

Green Entrepreneur Rosyam

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Green entrepreneur Rosyam

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By **Dennis Chua** - May 22, 2017 @ 4:26pm

THE fruits of his labour have borne fruit.

Datuk Rosyam Nor has been in films and stage productions, and served as TV host and executive producer.

Rosyam's many creative hats also include his skill as a green entrepreneur. His latest endeavour is the upcoming launch of his own brand of soursop tea.

Rosyam, who has been planting soursop and honey jackfruit in his 7-year-old orchard located in Taman Kekal Pengeluaran Makanan (TKPM), Lanchang near Bentong, Pahang, describes his latest product, Adraa Soursop Tea, as a "disease-fighting drink".

"I've developed this new product with help from the Forest Research Institute of Malaysia and it comes wholly from the 10,000-odd soursop trees in my 58-hectare orchard," said Rosyam in a recent interview.

His new product is manufactured at a factory in Technology Park Malaysia, Raub, Pahang.

Describing the soursop, which is also known as graviola in South America where it originates, as the world's strongest anti-cancer fruit, Rosyam has been a staunch believer in its healing qualities since his meeting with the ailing mother of an old friend a few years ago.

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"My friend's mother was stricken with cancer and he made her drink the extract of soursop leaves as well as the juice from the fruit almost daily. After eight months, she was discharged from hospital, and her illness was as good as healed."

Her slow but steady recovery opened his eyes to the power of the soursop.

"The fruit is truly nature's gift to all of us and I strongly believe more Malaysians should be consuming the extract of this wonder of nature," said Rosyam.

While Rosyam will serve as brand ambassador for Adraa Soursop Tea, he will also rope in director Syafiq Yusof, who worked with him in the upcoming action movie *KL Special Force*, as co-ambassador.

"Syafiq himself is a budding entrepreneur who has his own brand of health products. He is very supportive of foods which fight diseases and that heal us.

"And as we're both into action movies, it's timely that we team up to promote an action-oriented healing drink that is good for our fans."

LAUGHTER'S THE BEST MEDICINE

While action movies remain his forte, Rosyam is also a fan of comedy, and for the first time, he has become a judge in Astro's popular comedy talent search *Maharaja Lawak Mega*. "I don't think I've got enough experience in comedy to be a judge, but

I thank Astro for giving me a chance to

help our aspiring comedians to improve their skills, in my own small way," said Rosyam.

Rosyam believes that comedy is a constructive part of entertainment, in that it allows fans to have a good laugh at everyday life.

"Watching comedy is what helps me loosen up when I want to take a break. While I love to laugh at the lighter side of life, I believe our aspiring comedians should crack jokes which are tasteful, sensible and intelligent.

"Focusing too much on slapstick humour will annoy fans in the long run, because they tend to be repetitive."

ANOTHER EXCITING PRODUCTION

Does Rosyam plan to star in a comedy? "No, I don't think I'm that funny, but my company Suhan Movies will be coming out with an action-comedy at year's end," said Rosyam.

The movie, *Motor Terbang: Rempit Sampai Langit* is a "mixed bag of goodies" for fans of all ages. It has comedy, drama as well as science fiction for the whole family to enjoy.

"And like all of my productions, it carries important lessons of life such as avoiding dangerous pastimes and spending quality time with one's children," said Rosyam.

Motor Terbang's main star is award-winning actress Nabila Huda Suhaimi, and she will be joined by several of Rosyam's proteges from his actor search TV show *Pilih Kasih*, which ran on RTM from 2009 to 2012.

"It's going to be a reunion of sorts for my anak didik (proteges) from the reality show which I conceptualised with Bade Azmi eight years ago. While it won't include all of them, it will feature some of the more popular contestants from all three seasons."

The reality show only ran for three annual seasons, but Rosyam admits it served his purpose to find at least one promising new actor from each season who is commended by filmmakers for a job well done.

Citing award-winning actress Cristina Suzanne Stockstill, comedienne and TV host Zulin Aziz, *Kimchi Untuk Awak* actor Ungku Hariz, and Jay Iswazir Ismail of historic movie *Kanang Anak Langkau: The Iban Warrior* as some of the outstanding graduates from the show, Rosyam said he will continue to scout for "stars of the future" via auditions for Suhan's productions.

"And if they are interested, they may become my fellow product ambassadors, too."

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