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WEEKLY SPECIAL

Monday



DAILY EXPRESS NEWS

MISC's subsidiary to provide Halal logistics m'gment solutions

Kuala Lumpur: In support of the country's target to become a global Halal hub and realising the immense potential presented in the robust growth of the industry, MISC Integrated Logistics Sdn Bhd (MILS) is offering a world standard Halal Logistics management solutions.

MILS, a subsidiary of MISC Bhd, is a one-stop logistics provider that integrates all forms of logistics services, be it by land, sea or air.

The state-of-the-art Regional Logistics Hub (RLH) will be located at Pulau Indah, Selangor, MILS said in a statement here Wednesday.

There will be a specialised Halal cold chain and chill storage centre in addition to the 24,000 square metres of the Phase One facility which is expected to be completed and operational by early 2007, it said.

Its Free Commercial Zone status and close proximity to Westport, one of Asia's emerging ports, has placed MILS in a strategic position to better attract and benefit Halal producers.

By leveraging on MILS' logistics expertise, Halal producers are not only guaranteed that their products would be untainted, they could also optimise on MILS' entire supply chain.

The statement said producers stand to gain through lowering of their operating

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cost, reduction of lead times as well as speedier distribution of products to the consumers.

World Halal Forum Chairman, Khairy Jamaluddin in his visit to MILS said: "The fact that MILS has supported the World Halal Forum as a silver sponsor underlines their commitment to the development of the Halal industry in Malaysia and to take a leading role in Halal logistics within the global Halal market."

"Halal logistics and the security of the Halal supply chain will be vital and there is no company better suited for this than MILS," he said.

Khairy said it was Malaysia's linkages within the global economy that makes it an attractive business destination.

"MILS could play a major role in that connectivity and would be a key resource centre for Halal manufacturers in this region and can act as a catalyst for further growth in Malaysia's Halal industry," Khairy said.

The renewed focus justifies the emerging trend within the Halal industry, with global Halal food demand chalking a staggering US\$570 billion in 2005. The World Halal Forum, organised by KasehDia Sdn Bhd, will be held from May 8-10, 2006.

The forum will be one of the world's most significant meetings on Halal business, where global business leaders and some 500 participants are expected to shape the way Halal is being analysed, applied and appreciated within the global business arena. - Bernama

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