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Wong & Partners Advised Umios on its Acquisition of Pet World International

Kuala Lumpur, 15 September 2026 - Wong & Partners has advised Umios Corporation ("Umios") in its acquisition of a 51% stake in Pet World International Sdn. Bhd. ("PWI") for approximately 11.4 billion Japanese Yen.

Umios is a Japan-based integrated food company with over 100 years of expertise in seafood and food production and processing. Building on its experience in marine-based raw materials and its global food production platform, Umios has grown its presence in the pet food business throughout North America, Europe and Japan.

PWI holds the second largest market share in Malaysia's dog and cat pet food market and has a presence throughout the Southeast Asia region. Through this acquisition, [Umios plans](#) to leverage PWI's existing market base and expand its presence throughout Asia. The region is expected to be among the fastest growing pet food markets in the coming years, driven by rising middle-class income levels, urbanisation and increasing pet humanisation trends.

Headed by Transactional Partner Addy Herg, Wong & Partners* led a cross-border and cross-practice team in advising Umios. The team was supported by Transactional Senior Associate Ee Na Teo and Associates Natalie Wong, Yin Wei Lim, Sherley Lau, Yee Xuan Tan, Raynice Chew, Tze Chee Ng and Crystal Lee in Kuala Lumpur.

Baker McKenzie Transactional teams in the Tokyo, Singapore**, Bangkok and Manila*** offices also provided invaluable support, namely in Tokyo: Partners Jiro Toyokawa and Masao Katsuyama; in Singapore: Principal Shirin Tang and Local Principal Sharon Foo; in Bangkok: Partners Sumet Orsirivikorn and Jarae Sithiwong and their team; and in Manila: Partners Charles Veloso and Alexandra Castro and their team. The team was further supported by our Tax and Antitrust practitioners from across these offices, namely: Ryutaro Oka, Ken Tomura, Yohei Ueno, Adeline Wong, Krystal Ng, Allen Tan, Lee Shih Hui (Tax), Lydia Kong, Masayuki Shinoura (Antitrust), all of whom provided crucial guidance pertaining to their respective areas of expertise.

This landmark cross-border transaction positions Umios to capitalise on the rapidly growing Asian pet food market by combining its established global platform with PWI's strong brand presence and market-leading position in Southeast Asia. Our team provided end-to-end legal counsel on all aspects of this multi-jurisdictional acquisition, navigating the complexities inherent in a deal of this scale and strategic importance.

"This acquisition underscores Umios' strategic vision in identifying and executing on high-growth opportunities in Asia's pet food market. It was a privilege to support Umios on a transaction of this significance, drawing on Baker McKenzie's regional transactional platform and cross-border capabilities across multiple jurisdictions. We are grateful to the Umios leadership team for entrusting us with this mandate and congratulate them on a milestone that positions the group for its next phase of growth," said Addy.

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About Wong & Partners

Wong & Partners is a Malaysian law firm dedicated to providing solution-oriented legal services to its clients. As a member firm of Baker McKenzie International, we bring a unique combination of local knowledge and global experience to every matter. Since its establishment in 1998, Wong & Partners has grown steadily and now consists of more than 20 partners and 50 associates and legal assistants. The Firm's lawyers are able to deliver comprehensive and integrated advice to clients and are trusted by respected domestic and multinational corporations for their needs in Malaysia and throughout Asia. The Firm's lawyers are committed to helping clients apply industry-specific, innovative and practical solutions. Visit our [website](#) for more information.

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