



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

SPEECH BY

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MINISTER OF INVESTMENT, TRADE AND INDUSTRY

FOR THE

**LAUNCH OF HALAL ACCREDITATION & TECHNOLOGY
IMPROVEMENT (HATI)**

**15 JULY 2024 (MONDAY)
SEMINAR ROOM 1, MITI TOWER**

YBhg. Dato' Hairil Yahri Yaacob

Secretary General, Ministry of Investment, Trade & Industry (MITI)

TKSUs MITI

YBhg. Dato' Wan Kamaruzaman Bin Wan Ahmad

Chairman, MBSB Group

YBhg. Tan Sri Abdul Rahman Mamat

Chairman, Malaysian Industrial Development Finance Berhad (MIDF)

YBr. Encik Khairul Azwan Harun

Chairman, Halal Development Corporation Berhad (HDC)

YBr. Encik Azizi Hj. Mustafa

CEO, Malaysian Industrial Development Finance Berhad (MIDF)

YBr. Encik Hairol Ariffein Sahari

CEO, Halal Development Corporation Berhad (HDC)

Members of the media,

Distinguished guests, Ladies and Gentlemen

Assalamualaikum Warahmatullahi Wabarakatuh, Good Afternoon and
Salam Malaysia Madani

1. It gives me great pleasure to be here today for the launch of the HALAL Accreditation & Technology Improvement (HATI) initiative. This event is a significant milestone in our concerted efforts to strengthen Malaysia's standing as a global leader in the halal industry.

NIMP 2030 PROPELLING MALAYSIA'S HALAL INDUSTRY

2. The **value of Malaysia's halal exports** reached **RM54 billion in 2023**. Although this is commendable, it is still only a small percentage of our total exports, which stood at RM1.4 trillion last year.
3. This is where the Halal Industrial Master Plan (HIMP) 2030 comes in. HIMP 'feeds' into the comprehensive **New Industrial Master Plan (NIMP) 2030**, which is **set to reform the capabilities and enabling environment of our industries, including the halal industry**.
4. What is equally important is how the **new industrial masterplan** also aims to **ensure economic resilience, sustainability and inclusivity**. And, when it comes to achieving these objectives **for the Small and Medium Enterprises (SMEs)**, the most important enabler is capacity building.
5. **NIMP's ambitious vision for Malaysia's industrial sector reform** includes **capacity building through technological adoption by SMEs**. And this **HATI initiative** is a **valuable component of NIMP**, by **revolutionising the halal accreditation process** through the adoption of **advanced technologies**.
6. By **leveraging digital solutions** and innovative practices, HATI aims to **streamline the certification process, reduce operational inefficiencies**, and **support** our businesses and **SMEs in meeting global halal standards**. This initiative will not only benefit our local enterprises but also bolster Malaysia's reputation as a producer of high-quality halal products.

7. As we look to the future, it is crucial to recognise the **immense potential of the global halal market**, which is expected to grow to at least **USD5 trillion by 2030**.
8. **Malaysia**, with its established halal ecosystem and strong regulatory framework, is **well-positioned to capture a significant share of this market**. The HATI initiative will play a vital role in enabling our businesses to tap into these opportunities, further driving export growth and fostering economic resilience.
9. Furthermore, HATI aims to **strengthen our ties with key halal markets and enhance our participation in the global value chain**. This initiative will also **facilitate greater market access for our halal products**, promote the **exchange of best practices**, and **foster innovation** across the industry.

MITI's FOCUS ON EXECUTION

Ladies and Gentlemen,

10. The success of the HATI initiative hinges on the **collective efforts of all stakeholders** such as **Halal Development Corporation**, the **Department for Islamic Development Malaysia (JAKIM)** and **others** to provide support on initial assessments, certifications and continuous improvement.

11. This highlights HATI's added value in bringing together Malaysia's many industry players to participate in **end-to-end support for Malaysian SMEs to meet global halal requirements.**
12. **MITI**, through MIDF, **will ensure that HATI's implementation is executed efficiently** in order to achieve its stated objectives. And we will report its progress through our quarterly **Report Card Day**. (While we are on that subject, perhaps I should mention that our next Report Card Day is scheduled for this Thursday.)
13. I trust that **MIDF will ensure close coordination with stakeholders as well as regular progress reviews**, as these will allow for timely improvements that **ensures HATI stays on course**. Ultimately, HATI's successful implementation will be crucial in allowing Malaysia SMEs to enter the ever growing global halal market, in line with our industrial masterplan and HIMP2030.

CLOSING

Ladies and Gentlemen,

14. I would like to commend Malaysian Industrial Development Finance Berhad (MIDF) for their leadership in driving this initiative, as well as Halal Development Corporation and other partners for their invaluable support. Together, **as we realise the goals set forth in the HIMP 2030 and NIMP 2030**, we will **cement further Malaysia's leadership in the global halal industry.**
15. Indeed, as Malaysia's halal certification is perceived as the global gold standard, I feel that it is time for us to **start thinking of**

exporting our halal certification services to other countries that have requested our support. This was also discussed during the PM's recent mission to Kyrgyz Republic, Kazakhstan and Uzbekistan, as well as my recent trade mission to Vietnam. The **Government of all these countries have requested Malaysia's help and support in halal certification** for their agriculture and processed food industry.

16. In closing, I am **confident that HATI will pave the way for a more efficient, transparent, and internationally recognised halal accreditation process.** Let us work together to harness the full potential of our halal industry, contributing to Malaysia's economic growth and enhancing our global competitiveness.

17. Sebagai penutup bicara, izinkan saya berkongsi serangkap pantun:

*Ikut hati mati, ikut rasa binasa,
Pepatah lama sering didengar,
Tapi HATI ini lain daripada biasa,
Industri halal Malaysia bakal menggegar!*

18. Dengan lafaz Bismillahirrahmanirrahim, saya dengan sukacitanya melancarkan HALAL Accreditation & Technology Improvement (HATI). Sekian, Wabillahitaufik walhidayah. Assalamualaikum warahmatullahi wabarakatuh.