



**KEMENTERIAN  
PELABURAN, PERDAGANGAN DAN INDUSTRI**

**OPENING REMARKS**

**YB SENATOR TENGKU DATUK SERI UTAMA ZAFRUL AZIZ  
MINISTER OF INVESTMENT, TRADE AND INDUSTRY**

**AT THE OPENING CEREMONY OF  
GLOBAL HALAL SUMMIT (GHaS) 2025  
AND  
MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS) 2025**

**MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE  
(MITEC)  
SEPTEMBER 19, 2025 (FRIDAY)  
9:00 AM**



**YAB Dato' Seri Anwar bin Ibrahim**

Prime Minister of Malaysia

**YAB Dato' Seri Dr. Ahmad Zahid bin Hamidi**

Deputy Prime Minister and Minister of Rural and Regional Development

**YB Senator Dato' Setia Dr. Hj Mohd. Na'im bin Hj Mokhtar**

Minister for Religious Affairs in the Prime Minister's Department

**YBhg. Tan Sri Dato' Sri Shamsul Azri bin Abu Bakar**

Chief Secretary to the Government of Malaysia

**YB Dato' Sri Reezal Merican bin Naina Merican**

Chairman, MATRADE

**YBhg. Dato' Sri Mohd Mustafa bin Abdul Aziz**

Chief Executive Officer, MATRADE

His Excellencies, Ambassadors and High Commissioners of Foreign Embassies and High Commissions in Malaysia

Representatives from Ministries and Agencies

Members of the Media

Ladies and Gentlemen

1. Assalamualaikum, selamat pagi dan Salam Malaysia MADANI kepada semua tetamu yang dihormati, di dalam dewan ini mahupun yang menyertai kami secara maya melalui FB Live.
2. Setinggi-tinggi penghargaan dan ucapan selamat datang kepada **YAB Perdana Menteri, Dato' Sri Anwar Ibrahim, YAB Timbalan Perdana Menteri I, Dato' Seri Zahid Hamidi** dan semua yang berada di sini kerana sudi untuk bersama-sama menyerikan majlis perasmian Sidang Kemuncak Halal Global (GHaS) 2025 dan Pameran Halal Antarabangsa Malaysia (MIHAS) 2025. Kehadiran anda adalah bukti komitmen kita semua ke arah memajukan ekonomi Halal global.
3. My deepest appreciation and warm welcome to all of you who are here today for the opening ceremony of the Global Halal Summit (GHaS) 2025 and the Malaysia International Halal Showcase (MIHAS) 2025. Your presence is a testament to our collective commitment towards advancing the global Halal economy.

## **MIHAS 2025 IN BRIEF**

Tuan-tuan dan puan-puan,

4. Sejak penubuhannya pada tahun 2004, **MIHAS telah menjana hampir RM30 bilion dalam jualan eksport.** Tahun ini – dengan peserta dari **80 negara, 300 pembeli global dan 45,000 pelawat perdagangan** – MIHAS kelihatan bersedia **mencapai**

**sasaran jualan RM4.5 bilion.** Setakat dua hari pertama, MIHAS telah meraih RM4.1 bilion dari segi jualan.

5. Sebagai Pengerusi ASEAN tahun ini, Malaysia amat **berbangga menjadi tuan rumah kepada pelbagai persidangan global dan pameran perdagangan**, termasuk MIHAS dan GhaS 2025, untuk **mempamerkan kepimpinan Malaysia dalam mempromosikan integrasi ekonomi ASEAN.**
6. Pada masa perdagangan global yang berasaskan peraturan umpama ‘retak menanti belah’ dengan kadar yang pantas, **prinsip ASEAN untuk teguh berdiri bersama dalam isu-isu utama adalah tepat pada masanya, malah kini lebih penting.**

## **HALAL ECONOMY’S ROLE IN THE NEW GLOBAL TRADING ORDER**

7. That brings me to my next point – the global trading system needs a reset. It shouldn’t be about stop gap measures. Neither can it about creating new ‘clubs’. It is about reimagining the architecture.
8. The importance of propositions like this must not be underestimated. The past few months amply proved that no country is an island, and that geopolitics goes hand-in-hand with geoeconomics. **Malaysia-US tariff negotiations was a complex, challenging process.** Among the issues raised was **our own halal certification**, which was deemed a form of non-tariff barrier.

9. But the **Cabinet decided that our halal standards were a “red line” to be defended** — and defend it we did, with MITI spearheading Malaysia’s negotiating team. While we agreed to the facilitation of the import process for certain halal-certified products into Malaysia, **we stood firm on maintaining our world-class, world-leading halal standards.**
10. Clearly, the halal industry is not a purely national or bilateral affair. Islam is a global religion. **With two billion Muslims globally**, and a USD3.5-trillion global halal market set to grow to USD5.0 trillion by 2030, **multilateral cooperation in the global halal industry should be an imperative for us.**
11. Next, **the ‘how’ is equally important.** On a larger scale, **how we develop our societies and economies will impact the world**, and determine our collective future. **Strengthening the Muslim world economically, sustainably and inclusively, will also strengthen our hand** – more so at a time when we must make our voices heard on certain global stages.
12. The halal industry can help us achieve all this. In fact, **Halal goods and services are increasingly procured by people of all faiths and cultures**, not just Muslims. Furthermore, at a time of growing trade protectionism, and armed conflicts, **the halal industry can buck the trend by doubling down on multilateral cooperation.** As Muslims, we can and I dare say, it is important for us to show the rest of the world that there is a better path than the one we are on.

13. I believe this can be done in three key ways. **First, reform multilateral institutions like the WTO.** Restore its appellate body to inject certainty and equity into trading rules. Modernize those rules to account for digital trade, sustainability standards and possibly even state-owned enterprises. Bring more developing economies into rule-making processes. Embed inclusivity and equitability in trade – which effectively are halal principles promoting fair commerce.
14. **Next, develop better cooperation mechanisms between economic blocs.** Within that, **promote the concept of ‘supply chain diplomacy’ and even multilateral currency strategy** for sectors such as **semiconductors, energy, critical minerals and food.** Because trade and supply chains are so intertwined among economies, we must shape trade into a stabilizing force, to prevent it from being a blackmail tool.
15. **Third,** ethical and sustainable principles in goods and services has become the norm today. **Can we embed the same principles in trade agreements and supply chains?** Malaysia is ready to lead on this – we can **reframe halal as a trust-based trade framework,** transcending geographical and religious boundaries.
16. That brings me to my next point—Malaysia is uniquely positioned to play a catalytic role in resetting the global trading system through the halal economy. Malaysia can do this, not just as a supplier, but as **a standard-setter, system-builder, and bridge-maker for ethical trade.**

17. Through the **MADANI Economic Framework**, for example, we are **promoting economic reforms and encouraging equitable wealth creation** – by **raising not just our economic ceiling, but also our economic floor** to benefit everyone.
18. Aside from redefining global norms around quality, safety, and transparency in supply chains, **Malaysia has also shaped global discourse** through platforms like the **World Islamic Economic Forum, and Global Islamic Finance Forum**. Malaysia's leadership in the **World Halal Development Council (WHDC)** can also shape this platform as a **complementary force to the OIC**.
19. We may be a small nation, but **our voice is not just heard, but also recognised**. Our leadership stands tall and, most importantly, principled.
20. In short, we can be the **architect of the South–South Trade Ecosystems**. The Global South houses 85% of the world's population and almost all the Muslim-majority countries in the world are in it — hence, making it a crucial market for the halal sector. But, **such engagements matter also because Halal's high standards and quality, ethics and sustainability** will be of great benefit to the developmental needs of our region.
21. So, by **catalysing ASEAN's FTA negotiations with Australia, China, India, the GCC and many others**, Malaysia is effectively starting to build **interoperable halal value chains** across ASEAN, the Middle East, and even Africa.

## MALAYSIA'S LEADERSHIP IN FORGING A SOUTH-SOUTH TRADE ECOSYSTEM

Ladies and gentlemen,

22. MITI has begun to do all that, and more. **First, through the internationalisation of MIHAS.** This year, MATRADE will once again organise an international edition of MIHAS, this time in Shanghai, China. Scheduled for this November, **MIHAS@Shanghai will bridge gaps, open access to multi-billion-ringgit markets as well as enhance multilateral trade and investment.** It will also **elevate Malaysia and ASEAN's position as the preferred Halal trading partner and production hub in the Asian region.** I would like to take this opportunity to invite His Hon. Prime Minister and all of you here to MIHAS@Shanghai this November.

23. Next, I want to highlight that **the first innovative Islamic finance products and Sukuks were born in Malaysia.** We can leverage this experience to **build an integrated Islamic-financed economy.**

## CLOSING

Ladies and Gentlemen,

24. In closing, I would like to reiterate that at a time when geoeconomic competition is driving nations to secure resilient and diversified supply chains, **Halal offers Malaysia a strong edge**

that can **anchor our SMEs and exporters in new growth markets across ASEAN, the Middle East and Africa.**

25. Malaysia **has the capacity, and courage to be the connector of emerging economies**, a possible counterbalance to Western-centric trade blocs. In many ways, our Prime Minister has been a vocal advocate of that. We are here to support the execution of his vision.
26. Akhir kalam, terima kasih sekali lagi kepada YAB Perdana Menteri dan semua pihak yang terlibat dalam penganjuran acara hari ini. Sokongan dan keyakinan anda yang tidak berbelah bahagi terhadap industri Halal **menyokong wawasan Malaysia dari segi mengukuhkan kepimpinan kita dalam pasaran Halal global**, sekali gus membina sebuah ekonomi dunia yang lebih saksama, beretika dan mampan.

Wabillahitaufik walhidayah. Wassalamualaikum wbt.

Note: Exchange Rate

Year / Period	Rate
2024	4.5764
2025 (Jan-July)	4.3586
2025 (Jan-August)	4.3421