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Dr Rozita (middle) presenting a certificate to one of the participants yesterday.

Global halal market not fully explored – UiTM

KOTA KINABALU: The global market for halal goods is still not explored fully.

Universiti Teknologi Mara (UiTM) rector (Sabah branch) Datuk Dr Haji Abdul Kadir Haji Rosline said during the closing ceremony of the programme entitled 'The Marketing Trinity' organised by the university's business students yesterday that the halal market promised good returns if it was taken advantage of.

Dr Abdul Kadir who was represented by deputy rector Dr Rozita @Uji Mohammed said even if a per cent of the market was captured, the profit generated from there would be enormous.

Meanwhile, a total of 125 students from UiTM took part in the programme.

The organisers of the event invited industry players comprising Astro Radio Sdn Bhd, Tune Hotel and Global Ikhwan Corporation to expose the students to the needs of the industry.