



THE WORLD HALAL FORUM CEO ROUNDTABLE II

‘TRADE AND MARKET ACCESS’

TUESDAY 6TH NOVEMBER 2008

MATRADE EXHIBITION & CONVENTION CENTRE



INTRODUCTION

1. The WHF CEO Round Table series is an initiative in-line with the World Halal Forum Charter endorsed by the Prime Minister of Malaysia. WHF CEO Round Table will assist and support the development of world-class Halal industry standards covering the entire value chain.
2. The objective of the CEO Round table is to bring major stakeholders within the Halal value chain and industries to discuss, identify and outline a standard of unity for the industry and supply chain, benefiting the entire sector and supporting sustainable development.
3. This World Halal Forum CEO Round table on 'Trade & Market Access' focused on effective strategies and smart partnerships between the public and private sectors that are essential for success in this globalised society.
4. This World Halal Forum CEO Round saw 26 participants representing multinational corporations, local businesses, academia, and government ministries and agencies.

SUMMARY OF WHF DEPUTY CHAIRMAN'S SPEECH

5. Mr. Nordin Abdullah, Deputy Chairman of the World Halal Forum, welcomed all present and thanked them for their support of the World Halal Forum and the second CEO Roundtable. He began by mentioning this is the second of a series of CEO Roundtables planned, and the issue of trade and market access is important for successful and sustainable businesses in the Halal industry.
6. The Deputy Chairman reminded all present that the objective of the Roundtable was the following:
 - a. To listen to the presentations from the industry experts and government stakeholders and to use the information gained to provide input during the discussions and recommendations.
 - b. To have a dialogue between all the stakeholders present to raise industry and governmental concerns on the issue of trade and market access.
 - c. To formulate and agree upon a list of recommendations to be sent to government and industry.
 - d. To foster a greater networking spirit

SUMMARY OF CONCLUSION AND CEO ROUNDTABLE RECCOMENDATIONS

7. Mr. Nordin Abdullah thanked all the participants at the CEO Roundtable for their attendance and contributions. He said that the recommendations that arose from today would be forwarded to relevant government bodies, industry associations and selected organisations. He then read out the following recommendations and asks for consensus, which was received.

RECOMMENDATIONS:

- a) Gathering market intelligence and leveraging off competitive information should be considered as an important part of a company's strategy for successful market penetration.
- b) For successful international market access and in line with Malaysia's vision to be a Halal Hub, Halal park developments in different regions throughout Malaysia are necessary as it encourages foreign investments, and more importantly, the government's support is very much needed to expedite and execute the development of existing Halal Parks in the country.
- c) For distribution of Halal products locally and internationally, logistics service providers plays an important role in ensuring that products are not contaminated with non-Halal items in the supply chain before products reach the consumers. Logistics service providers now need to pay attention to provide exclusive Halal facility to accommodate this. Another interesting point is the lack of use of Port Rotterdam's readily available Halal warehouse facility. The Port's strategic location provides strategic access to the European market, among others. To utilise the Port's Halal-specific facility is recommended for businesses keen in expanding to the European market. Stronger multilateral tie between other countries and The Netherlands are necessary, and the Malaysian government should leverage on this to assist and promote local businesses.
- d) Companies currently in Halal business or those venturing into Halal businesses are encouraged to run their businesses using Islamic Financing to ensure the integrity of Halal throughout the supply chain, from farm-to fork, and so that the end justifies the means. Islamic Financial providers are encouraged to create more awareness about the benefits of Islamic Finance and to develop more attractive products and services to cater to different financial needs. More promotion is needed in order for Islamic Financial products and services to be considered more attractive than conventional financing.



- e) With more and more Small and Medium Enterprises (SMEs), the competition in this sector increases. One way to help market and promote products by local SMEs is through trade shows/ exhibitions, because trade shows does not only promote their products to the locals, but also encourage SMEs' businesses to expand globally through interest gathered from international investors. SMEs must be proactive in terms of utilising available grants and incentives from the government in order to expand and improve their business, as well as invest in market research and intelligence.
- f) The Federation of Livestock Farmers' Association of Malaysia, as the bridge between livestock farmers and government agencies (namely the Department of Veterinary Services, the Ministry of Agriculture and Agro-based Industries, and more recently with the Ministry of Domestic Trade and Consumer Affairs), suggested that the government should concentrate more on preserving the environment for healthier livestock (i.e. focus on SPS issues) to enable export of [processed] products rather than excessive intervention in the market place which is not conducive for the growth and modernisation of any industry particularly in the private sector.

– CEO ROUNDTABLE ENDS –

APPENDIX 1 – LIST OF SPEAKERS

No.	Company Name	Title	Name	Designation
1	CIMB Islamic Bank	En.	Ismail Mahayuddin	Advisor
2	Federation of Livestock Farmers' Association of Malaysia	YBhg.	Dato' Fong Kok Yong	Advisor
3	IHI Alliance	En.	Darhim Hashim	CEO
4	KasehDia Sdn Bhd	En.	Nordin Abdullah	Executive Director
5	KasehDia Sdn Bhd	En.	Irfan Sungkar	Head of Research
6	MIHAS	En.	Shukri Abdullah	CEO
7	Northport	Mr.	Lim Seok Hua	Assistant General Manager

APPENDIX 2 – LIST OF PARTICIPANTS & INVITED GUESTS

No.	Company Name	Title	Name	Designation
1	Chemical Company of Malaysia Berhad	Puan	Roziatul Akman bt. Osman	Senior Manager, Market Development
2	Chemical Company of Malaysia Berhad	YBhg.	Dato' Mizanur Rahman bin SM Abdul Ghani	Pharmaceutical Advisor
3	CIMB Islamic Bank	En.	Abu Yazid Harun	Senior Manager
4	CIMB Islamic Bank	En.	Zakimi Zainal Abidin	Manager
5	FAMA	Puan	Sharifah Hashim	Pengarah
6	Felda Farm Products Sdn Bhd	Mr.	Zainudin bin Yunos	Chief Executive Officer
7	Felda Farm Products Sdn Bhd	Mr.	Wan Ahmad Khalid bin Abdullah	Accountant
8	Felda Farm Products Sdn Bhd	Mr.	Khairudin bin Minhaj	Manager
9	Felda Farm Products Sdn Bhd	Mr.	Mohd Najib Abdul Salim	Executive
10	Felda Farm Products Sdn Bhd	Puan	Azrin bt. Mohamed	Executive
11	HDC	Puan	Mariam Abdul Latiff	VP - Halal Integrity
12	Kart Food Industries Sdn. Bhd.	En.	Mohd Fairuz Abdullah	CEO
13	Khazanah Nasional Berhad	Ms	Shadiza Hany Basirdin	Associate
14	Minang Kayu Sdn Bhd	Mr.	Hashim Omar Al-Junied	Sr. Technical Director
15	MOA	Mr.	Raihan Sharif	Undersecretary
16	Prima Agri	Cik	Tina Jamaluddin	Managing Director, Marketing & Sales
17	SMIDEC	En.	Mohd Firdhouse Mohd Tajuddin	
18	SMIDEC	En.	Hairul Abidin Abd. Hamid	Assistant Manager
19	Supply Chain Consulting	Mr.	Lim Yeong Chuan	
20	UITM	Prof. Madya	Dr. Rosidah Musa	
21	Universiti Pendidikan Sultan Idris	Prof. Dr.	Abdul Jumaat bin Mahajar	
22	UPEN Perak	En.	Zul Azlan	Timbalan Pengarah
23	Yakin IT	Ms	Fe Jazzareen Bt. Mor Japar Khan	Consultant
24	Yasmin Ventures Sdn. Bhd	YBhg	Tan Sri Datuk Adzmi B. Abdul Wahab	Vice Executive Chairman
25	YB Norah	En.	Nik Faruk	Special Assistant

APPENDIX 3 – SELECTED PHOTOGRAPHS



APPENDIX 3 – SELECTED PHOTOGRAPHS (Cont'd)



Another report
by

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