-standing relationship with MSM Group, with MSM Group serving as a distributor of Jebsen & Jessen Group's industrial products in Mongolia for over a decade.

Expanded market reach and capabilities. MSM Group is Jebsen & Jessen Group's third acquisition in six months following that of GMA Garnet and Safetech, and marks its further expansion into new markets beyond its stronghold in South East Asia this year. With the entry into Mongolia, Jebsen & Jessen Group is poised to extend its reach and capitalise on new opportunities in a rapidly growing market.