



Special Address by
YB Senator Tengku Datuk Seri Utama Zafrul Aziz
Minister of Investment, Trade and Industry (MITI)

For
World Halal Excellence Awards 2023

29th October 2024 (Tuesday)
Courtyard by Marriot Melaka

Yang Amat Berhormat Datuk Seri Utama Ab Rauf Yusoh,
Chief Minister of Melaka,

Yang Berusaha Encik Khairul Azwan Harun,
Chairman of Halal Development Corporation Berhad (HDC),

Yang Berusaha Encik Hairol Ariffein Sahari,
CEO of HDC

EXCO-EXCO Kerajaan Negeri, Ahli-ahli Dewan Undangan Negeri,
Pegawai-pegawai Kanan serta Pegawai-pegawai Kerajaan Negeri
Melaka

Distinguished Guests, Members of the Media, Ladies and
Gentlemen,

Assalamualaikum Warahmatullahi Wabarakatuh, and a very good
evening to all. Salam Malaysia Madani.

1. Pertama sekali, terima kasih kepada **Kerajaan Negeri Melaka, terutamanya YAB Ketua Menteri, dan barisan exco Kerajaan Negeri** kerana sudi hadir ke majlis ini, **Anugerah Kecemerlangan Halal Dunia 2023**, atau World

Halal Excellence Awards 2023, anjuran Halal Development Corporation.

2. **Terima kasih juga kepada semua rakan strategik dengan komitmen yang tidak berbelah bahagi,** yang telah menjayakan acara luar biasa ini, acara yang meraikan sumbangan berharga dari para pemimpin, inovator dan perintis dalam industri Halal. Dedikasi anda semua sememangnya mencerminkan kekuatan kolektif yang memacu industri kami ke hadapan.

MALAYSIA'S HALAL INDUSTRY: A COMPLETE ECOSYSTEM FOR A THRIVING, INNOVATIVE, EXPORT-FOCUSED INDUSTRY

3. Last year, we launched the **New Industrial Master Plan (NIMP 2030)**, and the **Halal Industry Master Plan (HIMP 2030)**, both of which feature a strong focus on the **transformation and sustainable growth of the country's Halal industry.**

4. Allow me to briefly touch on **Malaysia's complete Halal Industry ecosystem**, which has been developing the industry holistically for decades. Major institutions to be credited include the **Malaysian Islamic Development Department (JAKIM) for Halal certification**, **HDC** which focuses on human capital development, and the **Malaysian Standards Department**, which develops various industrial standards, including for the Halal sector.
5. In terms of **export market access**, **MATRADE** has **proactively promoted the country's exports - including Halal products and services** - to the international market, as well as through their highly successful annual **Malaysian International Halal Showcase (MIHAS)**.
6. In **2023**, our **Halal exports exceeded RM54 billion**. Just last month, we saw **MIHAS** achieve its **record-breaking sales of RM4.3 billion**, a **34% increase** from last year's **RM3.2 billion**. These milestones **reflect the world's rising demand for Halal products**, and the **dedication of key stakeholders** who have contributed to Malaysia's vibrant halal industry.

7. But we have begun to see strong competition from other countries – many have realised the value of the international Halal market, which is expected to reach USD5 trillion by 2030. This extends beyond F&B to include healthcare, pharmaceuticals, personal care, cosmetics, Muslim-friendly tourism, and financial services, embodying the vast possibilities within the Halal economy.
8. This is exactly why, over the past two years, the MADANI Government has relentlessly pushed for a whole-of-government effort to take proactive steps to strengthen our nation's Halal ecosystem
9. At MITI, we are committed to advancing service delivery within this vital sector through our agencies, while under the **Majlis Pembangunan Industri Halal (MPIH)**, JAKIM has shortened the certification timeline from 60 to 30 days. This enables businesses quicker access to global markets, further strengthening our nation's leadership in the Halal sector.
10. MITI and its agencies have also actively expanded the Halal market for our exporters. During YAB PM's Datuk Seri Anwar Ibrahim's recent state visit to **Pakistan**, for example,

we secured **potential trade deals worth RM2.65 billion**, including increased imports of **key Malaysian products, including palm oil**. Pakistan has also pledged **RM100 million of investments into the halal sector** over the next three years.

11. We also see **potential collaboration with Canada**, where the **halal market, valued at C\$1 billion**, is rapidly **expanding to meet the needs of over 1.15 million Canadian Muslims**.
12. So, through our efforts on **strategic cooperation and targeted investment, as well as industrial reform agenda, Malaysia is well-positioned to meet the demand for halal products and services globally**, reinforcing our leadership in the international halal industry.
13. In short, **our Halal industry and its ecosystem are on a strong footing. But we must NOT be complacent**. To build a sustainable, resilient Halal industry is not easy, which is why we are **tracking closely the KPIs** set out in the **NIMP2030 and HIMP2030**.

14. I am happy to share that just last week, we shared our **3Q2024 Report Card**, showing a **4.7% value add to our GDP**, an **almost 1% increase in the number of persons employed in the manufacturing sector**, and an **8.2% increase in median salary of workers**. We at MITI strongly believe that this is what will eventually elevate industry standards and create lasting value and sectoral resilience for all stakeholders.
15. Additionally, as Malaysia takes over the **Chairmanship of ASEAN** next year, **MITI will also ensure that the Malaysian Halal industry and SMEs will benefit from the various measures under ASEAN's overarching policies on expanding trade and investments.**

BUDGET 2025: STRENGTHENING INDUSTRIAL COMPETITIVENESS VIA MALAYSIA'S HALAL ECOSYSTEM

YAB Chief Minister, Ladies and Gentlemen,

16. Alhamdulillah, we see **strong support for the Halal industry in the 2025 Budget announced by YAB PM:**

- a. Firstly, we welcome the **addition of 100 new officers** (RM5-million allocation) as **halal auditors under JAKIM** to **expedite the issuance of halal certificates**. Enhancement of the **MYeHALAL system** to **reduce processing time for halal certificates issuance to between 15 and 23 days from 30 days**, as well as the **centralization of 20 Government agencies and 100 international halal certification bodies under a single platform** is also welcome.
- b. Second, we also welcome the **RM20-million allocation to MATRADE** to **elevate the competitiveness of Malaysia's Halal products and services globally**.
- c. Third, the **merger of MATRADE and HDC** represents a strategic move to **consolidate development and trade promotion support for halal exporters – particularly SMEs, to enhance Malaysia's leadership and competitiveness in the global halal market**. Market access for Malaysia's halal products and services can also be further expanded through **MATRADE's strategic network of 49 trade offices globally**.

- d. Last but definitely not least, the Budget is also strong on **halal sector financing for the SMEs**. There is a **RM1-billion allocation to SJPP to assist SMEs in the halal sector**, as well as various other facilities under **SME Bank**; and the **Bumiputra Economic Development Programme**.
17. I am confident that all these policy measures will elevate the standards of excellence, efficiency, and productivity within the Halal industry, for them to diversify and gain a competitive edge in the international arena. **A stronger halal industry and export sector will also support local SMEs, creating more job opportunities for the locals.**

WORLD HALAL EXCELLENCE AWARDS: A GLOBAL BENCHMARK FOR HALAL EXCELLENCE

YAB Chief Minister, Ladies and Gentlemen,

18. Since its inception in 2009, the **Halal Excellence Awards by HDC has set a benchmark**, celebrating outstanding achievements within the Halal industry. This year's Awards continue this legacy, **showcasing and honouring**

Malaysia's leadership in Halal excellence, and reaffirming Malaysia's strong role in the global Halal landscape.

19. The Awards' 19 categories embody the diversity of the Halal sector –from **F&B to logistics, finance, healthcare, to digital innovation**. We also celebrate leadership excellence across categories, such as **Halal Leadership, Halal SME, Islamic Financial Services, as well as Halal Technology & Innovation**. In the spirit on inclusivity, tonight, we also honour women and youth entrepreneurs—the rising stars who continue to enrich and diversify our Halal sector.

CLOSING

20. In closing, to our award recipients, my warmest congratulations. May your accomplishments **inspire others and lay the foundation for even greater contributions** to build resilience and grow the Malaysian Halal industry sustainably.
21. To our esteemed guests tonight – including leaders from MNCs, domestic Halal champions, trade and industry associations, chambers of commerce, government representatives, academia, and civil society — our gratitude

for contributing to a more resilient and vibrant Halal ecosystem.

22. Izinkan saya mengakhiri ucapan saya dengan dua rangkap pantun:

*Di Batu Berendam, kita berenang
Di Tanjung Bidara, makan setalam
Jangan suka mencari senang,
Tanya peduli halal dan haram.*

*Nasi lemak Tanjung Bidara,
Sayang selasih, saya lurutkan,
Perniagaan kongsi sesama saudara,
Kerana halal, MITI turutkan!*

Thank you. Wassalamualaikum Warahmatullahi Wabarakatuh.