



**THE WORLD HALAL FORUM  
CEO'S ROUNDTABLE**

**'TRACEABILITY AND THE GLOBAL HALAL  
INDUSTRY'**

**TUESDAY 15<sup>TH</sup> JULY 2008  
KUALA LUMPUR CONVENTION CENTRE**

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## **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 'Traceability and the Global Halal Industry' saw over 90 participants representing Multi-National Corporations, local businesses and Government Ministries & Agencies.

## **SUMMARY OF WHF DEPUTY CHAIRMAN'S SPEECH**

4. En 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 first CEO's Roundtable. He began by mentioning this is the first of a series of CEO Roundtables planned, and the issue of traceability is becoming even more important couple with the current food security situation.
5. 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 and value add 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 traceability.
  - c. To formulate and agree upon a list of recommendations to be sent to government and industry.
  - d. To foster a greater networking spirit

## **SESSION 1**

### **SUMMARY OF PRESENTATION FROM HEAD OF RESEARCH KASEHDIA – DR IRFAN SUNGKAR**

6. KasehDia is a boutique communication and research company and its framework, especially within the Halal sector allows it to provide research, consulting, media, PR and other services to strengthen the sector.
7. Simply put traceability is the ability to trace. It can be a very high tech system or as simple as putting a tag on something. The system you choose depends entirely on your own needs and the regulatory requirements you need to fulfil. Aspects of traceability include – Intensity, Extensity, Precision
8. The cost of implementing traceability is significant, but the cost of not having it can be far higher. Traceability should be viewed as an investment, which has ROI and not as a cost. The cost of not having traceability is effectively an export barrier and a limit to market access. Traceability has already become a minimum cost of entry into international business.

### **SUMMARY OF PRESENTATION FROM MINISTRY OF AGRICULTURE – DEPUTY SECRETARY – EN ALIAS BIN MOHD YASSIN**

9. The Prime Minister of Malaysia is aware of the traceability issue and in the 2006 requested the Ministry of Agriculture conduct a study to test the feasibility and viability of implementing a traceability system in our food producing industry. The 9<sup>th</sup> Malaysian has budget and projects to modernise the agriculture industry and greater emphasis is place on food production and food safety.
10. Malaysia does not want to be a dumping ground for food products that do not meet the stricter standards imposed by developed countries. Traceability will improve the quality of food products for export and internal consumption, it will also help the balance of trade in food products.

11. The study was commissioned in November 2006 and called 'Malaysian Food Information & Traceability' or MFIT. Multimedia Development Corporation (MDeC) was commissioned to carry out this project. MDeC appointed Netwhizz Sdn Bhd and FoodReg Ltd (UK) to be partners in the pilot program. The objective of the program was to develop a system that was robust enough to cover all sectors, and was therefore trialed on the following agriculture sectors – Horticulture, Livestock & Fishery.
12. The pilot programme was completed in November 2007. After the completion of the pilot project, the consultants conducted the assessment of traceability system utilization by the relevant companies involved in the project for six (6) months (between December 2007 and May 2008), in collaboration with the relevant government agencies involved in the pilot programme. Trainings and seminars on the system have been conducted during the above period.
13. The Technical Working Group on the application of M-FIT system has submitted the recommendation pertaining to the results of the pilot programme on MFIT to the government.

**SUMMARY OF PRESENTATION FROM FOODREG – BUSINESS  
DEVELOPMENT DIRECTOR - MS CHIN MIN MING**

14. Ms Chin briefly introduced FoodReg and elaborated on the technicalities in a traceability system, specifically Halal traceability. FoodReg is a leading global solutions provider in traceability and quality management, having executed many projects in traceability including the MFIT project, which was based on FoodReg's system, in 2006. Traceability is defined as the ability to trace, and what we trace depends on what we want to know. In order to define Halal traceability, we first look at the definition and requirements for Halal food.

15. Traceability can also ensure safety throughout the entire supply chain, whereby it will be possible to trace elements such as allergens in the products, as well as keep track of products' expiry dates. Traceability deals with record keeping, which will allow companies to take prompt action when faced with a problem to prevent potential loss of reputation, as well as brand and business credibility.
16. Ms Chin said that FoodReg's Halal Traceability system refers to MS 1500:2004, and then proceeded to elaborate more on the technical side of the system. A traceability system not only provides information of a product, but also provides information on what happened in the processing plant, as well as trace backward to the farms and hatcheries.
17. Traceability can also help manage various quality standards, e.g. HACCP, BRC Global Standards, or ISO22000 on food safety, by capturing the common data shared between the three standards. The common data captured can then be used in different presentations and reports.
18. From this, certification bodies can process all the captured data that a company need when applying for certifications, in this case, the Halal certification, to verify whether the company have met all the necessary requirements. In cases of non-conformance, companies can also find out why through traceability. It is evident that procedures are all linked, information is shared, and it is integrated with certifying bodies, and finally, on the retail side, customer satisfaction can be achieved.

## **SUMMARY OF DISCUSSION – CHAIRED BY EN NORDIN ABDULLAH**

14. En. Nordin summarised the pertinent points from the previous presentations, he also commented on the seriousness of traceability in Malaysia. He then called upon YBhg Dato' Seri Jamil Bidin in his capacity as CEO of the Halal Industry Development Corporation (HDC) to make some comments
15. Dato' Seri Jamil mentioned that Halal traceability is not only newsworthy, but investment worthy. The key is to encourage producers to invest in traceability, because Halal food is not only for Muslims, and the assurance traceability provides, will help promote quality, safety & hygiene issues of halal food to non-Muslims. He also commented the halal food industry is dominated by the SMEs, about 98 percent.
16. Dato' Seri Jamil also put forward a challenge to the industry and the Roundtable, the issues in traceability that need to be agreed upon are as follows;
- a. The Breadth – to what extensity does traceability go? How much information needs to be collected? How will this data be collected and stored to ensure voracity and easy retrieval
  - b. The Depth – How deep does traceability need to go? How far back in the supply chain or how far forward is needed?
  - c. The Precision – How precise is the data that needs to be collected?
17. Next the Chairman called upon YBhg Datuk Dr Rebecca Fatima, Deputy Secretary General (Trade), Ministry of International Trade & industry (MITI) for her comments.

18. Datuk Dr Rebecca stated that she believes that government's role should be as follows:
- a. Raising the awareness level; the level of awareness among SMEs about traceability is very low.
  - b. Government should facilitate the process of implementing traceability, through eg: MITI – SMIDEC & MIDF
  - c. MFIT Pilot project – not to wait too long before full roll out, programme completed in 2007, next steps should happen now
19. Datuk Dr Rebecca also commented that the non-food Halal sectors should not be left out, especially in Pharmaceuticals & Cosmetics.
20. Next the Chairman called upon Pn Nursiah Arshad, Deputy Director General, Economic Planning Unit (EPU) to add her comments.
21. Pn Nursiah stated that the EPU is giving its full support to make Malaysia the Global Halal Hub. Under the current 9<sup>th</sup> Malaysia Plan, allocation has been set aside for HDC, JAKIM & MOA and under the midterm review HDC is being proposed as the sole authority on Halal matters.
22. Pn Nursiah stated that these points show that the government and EPU are supporting strongly the Halal sector, through support of the agency's. Now she mentioned that the EPU wants to hear from the private sector.
23. Next the Chairman called upon En Hilmi Mohd Nashir, MD & CEO of MISC Integrated Logistics (MILS), for his thoughts, especially after investing over RM 50 million into a world class cold storage facility in Pulau Indah, Selangor.
24. En Hilmi informed everyone that the cold storage facility has began cooling and will serve as a Halal cold storage facility. It has the capability to store 10,000 pallets of cold (-24 Celsius) and 1000 pallets for fruit (4-5 Celsius). He invited all local traceability companies to link up with MILS and this cold storage facility. The facility will be 100 percent Halal compliant from the day it takes its first pallet.

25. En Hilmi stressed that the facility in Pulau Indah was world class and would suit any traceability systems, as customers in Europe monitoring their ship en-route could get real time temperature read-outs of the cold room.
26. Next the Chairman called upon Pn Amnah Shaari from the Malaysian International Chamber of Commerce and Industry.
27. Pn Amnah raised the issue of 'data explosion', these regulations and systems are causing immense amounts of information to be generated and storage & capture therefore becomes a big issue. How is this data going to be dealt with? It needs to be able to be shared from one end of the value chain, to the other, sometimes from across the globe. Therefore any traceability systems need to be agile, fast and allow data to be sliced and diced.
28. Pn Amnah also pointed out that Malaysia has a habit of introducing many systems that are incompatible with each other. She stressed that traceability systems will need to integrate and be synchronised with each other. She also mentioned that sometimes Malaysian government agencies act in isolation often covering the same ground, she expressed a wish that everyone talk to everyone when it comes to implementing a traceability system such as MFIT.
29. Next the Chairman called upon the SMIDEC representative Pn Hilyati Nasir
30. Pn Hilyati Nasir informed everyone that SMIDEC believes traceability is important and expressed her commitment that SMIDEC will try to raise the awareness of traceability among SMEs. She also stated the current financial assistance available at SMIDEC (which might be applicable for traceability)
- a. Soft Loan for ICT Adoption – up to RM 500k per application
  - b. Matching Grant for Certification and Quality Management System including obtaining Halal Certification – up to RM 250k per application
  - c. Promotion & Development of Halal Product – up to RM 150k per application

31. Next the Chairman called upon YBhg Dato' Mohd Nordin Mohd Noor, Chairman Prima Agri Halal Foods, mentioning the fact that Prima Agri is a Malaysia food producing company that is compliant to EU regulations.
32. Dato' Nordin informed the Roundtable that Prima Agri has always been actively trying to meet the stricter regulations of the EU. Traceability is a very good tool to ensure that systems within the organisation were complaint, but what about one or two steps upstream? Or one or two steps downstream? Suddenly there is no control over the product or ingredient. If suppliers or wholesalers do not have traceability, you become isolated, and have no control over the Halal integrity once the product leaves the front gate.
33. Dato' Nordin continued by stating that in Malaysia there has never been a minimum mandatory standard or regulation for food producers. All types of quality assurance systems are voluntary; this has led to the proliferation of low quality products and the inability of producers to export.
34. Prima Chairman then asked the floor where do Malaysian exporters go to get the information needed to meet export destination regulatory requirements and conditions that need to be met. Who is doing the research for regulatory requirements in Japan or European Union?
35. The Prima Chairman ended by pointing out that a traceability system can be very expensive with cutting edge technology and all the bells and whistles, but if the data is not inputted correctly at the source the entire system is useless. Add to that the extremely high cost of implementation, and it becomes high risk.
36. The Chairman raised the following queries to Dato' Dr Rebecca
- a. Perhaps Malaysia can include a component in future FTA agreement for the supply of regulatory information & compliance requirements
  - b. To comment of the fact that there is no regulatory minimum for food producers in Malaysia.

37. Datuk Dr Rebecca Fatima responded by acknowledging that Malaysia has never set or enforced a set of mandatory standards in the food industry, preferring to let market forces dictate requirements. However she mentioned that the government and MITI were always willing to listen to individual organisations to understand their specific needs.
38. Datuk Dr Rebecca also mentioned the understanding and the provision of regulatory information has always been an integral part of FTA negotiations, under 'economic cooperation', assistance and support to help with regulatory issues are always included.
39. The Chairman called on the Deputy Secretary of the MOA to add on.
40. En Alias bin Mohd Yassin added that the MOA also has representatives in key export cities such as Brussel's, New York and Tokyo, they provide the MOA with up to date information of the import requirements of the importing country. This information is available.
41. Next the Chairman asked the CEO of HDC if there were any new grants available.
42. Dato' Seri Jamil responded by saying that HDC is supporting the development of Halal parks in Malaysia. This is a unique concept and has not been attempted anywhere else in the world, therefore no benchmark is available. For this reason 4 Halal parks have been identified as flagships. Cluster studies have been conducted, and now the issue is to entice the SMEs to enter the parks. MIHAP will be assisting these initiatives with the development of the Halal superhighway. HDC has applied for more grants to be distributed to SMEs, and are now waiting for EPU approval.

## **SESSION 2**

### **SUMMARY OF PRESENTATION FROM SIME DARBY PLANTATION – ASSISTANT VICE PRESIDENT I – EN NORAZAM ABDUL HAMEED**

43. En Norazam Hameed spoke about the Sime Darby Plantations, which is a wholly owned subsidiary of Sime Darby Berhad and manages 529,976 hectares of palm oil plantation in Malaysia and Indonesia. It also produces products such as cooking oils, food and beverages, as well as confectionaries of high quality, Halal, healthy and convenient. Backed by Sime Darby Berhad – Malaysia’s top conglomerate with business interests in 22 countries and a founding member of the Roundtable on Sustainable Palm Oil (RSPO), Sime Darby Plantation is set to grow businesses that are sustainable for generations to come.
44. En Norazam also informed everyone that they had successfully trialled traceability systems, in conjunction with their downstream partners and Unilever. The trial project was to trace palm oil from the source, ensuring that 70% of the palm oil came from verified sustainable plantations throughout the entire supply chain. The technicality of the traceability system used by Sime Darby Plantation for this trial project was presented with a video explaining the system. En Norazam encourages more companies to implement traceability systems within their operation. For local SMEs, Sime Darby will look into conducting a mentoring programme, with WHF CEO Roundtable, to train and share knowledge with SMEs to encourage implementation of traceability. En Norazam also mentioned that Sime Darby, moving forward, will be implementing Halal traceability soon for their products to be exported to the EU market.

### **SUMMARY OF PRESENTATION FROM TRACE TRACKER – CHAIRMAN – MR KNUT JOERSTAD**

45. Briefly describing TraceTracker, Mr. Jorstad stated that it is a global organisation, with core expertise in setting up a global traceability network. He explained the network was built to work with existing applications and invited MNCs and SMEs to add to the network and make it more robust.

46. On profitability and traceability, he said that traceability is connected to profitability, because if it is not profitable, it is not sustainable. Therefore, if traceability is only going to be at cost-driving affect of a product, the company should not be doing it at all.

47. In terms of investment in traceability systems, Mr Jorstad stated that they have so far experienced up to 20% reduction in recall as well as liability, therefore recommends that companies should look at traceability systems as investments instead of extra expenditures.

#### **SUMMARY OF PRESENTATION FROM LBB INTERNATIONAL– CHAIRMAN – MR MARCO TIEMAN**

48. Mr Tieman briefly introduced LBB International as an international consultant in logistics, with particular emphasis in research in Halal systems, industries, Halal value chains, as well as Halal logistics. He talked about Halal Logistics, and in particular, tracing and tracking and Halal control points, highlighting the importance of Halal logistics by the definition of Logistics Excellence. Halal Logistics is about understanding the critical control points, measured in order to measure the performance of the critical control points.

49. Traceability in Halal Logistics in the supply chain is used to meet Consumers' Quality and Safety Expectations, and will also effectively manage Halal Integrity issues, as well as ensure a fast withdrawal or recall when needed. Tracing and tracking – an important infrastructure in a Halal Logistics system, is important in Halal Logistics because of the need for documentation and paperwork during transportation to ensure Halal compliance throughout the whole value chain. At present, there is no one standard guidelines for Halal Logistics which is currently being developed by IHI Alliance, and Mr Tieman suggested the following for a successful Halal Logistics system:

- Tracing and Tracking as a long term strategic investment
- Collaboration in the supply chain and willingness to share information
- Protection of sensitive knowledge and information
- Organisation of internal traceability
- Use of a common business language in transaction
- Conduct knowledge transfer, training, workshops and communication

## **SUMMARY OF DISCUSSION CHAIRED BY CEO OF IHI ALLIANCE – MR DARHIM HASHIM**

50. The Chairman thanked the 3 previous speakers and mentioned that it was a lot of useful information to digest. He started the discussion session by mentioning the key to implementing traceability was to understand the key issues on the ground. The Chairman then asked the special advisor to Chemical Company Malaysia (CCM) YBhg Dato' Mizanur Rahman S.M Abdul Ghani to share his experiences.
51. Dato' Mizanur introduced CCM as the largest manufacturer of fertilizers and pharmaceuticals. CCM decided a long time ago that Halal compliance among its business units was a must, therefore each unit set up a Halal Committee to monitor and implement Halal compliance procedures, each committee is overseen by the steering committee chaired by the CEO.
52. Dato' Mizanur explained that CCM was the only company in the world with expertise in Halal fertilizers and a leader in Halal pharmaceuticals. He explained that halal fertilizers were important, for example to ensure that the palm oil produced by Sime Plantations are indeed Halal.
53. Dato' Mizanur offered his and CCM's expertise to develop standards and regulations for Halal compliance in fertilizers and pharmaceuticals.
54. Next the Chairman called on YBhg Dato' Mohd Nordin Mohd Noor, Chairman Prima Agri Halal Foods.
55. Dato' Nordin posed a question to the floor, he asked if anyone had or knew about a company, in Malaysia, that had implemented a traceability system for multiple products. He mentioned Prima Agri has many different products with thousands of ingredients, learning from another company that had already implemented such a complicated system would be of great benefit.

56. The Chairman raised the point that this was also a Halal logistics issue. He mentioned the Halal standards do not really cover issues relating to logistics, for example Halal food must be separated, but what constitutes separation? 10 feet? 5 feet?
57. Next the Chairman called on Tn Hj. Abd. Rafek Mohd Saleh, from TraceTracker, for his expertise in the Halal catering industry.
58. Tn Hj Rafek mentioned that Halal integrity in the catering industry was maintained with a set of regulations, separated kitchens enforced through surveillance audits and spot checks.
59. Next the Chairman called on Tn Hj Abdul Aziz Long from SIRIM QAS International, for his perspective.
60. Tn Hj Abdul Aziz spoke about the importance of maintaining the Halal integrity through the Halal value chain. He mentioned that SIRIM had developed the timber chain of custody standards to ensure that wood was produced from sustainable forestry. The systems has been in place and certified by SQASI for several years now. He suggested that members base a traceability system around this standard, to gain the lessons learned.
61. Tn Hj Abdul Aziz said a Halal traceability standard adopted from the timber standard in conjunction with a QMS system with Islamic perspective would ensure manufacturers would have a robust system to ensure Halal integrity.
62. Next Pn Amnah Shaari from the Malaysian International Chamber of Commerce and Industry suggested that the IHI Alliance take up the challenge of developing a charter on GS1 for the Halal standard.

## **SUMMARY OF CONCLUSION AND CEO ROUNDTABLE RECOMMENDATIONS BY CEO OF IHI ALLIANCE – MR DARHIM HASHIM**

63. Mr Darhim Hashim 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 ask for consensus, which was received.

### **RECOMMENDATIONS:**

- I. MoA to take forward the MFIT project beyond the pilot stage into full-scale rollout.
- II. EPU and/or MoF to expedite the approval of HDC's paper on incentives for Halal industry players including Halal parks.
- III. Government of Malaysia to spell out a clear policy direction on traceability.
  - a) Detailing a roadmap, stating the milestones to be achieved at particular target dates, eg all food manufacturers must be GMP by 2010, HACCP by 2011, etc.
  - b) Clearly state the parameters so that industry understands what to aim for, parameters such as language, protocol, coding, tracking systems.
- IV. SMIDEC to review the soft loans and grant schemes. To ensure the costs of implementing traceability systems are sufficient.
- V. MDeC (MFIT) and the solution providers to come up with modular and scalable products that is affordable and practical for SMEs. (e.g. ASP model, non-proprietary)

- VI. Halal Certifying Bodies to utilise the traceability systems in their audit approach so that the process can be expedited. Companies undergoing Halal audits that have traceability systems in place should be acknowledged.
  
- VII. An efficient mechanism to identify, understand and disseminate new standard developments, regulations, market intelligence and compliance requirements in key export markets is needed. Starting with agricultural attaches, trade commission, MIDA & MATRADE representatives based overseas who are closest on the ground, the feedback and updates must be channeled effectively to industry players back in Malaysia.
  
- VIII. Sime Darby Plantations to share the knowledge they have accumulated in the process of implementing their RSPO traceability. A mentoring type of programme for SMEs from all sectors to learn how to implement.
  
- IX. Larger scale infrastructure-type of investments to be undertaken by the larger GLCs and GLICs such as Khazanah and PNB which act as catalysts to growth for the private sector.
  
- X. IHI Alliance to develop guidelines for Halal logistics in collaboration with SIRIM, DSM and HDC that can eventually become a module in the Halal standard.

- CEO ROUNDTABLE ENDS -

## APPENDIX 1 – LIST OF PARTICIPANTS & INVITED GUESTS

	ORGANISATION	TITLE	NAME	DESIGNATION
1	Agro Bestari Sdn Bhd	Ybgh	Dato' Hj Abdullah Ahmad	Executive Chairman
2	ALIDF	Mr.	Wahid Kandil	
3	Besta Corporation Sdn Bhd	Mr.	Ikhw an Al- Rashid Abd Rahman	CPU Manager
4	Century Total Logistics Sdn Bhd	Mr.	Wan Zanil Hairiz	Senior Manager
5	Century Total Logistics Sdn Bhd	Mr.	Sabarin Ibrahim	Manager
6	Century Total Logistics Sdn Bhd	Mr.	Ezren Zeffirelli	Manager
7	Chemical Company of Malaysia Berhad	Puan	Roziatul Akram Osman	Senior Manager
8	Chemical Company of Malaysia Berhad	Ybgh	Dato' Mizanur Rahman S.M Abdul Ghani	Advisor
9	Chemical Company of Malaysia Berhad	Puan	Rokiah Hanim Abdul Karim	
10	CIMB PE	Puan	Darawati Hussein	Director
11	Department of Standards Malaysia	Puan	Siti Mariam Mohd Din	Principal Asst Director
12	EPU	Puan	Nursiah Arshad	Deputy Director General
13	EPU	Mr.	Nazaruddin	Principal Asst Director
14	FoodReg Malaysia Sdn Bhd	Ms	Chin Min Ming	Business Development Director
15	Golden Jomalina Food Industries Sdn Bhd	Mr.	Selvan Kurusamy	Sales Manager
16	Halal Development Industry Corporation	Dr	Nor Azman	Head of Halal Park
17	Halal Integrity Alliance	Mr.	Darhim Hashim	Chief Executive Officer
18	International Institute of Islamic Thought & Civilization (ISTAC)	Prof. Dr.	Muhamad Hashim Kamali	Acting Dean
19	International Islamic University, Halal Industry Research Centre	Mr.	Hamzah Mohd Salleh	Coordinator
20	INTERSPED, Logistics Company, Bosnia Herzegovina	Ms.	Nina Mehic	Marketing Manager
21	KasehDia Sdn Bhd	Dr.	Irfan Sungkar	Head of Research
22	Khazanah Nasional Berhad	Mr.	Abu Bakar Ibrahim	Director
23	Konsortium Logistik Berhad	En.	Azmir Redza Bin Ahmad	Vice President
24	Koperasi Sawit Berhad	En.	Noor Salleh Tamanong	General Manager
25	KUWAIT FINANCE HOUSE	En.	Mohamed Ismail Bin Mohamed Shariff	Member & Independent Non-Executive Director
26	KUWAIT FINANCE HOUSE	En.	Zainuddin	Executive
27	KUWAIT FINANCE HOUSE	YM	Tg. Badri	Executive
28	Kyros International	Datuk	Hj. Zakaria	Executive Chairman
29	Lay Heng Berhad	Mr.	Yap Chor Hon	Manager
30	Malaysian International Chamber of Commerce & Industry	Puan	Amnah Shaari	Director
31	MDS Logistics	Mr.	Marco Tieman	Director
32	MIHAP Holdings	En.	Muhamad Roslan Bin Baba	Chief Executive Officer
33	MIHAP Holdings	En.	Abdul Karim Taib	Executive Vice President
34	Ministry of Agriculture	Mr.	Alias Mohd Yassin	Deputy Secretary – Crops & Agro Based Industry Malaysia
35	Ministry of Entrepreneur & Cooperative Development (MECD)	Ms	Emillia Rosnizar bt Ahmad Hanipiah	Principal Asst Director
36	MISC Integrated Logistics Sdn Bhd	En.	Hilmi Mohd Nashir	Managing Director/CEO
37	MISC Integrated Logistics Sdn Bhd	En.	Mohammad Ismail Haji Ibrahim	General Manager
38	MITI	YBhg	Datuk Rebecca Fatima Sta Maria	Timbalan Ketua Setiausaha
39	Multimedia Development Corporation (MDEC)	Mr.	Izam Nawi Ghazali	Senior Executive
40	Multimedia Development Corporation (MDEC)	Mr.	Nor Adly Norji	Executive
41	Multimedia Development Corporation (MDEC)	Mr.	Mohd Mazlan Abd. Razak	Manager
42	New Zealand Trade & Enterprise	Ms.	Bridget Mirandah	Trade Analyst
43	Permodalan Nasional Berhad	En.	Zamani Bin Abdullah	Manager, Business Development
44	Pernec Corporation Berhad	Mr.	Jafarullah Abd. Muthalif	Head Of Business Unit

	ORGANISATION	TITLE	NAME	DESIGNATION
45	Port Klang Free Zone Sdn Bhd	Mr.	Chia Kon Leong	GM - Business Development
46	Prima Export Foods Complex Sdn Bhd	Ybhg.	Dato' Mohd Nordin Mohd Nor	Chairman
47	PrimaAgri Products Sdn Bhd	Ms.	Tina Jamaluddin	Managing Director, Marketing & Sales
48	Prime Minister Office	En	Haizan K Johari	Special Officer to the Prime Minister
49	Rabobank International	Ms.	Amintha P. Weerawardena	Manager
50	SICPA Product Security Sdn Bhd	Mr.	Lim Toh	Customer Support Manager
51	Silver Bird Group Berhad	Mr.	Mohd Hashim Bin Harun	General Manager
52	Sime Darby Plantation Sdn Bhd	En.	Norazam Abdul Hameed	Assistant Vice President I
53	Sime Darby Food Marketing Sdn Bhd	Mr.	Lee Chor Seng	Head
54	Sime Darby Plantation Sdn Bhd	Ms	Saryani Ab. Rahman	Vice President II, Agri-business & Foods
55	Sime Darby Plantation Sdn Bhd	Ms	Nor Ain bt Jauhari	Executive-PSU-RSPO-TQEM
56	Care Food Sdn Bhd	Ms	Mickey Quah	CEO
57	Hybrid Allied Sdn Bhd	Ms	Johannis Al Arif Bin Ibrahim	CEO
58	Sirim Qas International Sdn Bhd	En.	Abdul Aziz Bin Long	General Manager
59	SME Bank	Mr.	Aliman Ali	Assistant Vice President/Head Operation 1
60	SMIDEC	Puan	Hilyati Nasir	Manager
61	Taipei Economic & Culture Office in Malaysia	Mr.	Lin Min Li	Director of Economic Division
62	Taiwan Trade Center, Inc. Kuala Lumpur Representative Office	Mr.	Jeffrey Chu	Director
63	Terengganu State Economic Development Corporation	Tn. Hj	Abd Rahman b. Mohd Yusoff	Manager, Industrial Development Division
64	TH-Properties Sdn Bhd	Mr.	E. Efme Yusman	Asst Manager, Strategic Real Estate Sales
65	Trace Tracker Malaysia Sdn Bhd	Mr.	Ravi S Vema	
66	Trace Tracker Malaysia Sdn Bhd	En.	Hj. Abd. Rafek Mohd Saleh	
67	Trace Tracker Innovation Asia	Mr.	Knut JØrstad	Chairman
68	Universiti Utara Malaysia	Ass. Prof	Dr. Mohd Noor Mohd Shariff	Lecturer
69	University Putra Malaysia	Mr.	Dzulkifly Mat Hashim	Head
70	World Halal Forum	Mr.	Nordin Abdullah	Deputy Chairman
71	World Halal Forum	Mr.	Abdul Jami Shaik	Manager - Special Projects
72	World Halal Forum	Mr.	Azhar Jamal	Head of Consulting
73	World Halal Forum	Ms	Francisca Turner	Manager - Client Services
74	Yakin IT	YM	Tengku Farith Rithauddeen	Director
75	Yayasan Dakwah Islamiah Malaysia	Puan	Zuraini Bibi Binti Mohamed Yusof	Pengurus Unit Penyelidikan

APPENDIX 2- SELECTED PHOTOGRAPHS





Another report  
from

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