

# Expanding the halal industry

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## Setting up of parks will be an attraction, says Abdullah

**KUALA LUMPUR:** The setting up of *halal* parks in every state will prove to be an attraction to industry players and provide them with the necessary facilities, said Prime Minister Datuk Seri Abdullah Ahmad Badawi.

"Once, every state had industrial parks, now they want to have *halal* parks," he told reporters yesterday after opening the Fourth Malaysia International *Halal* Showcase (Mihas 2007).

"So it will become an attraction and have facilities which will give opportunities to those involved in the *halal* industry."

He added that the Government would not stop any state that wanted to set up such parks from doing so.

The Government had allocated RM50mil last year to set up four *halal* parks - in Kelantan, Pahang, Terengganu and Perlis.

Asked if Muslim countries were capable of conquering the global market with *halal* food products, Abdullah said that it was possible if efforts were made.

He cited the annual Mihas and the World *Halal* Forum in Malaysia as arenas which provided the avenue for local and foreign participants to set up *halal* services.

Abdullah said that the inclusion of three new countries - Argentina,

»Once, every state had industrial parks, now they want to have *halal* parks«

DATUK SERI ABDULLAH AHMAD BADAWI

Croatia and Kuwait - in addition to the previous 23 that attended Mihas was a signal that Malaysia's hope of making itself the *halal* industry hub was becoming a reality.

When asked about Malaysia's efforts to brand itself in the global food arena, he said Malaysian food products were already well known for their quality and were gaining access in international markets.

Earlier in his speech, he said that the "*halal* logistics" concept looked set to become a lucrative niche market for third party logistics providers.

"Currently, many logistic companies handle both *halal* and non-*halal* consignments, where often the integrity of *halal* status of the prod-



**Tasty treat:** Abdullah and International Trade and Industry Minister Datuk Seri Rafidah Aziz tasting some *halwa* at the Mihas exhibition in Kuala Lumpur yesterday. Looking on is Halwani Bros advertising executive Saeed Ahmed Bayones.

ucts could be compromised," he added.

"The *halal* food industry should put in place dedicated supply chain facilities in order to ensure that *halal* consignments remain unadulterated

throughout the distribution channel. This presents yet another opportunity for logistic providers."

He added that besides transportation, other opportunities were in the areas of warehousing, packing and

ICT development.

Abdullah also expressed hope that *halal* certification would ultimately become a global benchmark and brand that transcended religions and cultures.