

ANWAR: HALAL INDUSTRY IS EVOLVING

PM says it now also covers clean, modern and safe products, services

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THE definition of halal is no longer limited to “no pork, no alcohol”, but now encompasses products and services which are clean, modern and safe.

Prime Minister Datuk Seri Anwar Ibrahim said the evolution of the halal industry has seen it include various aspects beyond just halal food.

“The traditional understanding of halal was simply ‘no pork, no alcohol’. Today, the halal industry excels with certifications that go beyond what is generally acceptable,” he said in his opening

remarks at the Malaysia International Halal Showcase (Mihas) 2024 at the Malaysia International Trade and Exhibition Centre yesterday.

Anwar said the government’s efforts to develop the halal industry ecosystem through the Malaysia External Trade Development Corporation (Matrade) and the Malaysian Islamic Development Department led to an increase in the global use of halal certificates.

He noted that during his visits abroad, leaders frequently discussed halal certification and sought Malaysia’s cooperation in the industry.

“Our visits to Asean countries, China, Europe, the Arab world, or recently to Russia, almost always include discussions with leaders who emphasise their requests for Malaysia to provide cooperation

not only in terms of halal certification, but also in halal-related trade activities,” he said.

He added that it is the government’s wish to see the halal industry reach all layers of society and expand its ecosystem.

He said that in the past, the Islamic economy was primarily represented by financial institutions, which only covered certain segments of society, particularly those involved in the sector.

“The halal industry reaches a broader community. It encompasses everyone, from farmers and fishermen to small and medium enterprises, small traders, and even small retail shops.”

The prime minister also witnessed the Guinness World Records award handover for last September’s Mihas 2023, which was recognised as the “largest

turnout for a halal trade show with 38,566 visitors.

Mihas 2024 is hosted by the Investment, Trade and Industry Ministry and organised by Matrade. Themed “Globalising Halal Innovations”, it will be positioned as the leading platform for global halal companies to showcase innovative halal products, services, and technologies through 14 clusters.

Meanwhile, Investment, Trade and Industry Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz said Malaysia is targeting RM75.2 billion in halal exports, or 11 per cent of the country’s gross domestic product, by 2030.

The country’s halal exports, totalling RM55 billion last year, he said, play a crucial role in driving its economic growth.

Of this total, halal food and beverages were the largest contributor with an export value of RM29.4 billion, followed by halal ingredients, cosmetics and personal care products; palm oil derivatives, the chemical industry and pharmaceuticals.

“Despite facing global economic challenges, Malaysia remains top in the Global Islamic Economy Indicator 2023. Malaysia’s 10th year achievement signifies its position as the industry leader at the global level,” Tengku Zafrul said.

He added that Mihas will also make its international debut at Mihas@Dubai from Nov 18-20, with an export sales target of RM1 billion.

Malaysia, he said, wants to leverage Dubai’s status as an entrepot city and as the primary hub of the Middle East and North Africa market for the import and distribution of Malaysian-made goods.

“I am confident that participating Malaysian companies will succeed in achieving their targets.”

Page 1 pic: Visitors at a Malaysia International Halal Showcase booth in the Malaysia International Trade and Exhibition Centre in Kuala Lumpur, yesterday.

“... Malaysia remains top in the Global Islamic Economy Indicator 2023.”

TENGGU DATUK SERI ZAFRUL TENGGU ABDUL AZIZ
Investment, Trade and Industry Minister