

Smartag Ties Up With China Companies To Develop Online Trading Portal

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By Azizul Ahmad

KUALA LUMPUR, April 10 (BERNAMA) -- Smartag Solutions Bhd today signed two agreements and one memorandum of understanding (MOU) with China's companies from Ningxia, to develop the world's first halal online trading portal where all products sold will have traceability information.

Smartag's Chief Executive Officer, Yow Lock Sen, said the collaborations would allow the company to tap Ningxia's annual trade in halal food and other traceable items, which were worth about 3.2 billion renminbi (RM 1.6 billion) in 2013.

"After that, Smartag aims to tap at least 10 per cent of the world's halal market transactions of nearly US\$3 trillion (US\$1 = RM3.22)," he told Bernama after the signing ceremony here today.

Smartag signed agreements with Ningxia Salimy Muslim Commodity Trading Co and Ningxia Chengfeng Agriculture Technology Co Ltd and the MOU with Ningxia Ai Fei Xiang Livestock Import & Export Trading Co Ltd.

Yow said the agreement with Ningxia Salimy involved the development of China International Halal Online Trade and Traceability portal.

"The project is endorsed by the Beijing government and is tied up with the Ningxia government's initiative to build its China Yinchuan Free Trade Zone as well as the China (Ningxia) Pilot Economic Financial Zone," he said.

With Smartag's 'SMTrack' technology, Yow said, Ningxia's products traceability would also be offered to Malaysia, US, West Asia and to the rest of the world.

The agreement with Ningxia Chengfeng involves the provision of traceability solutions on garments and apparel.

The MOU with Ningxia Ai Fei Xiang involves animal tagging, which will start from the rabbit farm to the factory and down the supply chain the wholesalers, retailers and even the dinner tables.

Yow said with the agreements and MOU, Smartag's worldwide offices in the US and Hong Kong as well as partnership offices in Indonesia and Saudi Arabia would be able to offer much value-added synergistic programmes to link up worldwide food traceability programmes between exporters and importers.

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