

## **Teh Tarik, Roti Canai, Durian Popular At Malaysia-Xi'an Halal Week 2015**

**Bernama**

**May 26, 2015**

**From Rohani Ibrahim**

XI'AN (CHINA), May 26 (Bernama) -- Agro-based products by Malaysian entrepreneurs received encouraging response at the Malaysia-Xi'an Halal Week 2015 which began last Sunday, at Muslim Street, a popular tourist spot, here.

Several entrepreneurs who participated in the event did not discount the possibility that the stock of two containers of agriculture and agro-based products brought from Malaysia for the Halal Week would be sold out before the event ends on May 31.

Among the products which have drawn crowds is the pre-mixed instant teh tarik, Chai Latte Special Blend produced by Laras Marketing and Services Sdn Bhd.

Its chief executive officer, Rahmat Tambi when met by Bernama, said most of the Chinese Muslims in Xi'an were confident of Malaysia's agro-based products as they were familiar with them since this was the fourth year the event was held here.

"The Chinese Muslim community in Xi'an really likes all sorts of agro-based products from Malaysia, especially the different types of instant drink mixes which to them have quality and are delicious," he said.

Regal Mart International Sdn Bhd general manager, Loh Wee Keng said the instant durian roti canai, packed and labelled as Roti Paratha Durian, was the most popular product from his company during this year's Malaysia-Xi'an Halal Week.

"The roti (flat bread) is produced using the D24 durian from my durian farm in Raub. Consumers need only heat up the roti in the microwave for two minutes before enjoying it. Xi'an people enjoy the roti by itself without the dhal curry like in Malaysia," he said.

Loh added that the Xi'an community learnt about roti canai since five years ago when the Chinese Muslim community here visited Malaysia and talked about it when they returned to China.

The other products which are also popular during the Halal Week are the fish burger, fishballs, and fish nuggets produced by the National Fishermen's Association (Nekmat), as well as the pre-mixed cocoa drink, Koko Minda Plus produced by Koko Minda Food Industries (M) Sdn Bhd.

The Malaysia-Xi'an Halal Week was launched by Agriculture and Agro-Based Industry Minister Datuk Seri Ismail Sabri Yaakob on Monday (May 25).

He is currently on a nine-day working visit to China to promote Malaysian halal products in several cities like Xi'an, Chengdu, Suining, Shenzhen and Hong Kong from May 23 to May 31.

A halal seminar was also held here today in conjunction with the event. One of the participants was Mexpro International Sdn Bhd chairman, Datuk Mustafa Abdul Wahab, who is involved in the sandalwood business in Guangzhou, Beijing and Shanghai.

The seminar was a good platform for Malaysian businessmen to explore the halal market in Xi'an.

-- BERNAMA

Copyright © 2015 BERNAMA

Source : <http://www.bernama.com/bernama/v8/newsindex.php?id=1138383>