

Let's promote halal goods, PM urges Sudanese

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KHARTOUM: Datuk Seri Abdullah Ahmad Badawi yesterday proposed that Malaysia and Sudan work together to promote halal products and services.

The prime minister extended his invitation to Sudanese businesses to come to Malaysia and participate in the Malaysia International Halal Showcase (MIHAS) from May 9 to 13 and World Halal

Forum on May 7 and 8 in Kuala Lumpur.

Abdullah said the possibilities in this regard were substantial, not merely in the context of the global Muslim community but also the non-Muslim world.

"We know that halal products and services are readily accepted everywhere so long as they meet global standards of quality, prod-

uct and service integrity," he said in his keynote address at the Malaysia-Sudan Business Forum here.

The Malaysian halal standard and the Malaysian halal logo met the requirements of the syariah relating to halal products and services, he said.

MIHAS, which is held in Malaysia annually, has become an

important platform for promoting business and trade in halal products and services, he said.

For the fourth consecutive year, MIHAS will display products and services from more than 500 companies worldwide, he said.

Sudan is Africa's largest country with an area of 2.5 million square kilometres and a population of 37 million. — Bernama