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PRESS RELEASE

MALAYSIA TO SPEARHEAD AND DRIVE THE HALAL ECONOMY AT THE WORLD EXPO 2020 – HALAL CLUSTER WEEK

Dubai, United Arab Emirates, - The Halal Development Corporation Berhad (HDC) and the Malaysia External Trade and Development Corporation (MATRADE) are set to host the Halal Cluster Week from 14 - 20 November 2021 at the Malaysia Pavilion, in conjunction with the ongoing World Expo 2020 Dubai in United Arab Emirates (UAE).

Organisers HDC and MATRADE, both agencies under the Malaysian Ministry of International Trade and Industry (MITI), will be using the Halal Cluster Week to showcase the country's extensive capabilities in managing a global halal ecosystem and simultaneously, attract global players to use Malaysia as a viable hub for the production of halal products and services.

At the Halal Cluster Week, HDC will be organising daily thought leadership and pocket talks sessions, networking engagements and business meeting sessions throughout the five-day business mission to drive investor interest, raise awareness and initiate potential partnerships and collaborations.

"The Halal Cluster Week in Dubai is an opportunity for us to increase global awareness of Malaysia's capabilities in halal production and promotion, be it for halal funding with Islamic finance, or for halal integrity and traceability in the logistic industry which is today one of the key sectors that is ripe for further development and investment," said **HDC's CEO Hairol Ariffein Sahari**, during the launch of Halal Cluster Week.

MATRADE will be organizing business matching sessions via the Export Acceleration Mission (EAM) on Digital Halal Ecosystem, where a total of 19 Small and Medium Enterprises (SMEs) from Malaysia will be physically showcasing and offering various halal products and services for the global marketplace.

According to **MATRADE's Deputy CEO, Sharimahton Mat Saleh** "The Export Acceleration Mission (EAM) is a great platform to position Malaysian companies to the world and at the same time paved the way for exporters to discover the vast business opportunities in West Asia. In addition, the Malaysian delegates will also get first-hand information from the relevant authorities in the UAE during the trade mission." She added "In 2020, The United Arab Emirates (UAE) was Malaysia's largest trading partner within West Asia region boasting RM20.65 billion worth of products such as Electrical & Electronic (E&E), Jewellery, Machinery, equipment and parts, Petroleum Products and Manufactures of Metal."

Aside from the 19 companies physically brought in, MATRADE is also continuously promoting Malaysian Halal products and services through MIHAS virtual exhibition which happens concurrently until 31 December 2021 and participated by 500 exhibitors.



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HDC will be showcasing its recently launched Halal Integrated Platform (HIP) by bringing 100 companies virtually, via its Digital Augmented Reality Showcase of Halal Malaysia (DASH) platform, enabling local Halal SMEs to showcase their products and services interactively via Augmented Reality (AR) in 2D, 3D and video formats seamlessly worldwide.

HDC will also be announcing several international collaborations throughout the week, including a Memorandum of Understanding (MoU) between HDC and the Chartered Institute Logistics and Transport (CILT) International, which will culminate in the development of the Halal Supply Chain Management System (HSCMS).

The exchange ceremony of the MoU was held during the launch and HDC was represented by its Chief Executive Officer, Mr. Hairol Ariffein Sahari and CILT by The Hon. Dato' Hj. Muhammad Muhiyuddin Bin Abdullah, President of the Chartered Malaysia Institute Of Logistics & Transport, CMILT.

"The comprehensive HSCMS will cover both system and module developments, as well as halal training programmes to 36 CILT country offices worldwide, as well as the development of halal talent and experts. We are expecting a significant increase in Halal trade within the logistic industry with this partnership," added **Hairol**.

The CILT International, through the CILT Malaysia, identified HDC as a stepping stone to embark on Halal businesses and to elevate the talents, to increase the Halal trade and investment for the enabler framework for the Halal supply chain.

Malaysia's overall participation in the world expo is led by The Ministry of Science, Technology and Innovation (MOSTI) with Malaysian Green Technology and Climate Change Corporation (MGTC) as the implementing agency. Malaysia is one of the 192 countries and organisations participating in Expo 2020 Dubai, which is on-going from 1 October 2021 to 31 March 2022.

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NEWS RELEASE prepared and issued by Halal Development Corporation Berhad (HDC) and Malaysia External Trade Development Corporation (MATRADE).

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ABOUT HALAL DEVELOPMENT CORPORATION BERHAD (HDC)

Halal Development Corporation (HDC) spearheads the development of Malaysia's integrated and comprehensive halal ecosystem and infrastructure to position Malaysia as the most competitive country leading the global halal industry. Established on 18 September 2006, HDC is also known as the central coordinator that promotes participation and facilitates the growth of industry players in the development of Malaysia's Halal ecosystem. An agency under the Ministry of International Trade and Industry (MITI); it is the world's first Government-backed halal industry development corporation. For more information, please visit HDC at - www.hdcglobal.com.

ABOUT MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (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). It has 46 overseas networks and 5 of Malaysia's regional offices that support its HQ, located at Menara MATRADE, Jalan Sultan Haji Ahmad Shah, Kuala Lumpur. 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.

For more information, please visit MATRADE at - www.matrade.gov.my

ABOUT MALAYSIA PAVILION AT EXPO 2020 DUBAI

Malaysia will be among 192 countries participating in Expo 2020 Dubai, scheduled for 1 Oct. 2021 to 31 March 2022. Themed "Connecting Minds, Creating the Future", the world expo is the first to be held in the Middle East, Africa and South Asia region. Malaysia's pavilion is self-built and depicts a Rainforest Canopy. It carries the theme "Energising Sustainability" to capture the nation's commitment and approaches to sustainable development. It is a net zero carbon pavilion. Malaysia's activities during the expo will include permanent displays, showcases, pocket talks, summits and forums, cultural performances, demonstrations and 26 weekly thematic trade and business programmes. The business weeks will be helmed and supported by 21 ministries, 70 agencies and 5 state governments. The Ministry of Science, Technology and Innovation Malaysia (MOSTI) is the lead ministry for Malaysia's participation at the mega event. Malaysian Green Technology and Climate Change Centre (MGTC) is the implementing agency.