



MEDIA RELEASE

SOFT LAUNCH FOR DIGITAL TRADE HALAL VALUE CHAIN FOR TOKYO OLYMPICS 2020

Malaysia to become a Global Halal Economy Enabler for Tokyo Olympics 2020

Kuala Lumpur, 15 August 2019 – Malaysia aims become a Global Halal Economy Enabler for Tokyo Olympics 2020 which will be held from 25 August – 6 September 2020. The ‘**Digital Trade Halal Value Chain for Tokyo Olympics 2020**’ is one of the public-private initiatives by the Malaysian Government and the private sector in delivering a comprehensive and total solution on Halal value chain. The Tokyo Olympics 2020 is a stepping stone to showcase Malaysia’s capability to bring Halal to the world. This initiative covers various angles including exports, logistics, data analytics, retail, certification, food distribution and tourism.

Halal development is one of the key areas highlighted in the Look East Policy 2.0 in promoting Halal products and services to Japan and Republic of Korea. In order to improve and further expedite the market access of halal products and services to Japan prior to the Tokyo Olympics 2020 event, the initiative is timely leverage on Malaysia’s strong international Halal branding and standard.

The Ministry of International Trade & Industry (MITI) has set up two sub-committees i.e. on Halal Marketing and Promotion led by Malaysia External Trade Development Corporation (MATRADE) while the other is on Digital Halal Chain Standard led by Standards Malaysia. Both MATRADE and Standards Malaysia are agencies under MITI. The sub-committees comprise various ministries and agencies such as Ministry of Economic Affairs (MEA), Ministry of Entrepreneur Development (MED), Ministry of

Agriculture and Agro-based Industries (MOA), Department of Islamic Development Malaysia (JAKIM), Halal Industry Development Corporation (HDC), Malaysian Investment Development Authority (MIDA), Malaysia Digital Economy Corporation (MDEC), National Sport Council Malaysia (MSN) and EXIM Bank. To achieve the objectives, this initiative will be undertaken with the collaboration of Mr. Keith Wong, the Chief Executive Officer of Acrosx Japan Inc., who is a Malaysian appointed as a committee member in the Halal Training Expert Committee under Ministry of Health, Japan and Mr. Philip Chu Hiu Fung, Chief Executive Officer of HAFA Plus Sdn. Bhd. is lending his expertise in logistic matters.

In 2018, Malaysia's Halal export was valued at RM40.0 billion and Japan was Malaysia's 3rd largest export destination, with exports valued at RM2.5 billion. The global Halal market is estimated to be worth more than USD2.3 trillion with Halal food sector worth nearly USD700 billion. There is a huge potential in the halal sector as the global Halal market, which covers food and non-food products, is largely an untapped market.

Japan will be hosting three mega events such as the Osaka Rugby World Tokyo Olympics in 2020 and Osaka World Expo 2025 this year. This is an important and exciting opportunity for Malaysian Halal exporters to promote its halal products and services to Japan.

Ministry of International Trade & Industry and MATRADE

15 August 2019

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About MITI:

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation.

Media enquiries

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About MATRADE:

The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI). Its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services;
- To formulate and implement export marketing strategies and trade promotion activities to promote Malaysia's export;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of Malaysia's trade;
- To organise training programmes to improve the international marketing skills of Malaysian exporters;
- To enhance and protect Malaysia's international trade investment abroad; and
- To promote, facilitate and assist in the services areas related to trade.

Media enquiries

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SOFT LAUNCH & SEMINAR

DIGITAL TRADE HALAL VALUE CHAIN FOR TOKYO OLYMPICS 2020

15 August 2019 (Thursday)

1.00 pm - 3.30 pm

Perdana Hall, Level 6, West Wing
Menara MATRADE, Kuala Lumpur

To make Malaysia as one of the official
providers for Halal products and
services for Tokyo Olympics 2020.

To enhance and build Malaysian
SMEs in International Halal
Logistics Framework.

**FREE
ADMISSION**

**Closing Date:
14 August 2019
(Wednesday)**

Register online at: www.matrade.gov.my

PROGRAMME

- 1.00 pm Registration
- 1.30 pm Welcoming Remarks
by YBhg. Dato' Wan Latiff Wan Musa
Chief Executive Officer, Malaysia External Trade Development Corporation (MATRADE)
- 1.40 pm Opening Remarks
by YBhg. Dato' Lokman Hakim Ali
Secretary General, Ministry of International Trade & Industry (MITI)
- 1.50 pm Soft Launch of the "Digital Trade Halal Value Chain for Tokyo Olympics 2020"
- 2.00 pm Presentation:
- "Updates on Malaysia's Halal Industry and Global Halal Market Opportunities"
by Mr. Mohammad Aminuddin Sham Tajudin
Director Halal, F&B and Agro-Based Section, MATRADE
 - "Entering Halal Market for Tokyo Olympics 2020 and Beyond"
by Mr. Keith Wong (Committee Member for Tokyo Olympics Halal Food Standard)
 - "Malaysia-Japan Digital Halal Value Chain: Opportunity to Enter Japan Market"
by YBhg. Dato' Azman Shah Mohd Yusof
Chief Executive Officer, Northport (Malaysia) Berhad
- 3.00 pm Q&A Session
- 3.30 pm End of the Programme & Refreshment

FOR MORE INFO, PLEASE CONTACT THE FOLLOWING OFFICERS:

Seminar:

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