

**Muslim PR Practitioners Should Correct Misconception Of Islam - Mukhriz
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KUALA LUMPUR, Dec 6 (Bernama) -- International Trade and Industry Deputy Minister Datuk Mukhriz Mahathir has urged Muslim public relations (PR) practitioners to play their role in correcting whatever misconception or wrong perception of Islam.

He said they should also refute the malicious disinformation and spin which were intended to give a wrong picture of Muslims.

"Prejudices, racism and Islamophobia are tangible expressions that do not go away easily.

"So, effective PR is one method to address these problems and reinstate the truth," he said.

His speech was read by the ministry's advisor, Datuk Nik Zainiah Nik Abdul Rahman, at the 1st Global Congress for Muslim Public Relations Practitioners here today.

On Malaysia's role in promoting Islam, Mukhriz said, the nation had played a major part by developing an Islamic financial system and the halal industry.

"The global halal market is valued at US\$2.7 trillion annually, fuelled not only because of the huge Muslim market, as non-Muslims now consider halal products more hygienic and reliable," he said.

On the Islamic financial system, Mukhriz noted that the number of Syariah-compliant loans had begun to rise, indicating the growing demand for such financial tools from among Muslim and non-Muslim clients for Islamic financial products.

"It is no longer strange to see international commercial banks issuing Islamic loans to clients," he said.

The first-ever global congress for Muslim PR practitioners is jointly held by the International Islamic University Malaysia and Tehran-based Kargozar PR Institute.

The three-day conference focused on paper presentations, dialogues and panelist discussions, comprising more than 200 delegates from Malaysia and neighbouring countries.

The congress was set up to create a platform for discussions among PR professionals on how to be more effective, discussions on current world issues and the important role of Muslim PR practitioners.

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