

UMS official university for congregation of Sabah's SMIs

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) has been selected as the official university for the congregation of Sabah's small and medium industries (SMIs) by the International Future Education Association (IFEA) to ensure the success of knowledge sharing activities and halal business opportunities in Sabah.

The knowledge sharing activities are carried out online during a one-day seminar entitled "Surveying the Halal Market in Sabah for Small and Medium Industries and Methods of applying for the halal certification" which is jointly organised by IFEA and JL Longmai Resource Sdn Bhd.

Participants of the seminar are SMI players, people with interest in the halal industry and halal market in Sabah as well as UMS academicians.

The topics to be discussed

during the seminar are halal marketing opportunities in Malaysia and globally; MeSTI certification, HACCP and GMP in Malaysia; Understanding the Halal Certification and Application Methods; Is Sabah prepared to play her role globally in the Halal Hub; Malaysia Halal Food Standard; and the Effectiveness of the Halal Food Industry and Halal Public Issues.

Local and foreign companies as well as SMI players are invited to benefit from the Malaysia Halal Standard to widen the market access of their respective products.

Sabah Special Task Minister, Datuk Mohd Arifin Mohd Arif said that the Halal industry is a new development sector with huge potential for the country's economy.

"Business opportunities are not limited to the food sector

but also in the service sector such as finance and banking, insurance, education, training, research, consultation, logistics, health care and tourism.

"Sabah has the potential to become a major destination in the Halal tourism industry since we have a lot of natural attractions, while our locals are also known for their friendliness.

Moreover, Sabah is located within the Brunei Darussalam-Indonesia-Malaysia-Philippines (BIMP-EAGA) East ASEAN Growth Area," he said when launching the seminar here on Thursday.

According to Mohd Arifin, the rise in prosperity of Moslems around the world and the rising awareness towards Halal has created high demands for these products and services.

"Malaysia has the competitiveness to grow the

Halal industry. And Malaysia is also well known in the world halal industry.

"Participants will garner a lot of information concerning the certification, halal food standard, halal detection system to raise awareness and encourage halal business involvement in Sabah," he said.

Earlier, UMS Vice Chancellor Professor Datuk Dr Taufiq Yap Yun Hin said in his speech that Sabah is the second largest contributor to the halal economy in Malaysia.

"This will help place Sabah as the global halal hub as envisioned in the third industrial plan (IMP3).

"Hence, the halal certification is meaningful and important to all SMIs, particularly those in Sabah," said Taufiq.

Also present at the seminar was IFEA president Nicholas Hsiu Wei Kong.