

Headline	HDC focuses on working the halal logistics sector for bigger export returns		
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HDC focuses on working the halal logistics sector for bigger export returns

By **Zul Izwan Hamzah**

Halal Industry Development Corporation (HDC) in collaboration with the Ministry of International Trade and Industry (Miti) and Malaysia Institute of Transport (Mitrans) held a one-day seminar in Penang to further accelerate the growth of the halal logistics industry, a service sector that has lately seen phenomenal growth and encouraging economic returns for its players and entrepreneurs.

HDC organised the seminar in order to promote the adoption of Halal Logistics Standard to more than 200 participants from the logistics and halal industry sectors. The event was a sequel to the Halal Logistics Seminar held in 2011 in Kuala Lumpur.

The seminar is a crucial component from a larger attempt and it is a campaign to grow the Halal Logistics sector, which hinges largely on the Malaysia Standards MS2400 series under the Halalan Toyyiban Pipeline Assurance Systems. The Malaysian Standards MS2400 series developed by Department of Standards Malaysia (Standards Malaysia) was launched earlier by Prime Minister Datuk Seri Najib Razak during Malaysia Halal Week in 2010.

The MS2400 Series will also be used by the Department of Islamic Development Malaysia (Jakim) Halal Hub Division to certify halal logistics companies. The certification will commence in July 2012.

HDC's 2012 campaign on Halal Logistics emphasises more on promotional activities for the halal industry, principally the MS 2400 series as well as the benefits and opportunities inherent in embarking on the halal supply chain, with special focus on port management and facilities provided for halal industry players.

"We are constantly updating the halal logistics sector by providing a clearer and

more visionary picture of its potential through platforms like conferences, seminars and training modules. These efforts are part of our key programs to propel Malaysia's export demand particularly in the halal industry," said HDC CEO Datuk Seri Jamil Bidin.

Complimentary to the seminar, industry clinics on Free Trade Agreements was organised by Miti a day earlier in order to update the local business communities on the opportunities and benefits from the various strategic regional and bilateral agreements.

Also held was a Halalan Toyyiban Logistics Awareness Training programme by Mitrans, a consultancy, research and training organisation for logistics and transport. The training focused on the importance of halal concepts throughout the supply chain process.

Speakers from key authorities presented valuable information on topics aimed at enhancing awareness and understanding of the halal logistics sector. The speakers included • University Malaya Assoc. Prof. Mariam Abdul Latiff, Century Logistics's Dr Mohamad Amin Mohd Kassim and IMT-GT/DPMM Datuk Fauzi Naim.

The paper presentations more than adequately met the objectives of the conference which included promoting the Malaysian Standards (MS2400 Series), promoting the benefits and opportunities for those wishing to embark on the Halal Supply Chain, providing information on port management and facilities for halal industry players and to strengthen the network among logistics players and related halal agencies.

The one-day conference was organized in close association with Penang Port, the Indonesian- Malaysia-Thailand Growth Triangle (IMT-GT), Joint Business Council, Standards Malaysia, JAKIM, and Penang International Halal Hub.

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Participants listening to speakers during the event