

PM: Halal exports to hit RM80bil by 2030

National policies to position M'sia as world leading hub

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KUALA LUMPUR: Malaysia's exports of halal products and services are projected to reach RM80bil by 2030, driven by robust national policies, says Prime Minister Datuk Seri Anwar Ibrahim.

He said the Halal Industry Master Plan 2030 and the New Industrial Master Plan 2030 provide a clear pathway to position the country as the world's leading halal hub.

He said under the 13th Malaysia Plan, significant funds have been allocated to further boost the halal sector.

"In return, the sector is projected to contribute RM231bil or 10.8% to the national gross domestic product (GDP) by 2030, driven by strong demand in food, finance and tourism.

"In terms of trade targets, exports of halal products and services are set to reach RM80bil by 2030," he said in his keynote speech during the launch of Global Halal Summit (GHaS) 2025 at Mitec here.

The Prime Minister said the global halal market is valued at RM16.02 trillion and is expected to expand to RM22.88 trillion by 2030, fuelled by demand in food, finance and tourism.

In 2024, Malaysia's halal product exports were valued at RM61.79bil.

He encouraged Malaysian companies to embrace digitalisation as by leveraging technologies, companies can enhance operational efficiency, broaden market reach and unlock new opportunities in the digital economy and cross-border trade.

He urged international community and business enterprises to



All together: Anwar (centre) flanked by Ahmad Zahid (third from left), Tengku Zafrul (third from right), Shamsul Azri (left), Mohd Na'im (second from left), Reezal Merican (second from right) and Mohd Mustafa (right) at the opening ceremony of Global Halal Summit in Mitec, Kuala Lumpur. - AZHAR MAHFOF/The Star

embrace halal as a system of values, one that champions ethical consumption, social justice, human dignity and environmental sustainability.

"We must empower the public to be ethical consumers, support halal entrepreneurs penetrate global markets and build a new generation of halal professional experts not only in religious knowledge but also in food science, technology, engineering and law," he said.

Anwar said Malaysia will continue to position halal as a univer-

sal economic model and make it part of bilateral discussions between leaders.

"More non-Muslim countries will recognise the necessity of halal-certified products beyond food and hospitality services to incorporate Islamic finance, pharmaceuticals, cosmetics and healthcare.

"So, I reiterate the point that halal is more than just a label, it is an international symbol of trust."

He said the government will continue to implement various strategic initiatives to strengthen its role

and standing in the global market.

Present at the event were Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Investment, Trade and Industry Minister Tengku Datuk Seri Zafrul Aziz, Minister in the Prime Minister's Department (Religious Affairs) Datuk Dr Mohd Na'im Mokhtar, Chief Secretary to the Government Tan Sri Shamsul Azri Abu Bakar, Matrade chairman Datuk Seri Reezal Merican Naina Merican and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz.