



**KEMENTERIAN
PELABURAN, PERDAGANGAN DAN INDUSTRI**

SPEECH TEXT

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MINISTER OF INVESTMENT, TRADE, AND INDUSTRY**

**AT
GLOBAL HALAL SUMMIT 2023**

**MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE
(MITEC)**

SEPTEMBER 12, 2023 (TUESDAY)

11:20 AM

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

The Right Honorable Dato' Seri Anwar bin Ibrahim

Prime Minister of Malaysia

The Right Honorable Dato' Seri Dr. Ahmad Zahid bin Hamidi

Deputy Prime Minister and Minister of Rural and Regional Development

The Honourable Senator Dato' Setia Dr. Haji Mohd Na'im bin Haji Mokhtar

Minister in the Prime Minister's Department (Religious Affairs)

Honourable Cabinet Ministers

Right Honourable Chief Ministers

Honourable Deputy Ministers

His and Her Excellencies Ambassadors and High Commissioners of Foreign Missions in Malaysia

His Honourable Dato' Sri Reezal Merican bin Naina Merican
Chairman of MATRADE

Datuk Mohd Mustafa bin Abdul Aziz
CEO of MATRADE

Top management of Federal and State agencies

Strategic Partners

Members of the Media

Ladies and gentlemen,

Assalamualaikum Warahmatullahi Wabarakatuh.

1. Good morning and Salam Malaysia Madani to everyone present in this hall, as well as those who are attending virtually. Welcome to the official launching of 'The Global Halal Summit 2023 or GHaS'.
2. On this occasion, I would like to record my utmost appreciation to the Right Honorable Prime Minister, Deputy Prime Minister and my Cabinet colleagues for making time to be at this GHaS 2023 launch.

DEVELOPMENT OF THE HALAL INDUSTRY: MITI'S COMPLETE ECOSYSTEM

Ladies and gentlemen,

3. The Halal industry has long been recognised as a strategic sector contributing to the country's economic development. The Halal concept has evolved universally and can be applied to all segments of society, encompassing various products and services.
4. Through the Mid-Term Review of the 12th Malaysia Plan (12MP), the Government continues to position Malaysia as the leader in the global Halal industry with an export target valued at RM63.1 billion by 2025, or 8.1 percent of Gross Domestic Product (GDP).

5. Our ministry's priorities include establishing Malaysia as a global Halal hub through the business ecosystem, trade, and standards that serve as benchmarks and references for other countries. Enabling agencies that have long been established in MITI's ecosystem include:
 - a. **First, the Halal Development Corporation Berhad (HDC)**, whose function is to develop the Halal industry by strengthening the infrastructure and Halal ecosystem, with the aim of enhancing Malaysia's competitiveness in spearheading the global Halal industry.
 - b. **Second, we have MATRADE**, the national trade promotion organisation, responsible for increasing Malaysia's exports, and empowering local companies to penetrate international markets, including for Halal products and services.
 - c. **Third is the Department of Standards Malaysia (JSM)**, whose role is to develop Malaysian Standards for the industry, including the Halal sector. The standards developed by JSM for the Halal sector encompasses areas such as food, pharmaceuticals, logistics, personal care products, Halal laboratory testing, and Muslim-friendly hospitality services.
6. All three agencies under MITI continuously work closely with JAKIM in developing Malaysia's leadership in the global Halal industry, as well as building consumer confidence in Malaysian products and services at the international level.

MALAYSIA'S HALAL INDUSTRY PERFORMANCE & DIRECTION

Ladies and gentlemen,

7. In 2022, Malaysia's Halal exports almost touched RM60 billion (RM59.46 billion), which is a remarkable 64% growth compared to 2021. The F&B product category was the largest contributor to Halal exports, with a growth of 58%, followed by Halal ingredients, cosmetics and personal care products, palm oil derivatives, the chemical industry, and pharmaceuticals.
8. Despite global economic challenges, this growth clearly highlights the resilience of the Halal industry in contributing to the country's economic growth.
9. According to a study by the United Nations Industrial Development Organization (UNIDO)¹, a finding shows that post-pandemic, the re-shoring of manufacturing hubs that are increasingly shifting to the Asian region seems to be a long-term trend. Coupled with China's structural transformation towards a knowledge-driven high-income economy, all these will significantly restructure key trade flows and global value chains (GVCs).
10. Various multinationals are now trying to shorten their value chains, and diversify regional production sources, to build supply chain resilience. We need to capitalize on this trend as soon as possible by attracting more high-tech and high-value investors to Malaysia.

¹ <https://www.unido.org/sites/default/files/files/2021-11/IDR%202022%20KEY%20FINDINGS%20-%20EBOOK.pdf>

11. To that end, in alignment with the 12th Malaysia Plan, MITI will continue to drive the Halal industry based on two key masterplans:

a. **First, the Halal Industry Master Plan 2030 (HIMP2030)** which aims to promote the growth of a high-quality, innovative, and competitive Halal industry. Apart from developing local companies' competitiveness, it also aims to build talent, strengthen standards, accreditation, and certification services, narrow the gap in access to Islamic financial support, and ensure the safety and integrity of Halal through a robust logistics ecosystem. In short, it is driving a more sustainable, balanced, and inclusive socioeconomic development.

b. **Next, we also have the New Industrial Master Plan 2030 (NIMP2030)**, which was recently launched by the Right Honourable Prime Minister on 1 September, and which will be led by MITI. Both HIMP2030 and NIMP2030 are complementary to one another. Through the NIMP2030 missions, MITI will strive to enhance the embracing of technology and ESG/sustainability principles to build economic complexity and the competitiveness of the Halal industry. The transformation of the industry is important, among other things, to enhance productivity and wages of workers. Further, with the increase in product complexity, our exports sector will become more resilient to demand or supply shocks in the global market.

12. In terms of human capital development, HDC provides various training programs that are regularly updated, in alignment with industry demands and current market changes. This ensures that the

workforce possesses comprehensive knowledge in the field of Halal. This is paramount in driving the growth of the Halal industry and the national economy. To that end, this year's GHaS features a Halal Professional Seminar in line with the HIMP 2030 agenda, which aims to create 700,000 job opportunities.

MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS)

Ladies and gentlemen,

13. Another key component of GHaS is the **Malaysia International Halal Showcase (MIHAS), which is the world's largest exhibition platform for Halal products and services, organised since 2004.** MIHAS has enjoyed continued support globally, with the participation of over 40 countries worldwide, both physically and virtually.
14. In 2022, MIHAS successfully recorded the participation of more than 30,000 exhibitors and visitors from around the world, achieving total export value exceeding RM2.39 billion, surpassing the original target of RM1.9 billion.
15. To further strengthen cross-border Halal trade, MIHAS is once again organised in a hybrid format this year with the theme '**Paving the way for Halal**'. The 19th edition of MIHAS provides a platform and opportunities for both Malaysian and international entrepreneurs to explore new innovations and sustainable initiatives in driving global Halal economic growth.
16. Based on the previous year's success, the 19th edition of MIHAS has retained its four main components, which are:

- a. First, the Physical and Virtual Halal Products and Services Exhibition;
- b. Second, the International Sourcing Programme (INSP), both in physical and virtual formats, where business matchmaking sessions are aided by Artificial Intelligence (AI) technology;
- c. Third, the Knowledge Hub, where sharing sessions and conferences are conducted in real time; and
- d. Fourth, the MIHAS Awards, which recognise innovative and sustainable excellence among local and international Halal exhibitors.

17. For the first time ever, this year's MIHAS has also introduced the concept of the circular economy, emphasising the concept of reuse, recycle, and remanufacturing. Such sustainability elements are part of MITI's agenda towards developing the sustainability of our nation's industrial and economic sectors.

CELEBRATING 30 YEARS OF MATRADE

Ladies and gentlemen,

18. MATRADE is celebrating its 30th anniversary since its establishment. From a small organisation, it has now gained global recognition. Congratulations to the board, management and the entire MATRADE team for their unwavering dedication and commitment over the past 30 years, in continuously ensuring that local companies can penetrate and compete in international markets.

19. MATRADE has also won the World Trade Promotion Organisation (WTPO) 2022 award in the 'Best Use of Information Technology' category for the fully virtual organisation of MIHAS. This prestigious award reflects MATRADE's capacity and competitiveness through the digitalisation of its trade promotion activities in overcoming physical challenges. This approach also aligns with the government's aspiration to cultivate digitalisation in economic activities.

20. MATRADE continues to grow and remain relevant in line with current economic cycles. I wish you all the best in moving forward and implementing the mandate to position Malaysia as a leading trading nation that is globally competitive, guided by the National Trade Blueprint (NTBp).

CONCLUSION

Ladies and gentlemen,

21. To conclude, I wish to again thank the Right Honourable Prime Minister for gracing this event, and for officiating the Global Halal Summit (GHaS) 2023.

22. To everyone present here today, thank you for your unwavering commitment towards growing and strengthening the Halal industry. MITI and its agencies continues to be committed to build upon our current success and elevate the Halal industry globally via GHaS and other platforms.

23. Allow me to conclude by wishing all the participants of GHaS 2023 continued success. Thank you. Wabillahitaufik walhidayah, wassalamualaikum w.b.t. **[END]**