

'Halal not just about ingredients'

PM: Compliance also covers health, cleanliness and safety aspects

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KUALA LUMPUR: The halal industry has evolved beyond the traditional requirements of avoiding pork and alcoholic ingredients to encompass more comprehensive aspects, says Datuk Seri Anwar Ibrahim.

The Prime Minister said the industry has shifted to using more sophisticated methods to avoid harm, while aspects such as health, cleanliness, efficacy and the utilisation of modern technology are now considered as well.

"This proves the industry has achieved a more satisfactory level, imposing conditions beyond those generally accepted by international standards," he said when launching the Malaysia International Halal Showcase (Mihhas) 2024 here yesterday.

Anwar commended stakeholders, particularly the Malaysia External Trade Development Corporation (Matrade), for promoting the halal industry globally.

He added that during his official visits to several countries, their leaders have shown significant interest in Malaysia's halal industry and sought further collaborations.

"These countries have given special attention to the halal industry and recognise the Malaysian government's role in



Robust sector: Anwar visiting a booth at Mitec after officiating Mihhas 2024, accompanied by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi. — AZMAN GHANI/The Star

promoting it.

"They are seeking our cooperation to enhance trade investments including in the halal sector.

"This is a remarkable feat achieved by Matrade and the government as it allows us to further explore the significance of halal and why Islam emphasises its importance across various sec-

tors including food products, cosmetics and other related industries," he said.

Anwar said the comprehensive halal industry complements the Islamic economy, especially in terms of trading.

He added that the halal sector encompasses all groups including farmers, fishermen and small

business operators.

"In achieving the true meaning of the Madani Economy and the principles of maqasid syariah (objectives of Islamic law), it must encompass every layer of the rakyat," he said.

At the launch of Mihhas 2024, Anwar also presented the National Halal Development Icon

award to former prime minister Tun Abdullah Ahmad Badawi in recognition of his contributions to the development of the halal industry in Malaysia.

The award, introduced for the first time, was received by Abdullah's son Tan Sri Kamaluddin Abdullah on behalf of the former prime minister.

Taking place from Sept 17 to 20, the 20th edition of Mihhas, held at the Malaysia International Trade and Exhibition Centre (Mitec), features over 2,000 booths from local and international brands.

Mihhas was recognised by the Guinness World Records for having the largest attendance for a halal trade show.

The award was presented by Guinness World Records' official adjudicator Justin Patterson to Investment, Trade and Industry Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz and Matrade chairman Datuk Seri Reezal Merican Naina Merican.

Since its first edition in 2004, Mihhas has benefitted over 17,000 local exporters and foreign buyers, generating sales close to RM25bil and attracting more than half a million visitors.