



# HALAL MALAYSIA WEEK

4 - 9 APRIL 2011

KUALA LUMPUR CONVENTION CENTRE, KLCC

## FOR IMMEDIATE RELEASE

### **MALAYSIA IS EXPECTED TO EXPAND THE GROWTH OF THE GLOBAL HALAL INDUSTRY DURING HALAL MALAYSIA WEEK 2011**

*MATRADE, HDC and Kasehdia are set to join effort in the upcoming Halal Malaysia Week*

**Kuala Lumpur, 26 January 2011** – Malaysia will again be the focal point for local and international Halal industry traders and exhibitors as it hosts Halal Malaysia Week from 4 to 9 April 2011 at the KL Convention Centre, KLCC. The Halal Malaysia Week held annually, is an amalgamation of three superlative Halal events - International Halal Showcase (MIHAS), World Halal Research Summit (WHR) and World Halal Forum (WHF) with one aim; to expand the growth of the global Halal industry through business matchings, trade exhibition, forum and research.

This year, Halal Malaysia Week is expected to attract thousands of delegates and exhibitors from over 50 countries who will be in Malaysia to facilitate trade and drive the global Halal industry, discuss issues, share advancements in Halal research – in an industry estimated to be worth trillions of dollars.

The Halal Malaysia Week, a joint effort of three parties – Malaysia External Trade Development Corporation or MATRADE (for MIHAS), Halal Industry Development Corporation or HDC (for WHR Summit) and Kasehdia Sdn Bhd (for WHF), is an excellent example of public-private sector initiatives to provide supportive platforms to showcase Malaysia's Halal industry .

The Halal Malaysia Week will firmly position Malaysia as a beacon of the Global Halal industry, highlighting Malaysia's leadership in this area and its strong intentions to be known as the world's leading International Halal Hub.

Dato' Noharuddin Nordin, the CEO of MATRADE said, "MATRADE will leverage on the Halal Malaysia Week by organising the 8th Malaysia International Halal Showcase (MIHAS), which will be held from 6 to 9 April 2011 at the KL Convention Centre, KLCC. MIHAS 2011 is targeted to bring more than 500 exhibitors from 32 countries". He further stated that "A key feature of MIHAS is the Incoming Buying Mission (IBM) programme organised by MATRADE. Through its network of 40 offices worldwide, international buyers are invited by

MATRADE to participate in one-on-one business meetings with Malaysian exporters of Halal products and services. These buyers are selected and screened beforehand by MATRADE's overseas offices to ensure genuine interest in sourcing from Malaysia.”

Also present at the news conference were Farid Z Hamid, Vice President, Operations of Halal Industry Development Corporation and Hajj Abdalhamid Evans, Project Director of World Halal Forum.

The Halal Malaysia Week which will be held at the KL Convention Centre, will kick off with the 6<sup>th</sup> World Halal Forum themed “The Power of Values in Global Markets” from 4 – 5 April 2011.

“We are pleased to be the sole representative from the private sector to be a part of this impressive trilogy of Halal industry events which, once again, underline Malaysia's commitment to the Halal industry worldwide. Since its inception in 2006, the World Halal Forum has provided a much needed platform to address issues that are critical within the global Halal industry, and find ways to resolve pertinent issues in order to integrate and drive the Halal industry forward. The massive international coverage amassed through World Halal Forum over the years has been instrumental in making the world sit up and take notice of this industry that is driven by 1/4th of the world's population. This year the World Halal Forum will be examining the ways in which the universal human values that are central to both the Halal industry and Islamic Finance are creating a new economic paradigm that will shape the global marketplace over the coming decade”, said Hajj Abdalhamid Evans, the Project Director of World Halal Forum.

Presenting the theme of “Catalyst for Growth in the Halal Industry,” the Halal Industry Development Corporation (HDC) will hold its 4th World Halal Research Summit from 6 - 7 April at the KL Convention Centre. This year's Summit will gather close to 1000 delegates and participants from 94 organisations worldwide to discuss and deliberate on catalyst-related issues as found in research findings, innovation, emerging technologies, trends, manufacturing processes and other challenges currently facing Halal industry players.

“The HDC has arrived at this significant crossroad where it will have to carry out a catalytic role of transforming research and development efforts into real projects of commercial worth. This year's Summit will address factors and topics that relate to the “halal catalyst” and determine how the process can be expedited for more tangible results,” explained Farid Z Hamid, Vice President, Operations of Halal Industry Development Corporation Sdn Bhd.

“The Summit serves as a platform for players in the Halal Industry to determine where they are currently placed or positioned in the overall Halal scheme of development. There exist several growth factors that serve as catalysis, knowledge that can be shared with others for the greater good of the industry. It is hoped that the Summit will achieve greater insights in this area in order that the Halal industry participant can move ahead exponentially,” added Farid.

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## **About MIHAS**

MIHAS or the Malaysia International Halal Showcase offers the largest and most comprehensive showcase of the world's halal products under one roof. MIHAS, which is also Malaysia's largest food and beverage expo, gathers various sectors of the industry ranging from food and beverages, pharmaceuticals, herbal products, cosmetics, health care to banking and financial services. Since it was first showcased in 2004, MIHAS has established itself as the premier event anticipated by the halal business community around the world. Over the past seven years, MIHAS has succeeded in creating extensive business opportunities and networking for various halal industry players worldwide. MIHAS has also been the focal point for global traders, entrepreneurs and manufacturers to promote and launch their halal products and services. MIHAS is an annual event which is organised by Malaysia External Trade Development Corporation (MATRADE), hosted by Ministry of International Trade & Industry (MITI) and managed by Shapers Malaysia Sdn Bhd (MIHAS Secretariat).

## **About HALAL INDUSTRY DEVELOPMENT CORPORATION SDN BHD (HDC)**

### **Halal Means Business**

The Halal Industry Development Corporation (HDC) was established on 18 September 2006 with the express objective of coordinating the overall development of the Halal industry in Malaysia for both the domestic and international markets. HDC is an agency under the Ministry of International Trade and Industry (MITI).

HDC is Malaysia's holistic response to the worldwide demand for better quality products and services as consumers gain confidence in the Halal process. Its key thrusts are to grow and advance the development of Halal standards; facilitate capacity- building for halal products and services; and promote growth and participation of Malaysian companies in the multi-trillion dollar global halal market and industry. Today, there is an estimated population of 1.8 billion Muslims worldwide. The global halal market is currently estimated at USD2.3 trillion covering both food and non-food sectors.

In its effort to serve as an international hub for the halal industry, HDC provides manufacturers, distributors, retailers, entrepreneurs, researchers and investors with comprehensive assistance to penetrate and serve a growing global halal market through the adoption of the Malaysian experience and expertise in food and non-food sectors. For more information, please visit HDC at - [www.hdcglobal.com](http://www.hdcglobal.com).

## WORLD HALAL FORUM

The *World Halal Forum*, the undisputed premier global event brings together business leaders and stakeholders from across the world under one roof to discuss, consolidate and drive the lucrative global Halal industry. Established in 2006, it has become an integral part in the development of a viable global Halal industry and in promoting the concept of Halal for the benefit of the global market. The event is positioned as a forum for public and private sector stakeholders in the Halal market and attracts over a thousand delegates from over 50 countries yearly. Since its inception, the World Halal Forum (WHF) has endeavored to be an arena to support, strengthen and assist in the development of the global Halal industry. From its starting point in Kuala Lumpur, Malaysia, WHF events have travelled abroad to Australia, China, the United Arab Emirates, South America, South Africa, Europe and other parts of South East Asia, in the past five years. The *World Halal Forum* programme includes *World Halal Forum Europe*, a regional focus looking into the unique issues and opportunities within the region, *WHF Industry Dialogues* which are designed to create understanding in different sectors and drill down to the heart of issues faced by industry players, governments, and stakeholders alike, and the *WHF CEO Roundtable*, a programme that engages the captains of industries and thought leaders to help chart the course for the global Halal industry. The fifth annual WHF was held in Kuala Lumpur Convention Centre in June 2010 and was officiated by the Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib Tun Abdul Razak. The sixth *World Halal Forum* will be held from 4 – 5 April, 2011 at KL Convention Centre, with the theme "The Power of Values in Global Markets"

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