

Murray Hunter

Murray Hunter has been involved in Asia-Pacific household, fragrance and personal care business for the last 30 years.

He first entered the personal care industry in the 1970s with a joint venture with the Andrew Jergens Company

In 1980 he moved to Jakarta Indonesia to set up a factory and marketing organization for PT Hunters Jaya Indonesia

In 1988 Murray formed his own company in Australia called New Approach Products Pty. Ltd. where he developed many patented household product formulations

Murray returned to South-East Asia in the mid 1990s and set up Hunters Brands Sdn. Bhd., as a subsidiary of Hunters Brands Pty. Ltd. Australia, now manufacturing environmentally responsible and organic insecticides in China and exporting back to Australia and Malaysia.

In Malaysia Murray has consulted to Sime Darby Marketing, Bejaya Group, and Diethelm/Harpers Group.

He introduced Tea tree or *Melaleuca alternifolia* to Malaysia in the early 1990s. Murray is now semi-retired as an associate professor at the University Malaysia Perlis, spending a lot of time consulting to Asian governments on community development and village biotechnology, with a great personal interest in developing village based enzyme personal care products. Murray is the inventor of a number of chemistry patents in Australia and as a researcher was the first to report many new natural compounds in international journals like the Journal of Essential Oil Research.

Murray is the author of Essential Oils: Art, Science, Agriculture, Industry & Entrepreneurship and Opportunity, Strategy & Entrepreneurship Vols. II & I. He is also a contributor and editorial board member to a number of journals and trade magazines around the world.

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