

Newsletter HDCVIBES



HALAL DEVELOPMENT CORPORATION - THE CUSTODIAN OF MALAYSIA'S HALAL ECONOMY



Halal Pharmaceutical Symposium 2020



Signing of MoU between Halal Development Corporation Berhad (HDC) and Acrosx Japan

HALAL DEVELOPMENT CORPORATION

THE CUSTODIAN OF MALAYSIA'S HALAL ECONOMY



Halal Development Corporation

Malaysia has long recognized halal as an industry and auspicious driver for value creation and economic growth. The objective to establish Malaysia as a global halal hub was mooted as early as Malaysia's Vision 2020, followed promptly by the formation of a facilitative industry ecosystem.

Early on, Malaysia recognised that the fulfilment of a well-structured halal ecosystem could not manifest in isolation. It has, and continues to rely upon the spirit of harmonious cooperation among public and private sector stakeholders. This is further reflected in Malaysia's Shared Prosperity Vision 2030 to achieve sustainable and inclusive growth along with fair and equitable distribution across income groups, ethnicities, regions and supply chains.

"Halal & Food Hub" is identified as one of the 15 Key Economic Growth Activities (KEGA) derived based on the country's strengths, capacity and capability, as well as untapped economic potential.

The Halal concept has also grown not only as a multi-billion dollar industry, it has evolved in sophistication and application of lifestyle choice. The fact of Halal as being what's permissible in Islamic law has now grown to become what many would describe as a clean and ethical lifestyle choice, among Muslims and those of other religions. Halal practices have proven worthy of choice and gained consumer attraction the world over. However, it's not merely about building markets and selling products, it's about steering the industry in a sustainable trajectory where reach is far more than what we anticipated a decade ago.

In being true to HDC's mission and vision, HDC has striven towards building Malaysia as the most competitive country in the global Halal industry. In doing so we have not only facilitated the on-boarding of industry players, we've also played the role in being the impetus for creating opportunities in the Malaysian Halal ecosystem.

As the custodian, HDC's responsibilities to accomplish this mission are:

- Provide advisory services on opportunities throughout the halal market and value chain.
- Formulate strategies and initiatives that support the Malaysia's socio-economic development agenda.
- Facilitate participation and growth of halal industry participants.
- Promote Halal Malaysia brand worldwide.
- Coordinate and report on the performance index of initiatives implemented.
- Add value on talents development initiatives.
- Facilitate the development of fully halal and shariah-compliant value chain.
- Facilitate international relations and cooperation towards beneficial returns in terms of investment, trade and information – expertise – technology sharing
- Facilitate the management of halal industry-related initiatives and issues.



HDC: Your Trusted Partner in Halal Business

HDC facilitates an integrated services and offerings to unlock your halal market potentials; putting you on a stronger foothold to pave your business towards the abundance of opportunities and untapped resources in one of the world's fastest moving consumer segments.

HALAL INTEGRATED PLATFORM

A data pool of halal products and services provides industry players with access to global halal players, giving your business the competitive edge to tap into the growing industry.

HALAL TRAINING

The growing demand in the halal industry creates a need for human capital development where our trainings effectively transferred, promote competence and further enhance your participation in the halal industry for sustainable growth and continuous development.

CONSULTANCY

HDC offers a one-stop professional service to businesses and organizations on the inner and outer workings of the Halal ecosystem. Focusing on end-to-end solutions, we integrate Halal requirements when working with our partners as they solidify their halal business journey.

HDC's Consultancy will see us facilitating:

1. Pre-Halal Certification
2. Halal Certified Entities
3. Halal Business Growth
4. Professional Advisory

WORLD LARGEST HALAL HUB

HDC has a total of 22 Halal Parks of which 14 is accredited as HALMAS Designated Halal Parks. Malaysia's strategic geographical location has made the country an ideal Halal investment destination for most renowned International standards of Multinational Companies (MNC) from various promoted Halal Sectors from specialty processed food, halal ingredients, cosmetics and personal care, pharmaceuticals and nutraceuticals.

More details on HDC's offerings, please visit:

<http://www.hdcglobal.com>



WORLD HALAL CONFERENCE 2020

KUALALUMPUR

Postponement of The World Halal Conference 2020.

As a precautionary health and safety measure to you and our participants, we have rescheduled the 12th World Halal Conference 2020 also known as WHC2020 to September 1-2 from its initial date of April 1-2.

The health and safety of our WHC2020 participants is always our highest priority and this postponement was taken after careful consideration and consultation with our stakeholders, including the various Ministries and agencies regarding the COVID-19 situation.

It is with a heavy heart for HDC to reschedule the conference as our participants had looked forward to be part of WHC2020 and would have made the necessary arrangements. We apologise for any inconvenience caused by the rescheduled dates.

We very much look forward to welcoming you in September and will continue to provide updates on the conference.

1 - 2 SEPTEMBER 2020

**Malaysia International Trade and
Exhibition Centre (MITEC), Kuala Lumpur, Malaysia**



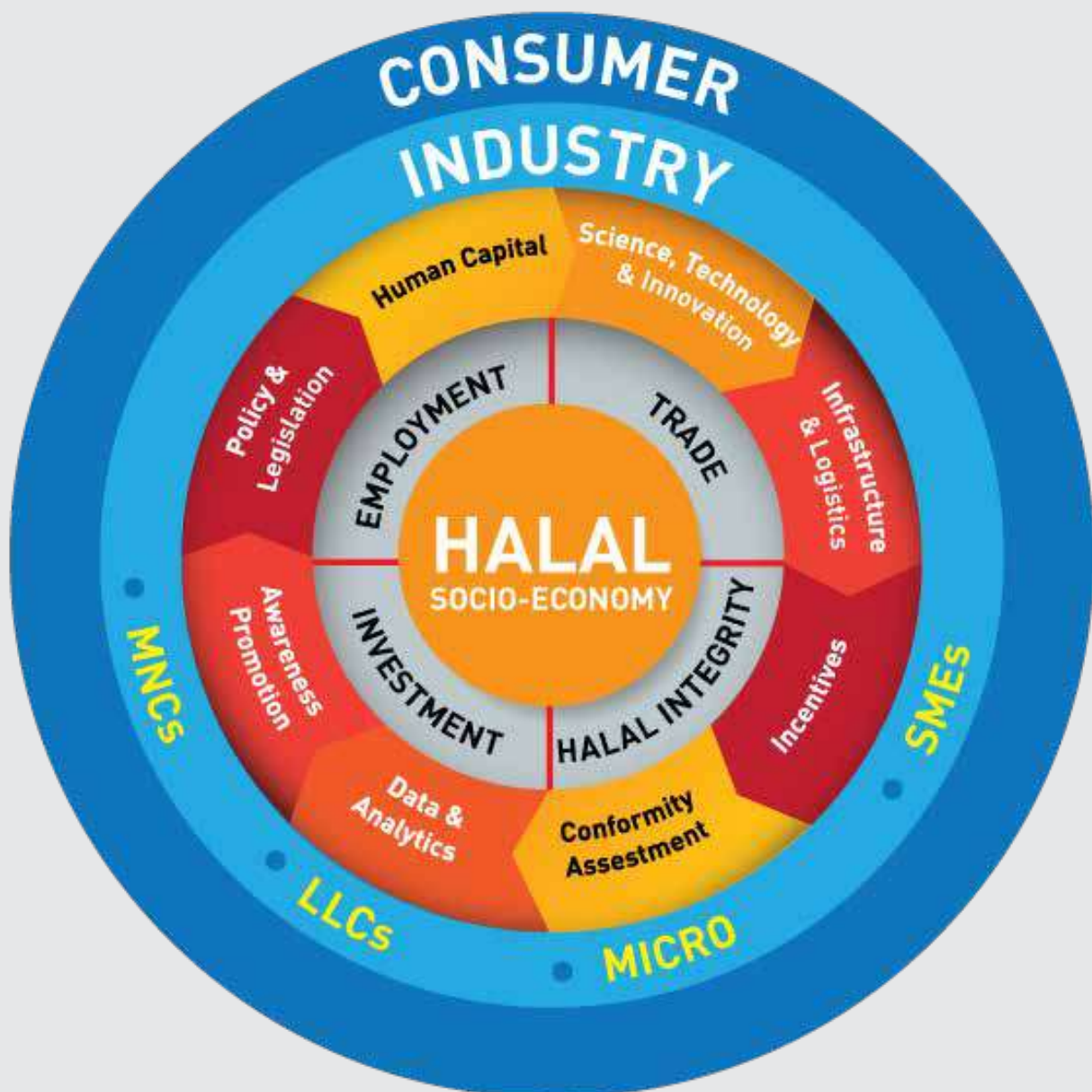
Halal Ecosystem Community

The momentum across the global for better quality products and services as consumers gain confidence in the halal process has increased over the years. HDC offers manufacturers, distributors, retailers, entrepreneurs, researchers and inventors the necessary assistance and support to penetrate the global halal market through Malaysia's experience and expertise in food and non-food sectors.

And through that, it has not only opened new markets to existing internationally renowned brand leaders but also widened opportunities for trade and supply to small and medium entrepreneurs to play more significant role in the halal industry.

Be part of Halal ecosystem community, grow with us: Watch full video of HDC short video aired on Bloomberg TV:

<https://vimeo.com/384676278/08bb77938d>



Malaysia Halal Industry Remains Resilient, Despite Challenging Times

As the custodian of Malaysia's Halal economy, Halal Development Corporation Berhad (HDC) unveiled Malaysia's performance within the Halal industry as it continues to spearhead the development of economic catalysts aimed at bolstering Malaysia's positioning as the most competitive country within the global Halal sector.

According to its statement to the media, HDC's Chief Executive Officer, Hairol Ariffein Sahari, spoke of the overall economic impact of the Halal industry, forecasted to contribute approximately 7.0 per cent for 2019 and 7.4 per cent to Malaysia's GDP by the year 2020.

"Through increased consumer confidence, Malaysia registered a Halal export value of RM40.2 billion in 2019, a slight increase as compared to RM40.0 billion in the previous year, backed by higher imports from the Americas. In 2019, the Americas contributed an estimated RM4.0 billion of imports from Malaysia as compared to RM3.7 billion in 2018, displaying a year-on-year increase of 7.7%".

HDC's proprietary data sources and analysis for the year 2019 showcases the Asia-Pacific region as a major trading partner with a 67% (RM26.91 billion) share of Malaysian Halal imports, followed by Europe and the Americas at 12% (RM4.87 billion) and 10% (RM4.0 billion) respectively. "In terms of bilateral trade, China remains as the biggest importer for our Halal products (RM4.69 billion), followed by Singapore (RM4.54 billion), the United States of America (RM2.58 billion), Japan (RM2.35 billion) and Indonesia at RM2.06 billion, " explained Hairol.

There were 1,876 Halal exporters in 2019 compared to 1,827 reported in 2018, representing a 2.7% increment in growth. A majority of Malaysian exports are represented by the Small and Medium Industries at 1,430 companies, slightly over 75% of the total size, and MNCs make up the balance of exporters.

"It was originally forecasted that by 2020, Malaysia's annual Halal exports would reach an estimated RM50 billion. However, it has been a challenging start to the year as we face a global challenge on a monumental scale, considering the current volatility of oil prices and the COVID-19 crisis. Nevertheless, the Halal industry continues to show resilience due to its strong fundamentals, and we intend to further augment Malaysia's market share through our strategic programmes amidst these challenges. We can still see that there is much headroom for growth, especially within the landscape of home-grown Malaysian exporters", elaborated Hairol on the Malaysian Halal export industry.

HDC's statistics showcase that in 2019, Halal Food and Beverages continued to retain its spot as the top contributor to the domestic Halal economy at RM22.05 billion. Halal Ingredients come in at second place with a contribution of RM12.64 billion, followed by Cosmetics and Personal Care at RM2.95 billion, Palm Oil Derivatives at RM1.26 billion, Industrial Chemicals at RM917.2 million and Halal Pharmaceuticals at RM400.9 million.

In comparison, for 2018, Halal Food and Beverages recorded a RM20.0 billion export value with Halal Ingredients at RM14.5 billion, Cosmetics and Personal Care at RM3.0 billion, Palm Oil Derivatives at RM1.8 billion, and a combined contribution of Halal Pharmaceutical and Industrial Chemicals at RM400 million.


"While the process and verification of Halal products are of immense importance to protect the interest of consumers, HDC's sentiment analysis reveals that the economic potential of the Halal industry was primarily responsible for galvanizing foreign and domestic investments, especially with regards to palm oil production", according to Hairol. "A significant increase in prices of Malaysian crude palm oil per ton was one of the key factors for the Halal industry's performance in 2019, as the industry experienced a market correction through an increase of over 20% as compared to 2018," he said.

Hairol further explained, “the versatility of palm oil as a Halal ingredient for food and non-food products, as well as the Malaysian government’s commitment to the Malaysian Sustainable Palm Oil (MSPO) standards has generated significant global interest in palm oil derivative exports, making it a suitable component for Halal manufacturers”.

Investments in Halal Parks throughout Malaysia have resulted in a cumulative RM13.89 billion since 2011 and are expected to in excess of RM15 billion by 2020. As a consequence, businesses related to the Halal industry also have created more than 350,000 employment opportunities within this 9-year period.


As secretariat for Malaysia’s Halal Industry Development Council, HDC holds a critical role within the development of Malaysia’s Halal economy and is set to create linkages between Malaysia and the Halal ecosystems of other nations.


“We will connect Malaysia’s Halal ecosystem to the rest of the world, and expect these efforts to create opportunities for both industry players and parties within the ecosystem with a focus on commerce, investments, quality employment, and technology exchange,” Hairol added.



MALAYSIA'S HALAL EXPORT REPORT 2019

Generated by HDC Halal Datawarehouse System

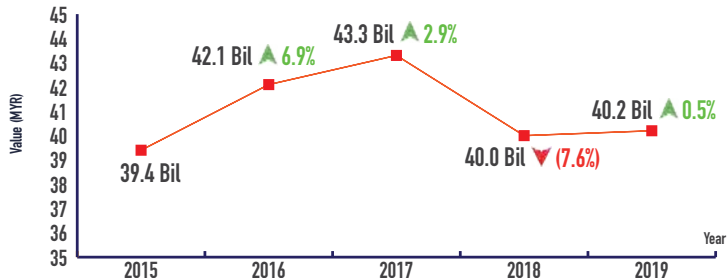




Total Halal Export MYR 40.2 Bil ▲0.5%
(as compared to 2018)

Contributed 4.1% to
Total Malaysia's Export MYR 986.4 Bil

Halal Export Value (MYR) 2015 - 2019



Halal Export Value (MYR) by Product Category

Product Category	Value (MYR)	% Change
Food & Beverages	22.0 Bil	▲10.4%
Industrial Chemical	0.9 Bil	▲157.1%
Pharmaceutical	0.4 Bil	▲1.4%
Halal Ingredients	12.6 Bil	▼(13.0%)
Cosmetic & Personal Care	3.0 Bil	▼(1.3%)
Others	1.3 Bil	▼(29.6%)

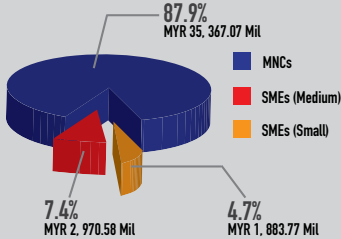
Top Halal Export Destinations (MYR)

1	China	4.7 Bil	▲3.9%
2	Singapore	4.5 Bil	▼(1.7%)
3	U.S.A	2.6 Bil	▲9.3%
4	Japan	2.4 Bil	▼(6.0%)
5	Indonesia	2.1 Bil	▲6.6%

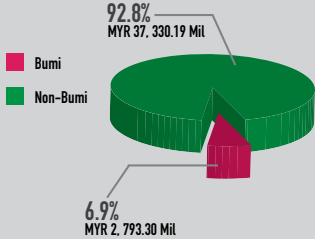
Halal Export Value (MYR) by Group of Countries

Asia Pacific Economic Cooperation (APEC)	26.8 Bil
Trans-Pacific Partnership (TPP)	11.3 Bil
Association of Southeast Asian Nations (ASEAN)	12.0 Bil
Organisation of Islamic Cooperation (OIC)	8.9 Bil
Commonwealth	11.3 Bil
European Union (EU)	3.3 Bil
Gulf Cooperation Council (GCC)	2.3 Bil

Halal Export by Industry Size



Halal Export by Bumi Status



* Note: 0.2% (MYR 97.93 Mil) is from unspecified category.

Published by Kumpulan Kerja Data Raya Halal, KKDRH, HDC
 * Source: Department of Statistics Malaysia, JAKIM
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 Note: All 2019 data are provisional. Excluding palm oil (crude and primary processed products).
 p - Provisional Data

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Covid-19: HDC urges halal market players to take precautions

Following the government's "Movement Control Order" nationwide, the Halal Development Corporation (HDC) has urged market players to take the necessary precautions aimed at preventing an upsurge in the number of Covid-19 cases.

HDC Chief Executive Officer, Hairol Ariffein Sahari said today halal market players need to be vigilant; to work with their staff to adhere to the advice of healthcare professionals on proper hygiene, social distancing, self-isolation if sick and no non-essential travelling.

The government measures introduced will also see the closure of business premises since 18 March 2020. Only essential service outlets will remain open.

"With a lot of precautions being put into practice, this is an opportunity for us to reinforce these socially responsible practices, observe hygiene practices, wash your hands frequently," Hairol said.

Amidst this unprecedented outbreak, he expressed confidence that the halal ecosystem has the capability to weather potential crisis including this pandemic.

The regulators and the halal players had put in place a strong system that is resilient and capable of withstanding economic shock.

"There is a silver lining for the halal market players in this pandemic. What we inculcate as part of our business operations are the precautionary measures that are being put in place to fight this virus," he said.

"Hygiene, a precautionary measure that is expected of us in battling this virus is not new to halal market players. It is one of the criteria of a halal product and is embedded in the halal business operations," Hairol said.

HDC is monitoring the situation and does not expect halal market players to be less inclined to pursue the halal business.

In fact, while the pandemic has negatively impacted the economy, it also sees tremendous room for further growth for potential players, notably from the supply shortage of pharmaceutical and medical products.

"HDC takes this global spread of Covid-19 seriously. It has strict measures for employees in our effort to curb the virus. And in line with the newly introduced measures, HDC staff will work from home," added Hairol.

<https://www.facebook.com/HDCmalaysia/videos/2817597671691811>

#HDCintaMalaysia
#HDCPeduli
#HDCPesani

Free Online Training

During the Movement Control Order due to Covid 19 Pandemic, HDC is offering two free online training sessions on Halal Industry Fundamentals and Malaysia Halal Certification. Companies and individuals are encouraged to take up these knowledge sharing opportunity. Our modules are specially designed to cover not only Shari'ah aspects, but also the Halal market, Halal food & consumerism, Halal certification processes and governance frameworks. Participants will be able to leverage their experiences and gain the latest findings in the research and development of the Halal industry.

Interested? Register here : <https://www.openlearning.com/hdc>

Stay Safe and Learn from Home. It's FREE

Join HDC's online course
on Malaysia Halal
Certification

Prerequisite :
Upon completion of Halal
Industry Fundamentals

Promotion until 31st May 2020

Visit : www.openlearning.com/hdc

E-Certificate is provided
*Terms and Conditions apply



Meet our trainer
Bilal Jailani

    @HDCmalaysia

For further information, please contact:
onlinetraining@hdcglobal.com

Ramadhan Kareem & Integriti

UJIAN INTEGRITI

Puasa dan integriti amat berkait rapat. Berpuasa di Bulan Ramadan hanya difardukan ke atas mukmin (muslim yang beriman). Puasa adalah ibadah 'sulit' yang mana hanya individu yang berpuasa dan Allah sahaja yang tahu. Tidak seperti ibadah yang lain seperti solat, zakat atau haji. Ia melibatkan perlakuan fizikal, dapat dilihat dengan mata kasar, serta melibatkan individu lain. Ibadah puasa (menahan lapar dan dahaga serta menjaga kesempurnaan berpuasa) tidak melibatkan perlakuan fizikal yang spesifik. Dalam erti kata yang lain, jika kita tidak zahirkan, nescaya tidak akan ada manusia lain yang tahu bahawa kita sedang berpuasa.

Allah SWT menjadikan ibadah puasa sebagai satu ibadah yang 'sulit' untuk menguji keimanan dan integriti Muslim kepada-Nya. Andainya Muslim itu tidak ada integriti, nescaya dia tidak akan berpuasa atau berpura-pura berpuasa ketika berada dalam kalangan (di depan) orang ramai.

Hikmah ujian integriti ini akan mendidik individu tentang keikhlasan mengerjakan ibadah. Tanpa pengawasan oleh inividu yang lain dan tanpa perlu ada orang lain untuk menyempurnakannya, seseorang Muslim akan berpuasa kerana Allah SWT semata-mata. Ini adalah satu didikan rohani membentuk jiwa yang ikhlas dan hati yang telus dengan perkara yang dilakukan. Didikan ini dapat membawa kepada individu Muslim beretika dalam ibadah serta urusan dunia yang lain. Andainya seseorang individu boleh melakukan ibadah puasa tanpa ada sebarang pengawasan, sudah pasti dia juga boleh melakukan tugas lain dalam keadaan yang sama. Maka, jika hal ini dapat dicapai, Insya-Allah dia akan tergolong dalam kalangan orang-orang yang bertakwa.

Berbicara tentang beribadah kepada Allah SWT, sama-samalah kita bermuhasabah tahap ibadah kita kepada Allah Azzawajalla. Adakah kita beribadah kerana terpaksa kerana manusia? Adakah kerana ingin diri dikenali dan dipuji oleh manusia? Adakah kerana terpaksa dan takutkan azab Allah SWT? Adakah kerana ikhlas, cinta dan mengharapkan kebaikan daripada Allah SWT semata-mata?

Ibadah kerana ikhlas, cinta dan mengharapkan kebaikan daripada Allah SWT semata-mata adalah tahap ibadah yang perlu di capai. Andainya beribadah kerana ikhlas, maka diri akan terpelihara daripada

da sifat mazmumah seperti bangga diri. Andainya kerana cinta kepada Allah SWT, nescaya kita akan melakukan yang terbaik, malah akan memberi lebih daripada apa yang difardukan.

Andainya kerana Allah SWT semata-mata, pasti segala ibadah yang dilakukan akan dirasai kemanisannya dan ringan untuk dilakukan. Justeru, marilah sama-sama kita mulakan atau teruskan dengan usaha bersungguh-sungguh untuk "bercinta" dengan Allah pada Ramadhan kali ini, mudah-mudahan akan menjadi Mukmin muttaqin (yang memelihara diri dengan mematuhi perintah dan menjauhi larangan-NYA) satu gelaran yang diberi oleh Allah SWT. Gelaran yang jauh lebih besar ganjarannya dan mulia daripada segala gelaran yang di anugerahkan pada hari ini.

**SELAMAT MENYAMBUT RAMADHAN
AL-MUBARAK 1441H.**



Article by: Puan Maria Mohamad, Senior Manager, Integrity Unit.

1. Strategic Business Mission to Japan (1-7 February 2020)

- a) Signing of MoU between Halal Development Corporation Berhad (HDC) and Acrossx Japan. YB Minister Economic Affairs Dato' Seri Mohamed Azmin Ali witnessed the signing of a MoU between Halal Development Corporation Berhad (HDC) and its Japanese counterpart, Acrossx Japan Incorporated, for purposes of developing Muslim-Friendly Standards. This collaboration, signed on 1 February 2020, accents HDC's mandate to onboard Malaysian businesses onto the global Halal economy, through its proprietary services and deep industry experience.
- b) On 2 February 2020, YB Minister of MEA, visited the Malaysian Embassy in Japan and a Muslim Friendly kitchen of The Royal Park Hotel Tokyo, Shiodome.
- c) HDC had a site visit to Reitaku University with Prof. Lau Sim Yee, professor of Reitaku's economics faculty on 5 February 2020. The scope of collaboration is expected to create Japan's first Halal Business Management Programme.
- d) HDC delegates also visited MATRADE Office Representative in Japan on 7 February 2020. HDC will collaborate with MATRADE for HDC's Special Business Mission, where we are to facilitate a business matching and trade brokering session between Japanese and Malaysian players.



2. Halal Pharmaceutical Symposium 2020

YBhg. Dato' Mahmud Abbas, Chairman of Halal Development Corporation Berhad officiated HALAL PHARMACEUTICAL SYMPOSIUM 2020 hosted by Halal Pharmaceutical Business Initiatives, Universiti Kebangsaan Malaysia (HPBI, UKM) and Duopharma Biotech, at Aloft Kuala Lumpur Sentral on 25th February 2020.



3. High Level Dialogue on Enhancing Malaysia's Investment Promotion Framework

The Dialogue was held on 6 February 2020 and organized by MITI in collaboration with the World Bank Group (WBG) and Bank Negara Malaysia (BNM). Encik Hairol Ariffein Sahari did a brief analysis of the strengths and disadvantages of the Malaysian Foreign Investment Promotion Framework.



4. HDC's Business Plan Town Hall

The Town Hall was held on 4 March 2020 at One World Hotel and focused on knowledge sharing on high performance culture and to assimilate new direction based on the business plan. Our Guest of Honour of the event was Dato' Sri Idris Jala, CEO PEMANDU Associates.



5. Launch of StandChart Saadiq Halal360

En. Eizaz Azhar, General Manager of Corporate Strategy & Monitoring was one of the panel members in the panel session held on 27 February 2020.



6. Visit by African Institute of Islamic Finance (AIFF)

HDC had an official meeting on 2 March 2020 with African Institute of Islamic Finance (AIFF) to discuss on building up Senegal's Halal Industry Blueprint.



7. HIMP 2030 Presentation to JKKI

HDC was invited to brief the Halal Industry Master Plan (HIMP 2030) to the Special Committee of Islamic Finance (JKKI), chaired by YB Dato' Wira Haji Amiruddin Hamzah on 18 February 2020.



1. Halal Ecosystem Forum (Production, Government Support & Human Talent Development)

The forum was organised by students of Department of Economic and Administration, Faculty of Management and Muamalah, Kolej Universiti Islam Selangor on 16 January 2020. The aim was to share to students on the expertise, experience and skills related to the talent development in Halal industry.



2. Halal Industry Fundamentals course for Ajinomoto Malaysia Berhad

133 participants from top management, manager, executives, production staff, foreign worker & vendor of Ajinomoto Malaysia Berhad attended Halal Industry Fundamental course on 29 January 2020. Earlier in 2017 HDC had successfully trained 500 of Ajinomoto's staff and vendors.



3. Halal Assurance Management System training (public session)

A monthly course with the objective to increase the know-how of Halal Management System as a primary goal while introduce resources to ensure the integrity along the halal product and services supply chain. Participants of this session held on 5 February 2020 were from the internal halal committee of several companies from various sectors.



4. Halal Industry Fundamentals training (public session on 6 February 2020)

This course is organised once a month essential to individuals, organizations and stakeholders who desire to understand about the halal industry.



5. Halal Internal Audit training (public session), on 11-13 February

A monthly course structured to enhance the auditing skills and knowledge required for auditing purposes. The course provides an in-depth review of internal halal auditing phases as well as conformity assessment to meet the halal certification requirements and best practices. Participants are exposed with audit theory and hands-on.



6. Collaboration meeting between HDC and the US Embassy (US Department of Agriculture) on 12 February 2020

The US Department of Agriculture recognized HDC for the custodian of Malaysia's Halal economy, this meeting was to seek potential collaboration to include HDC in their niche Halal educational activities for their exporters under COCHRAN Fellowship Programme in 2020.



7. Collaboration meeting between HDC and Selangor Business School (SBS) on 19 February 2020

The meeting was to discuss collaboration on HDC halal training module to be part of the SBS's specialisation courses.



8. Certified Halal Executive Program (CHEP)

CHEP remarked its 11th batch since it first organised by HDC in December 2017. This 10 days comprehensive course provides the know-how of Halal Manual and Halal Record Administration, mainly for the organization's Internal Halal Committee (IHC). The course includes modules on the Halal Quality Assurance System, Halal Certification Process Administration and Halal Internal Audit Facilitation. Not only the classroom session, participants also experienced field audit exercise to apply the theories in the real situation. This batch was held on 17 to 28 February 2020.



9. Halal Consultation at Vinda Malaysia Sdn Bhd

HDC Halal Consultancy Department conducted factory sighting and business process review at Vinda Malaysia Sdn Bhd as an early stage for the consultation service procedure on 5 March 2020.



10. Best Practices for Halal Industry training (public session) – 10-11 March 2020

This was a monthly public course that covers the best halal practices for entrepreneurs and manufacturers within halal industry. Topics in this course include the importance of Malaysian Standard pertaining to the Halal as well as the requirements for halal processing, certification, as well as logistics in the halal supply chain. This course provides intensive knowledge on halal requirements for the participants in their quest to produce high quality halal products for the burgeoning global halal market.



11. Halal Slaughtering Professional Certification Course

HDC Halal trainer (Mr. Bilal Jailani) participated in Halal Slaughtering Professional Certification Course on 11 & 12 March 2020 which was recognised by Pahang Islamic Council.



1. Strategic Partner with TH Properties

HDC is collaborating with TH Properties through World Largest Halal Hub initiative. Under the initiative, Tech-park@Enstek will get benefit from another newly established promotion platform for investment. The meeting was held on 6 February 2020. The delegates were welcomed by TH Properties CEO, Danhuri Mahmud and attended by HDC Chairman, Dato' Mahmud Abbas



2. Strategic Partner with Central Spectrum

Exploration of potential strategic collaboration for Selangor Halal Hub to become Strategic Partner of the World Largest Halal Hub initiative and followed by site visit to Selangor Halal Hub on 7 February 2020. The delegates were welcomed by Central Spectrum CEO, Mohamad Razif Abdul Wahab and attended by HDC CEO Hairol Ariffein Sahari



3. Courtesy Visit by Penang International Halal Hub

A sharing session of halal industry future trend between YB Dato' Haji Abdul Halim Bin Hussain (Chairman of PIHH) and Dato' Mahmud Abbas (Chairman of HDC) was held on 14 February 2020.



4. Strategic Partner with Perak Corporation

Perak Halal Corporation is keen to become World Largest Halal Hub strategic partner. Site visit to its new halal park in Alor Pongsu, Perak was held on 20 February 2020. The meeting was attended by PHC CEO Abd Aziz Abd Rahim and HDC CEO Hairol Ariffein Sahari.



5. Partnership with Iskandar Halal Park

Iskandar Halal Park (UM Land) has officially become our partner for World Largest Halal Hub initiative. The appointment took place on 3 March 2020 at Iskandar Halal Park. Thanks to En Ahmad Lokman Ibrahim, CEO of Iskandar Halal Park for the trust and support.



6. Partnership with Toyyiban (JT) Laboratories

HDC visited halal laboratory services in Johor operated by Johor Toyyiban Laboratories (subsidiary of Majlis Agama Islam Johor). The delegates were welcomed by Johor Toyyiban Laboratories CEO, Rezuwan Zakaria and attended by HDC CEO Hairol Ariffein Sahari. It was held on 4 March 2020.



7. Investment Promotion Agency collaboration with Invest Johor

HDC and Invest Johor collaborated to promote halal industry investment in Malaysia especially to Iskandar Halal Park. The delegates were welcomed by Invest Johor Chief Executive, Mohd Masni Wakiman and attended by HDC CEO Hairol Ariffein Sahari on 3 March 2020.



8. Investment promotion agency collaboration with IRDA

HDC and IRDA collaborated to promote halal industry investment in Malaysia especially to Iskandar Halal Park. HDC will co-lead with IRDA to develop halal investment blueprint for Johor. IRDA Chief Executive Prof Datuk Ismail Ibrahim and attended by HDC CEO Hairol Ariffein Sahari on 3 March 2020.



1. Discussion for collaboration between HDC and Swiss Reinsurance Group (Malaysia)

Meetings were held between both parties on 8 January and 3 March 2020 on the potential collaboration to roll out of Contamination Products Insurance and proposition to embed product recall insurance as part of HDC's training syllabus and consultancy services as well as in HDC integrated platform.



2. Visit by Bank Islam

Visit by En Mohd Muazzam Mohamed, CEO Bank Islam Msia Bhd and En Mohd Ridza Abdullah, Managing Partner Mohamed Ridza & Co. to HDC on 14 January 2020. Dato' Mahmud Abbas and En. Hairol Ariffein Sahari hosted the visit.



3. Visit to Standard Jubilee Sdn Bhd

A visit by Dato' Mahmud Abbas Head of HIP, En. Azrin Abd Ajib to Standard Jubilee Sdn Bhd to take a closer look at food processing using the Smart Kitchen method of IR4.0 technology.



1. Renewal of HDC as Industry Lead Body (ILB) Contract

The event took place on the 24th February 2020 at Pulse Grande Hotel, Putrajaya to acknowledge HDC as the Industry Lead Body (ILB) for Halal Industry for the year 2020-2021 by the Ministry of Human Resources (MoHR) amongst other 31 agencies from different sectors.



2. Visit by Tsuchiura Chambers of Commerce

Organized by Japan External Trade Organization, JETRO Kuala Lumpur, Tsuchiura Chamber of Commerce & Industry delegates visited HDC on 17 January 2020. The delegation was accompanied by Ms. Hiromi Shigematsu, Director JETRO KL dan Ms. Lim Yen Yi, Project Assistant JETRO Kuala Lumpur.



3. Visit by FELCRA Management Team

The courtesy call from FELCRA Berhad on 5 February 2022 was to discuss on the potential collaboration based on the current programs as well as to further enhance the existing working relations. Delegation from FELCRA was led by En. Mohammad Ab. Rahman, its Chief Officer “Hal Ehwal Peserta” & Communications.



4. India International Halal Expo 2020

HDC was seeking more Halal business opportunities while participating in Indian International Halal Expo 2020, held in Hyderabad, Telangana, India from 18th to 20 January 2020. HDC’s Mr Mohammad Shukur Sugumaran presented as a Speaker and Panelist during the 3-day event. HDC also promoted its annual thought leadership conference WHC2020.



5. Visit by Obirin University, Tokyo

17 students accompanied by the academic supervisor from Obirin University, Tokyo, Japan visited HDC for Halal industry awareness program on 17 February 2020.



6. Publication of Success Stories of “Halal Companies in Malaysia”

On 17 February, HDC published its Coffee Table Book, namely, Halal Companies in Malaysia with the objective to inspire other industry players in halal to aim higher and succeed in their businesses. The stories shared by large local companies and big firms in this publication from various industries, contributing to their halal operations.



7. Visit to Center for IMT-GT Subregional Cooperation (CIMT), Putrajaya

The visit took place on 19 February 2020, to discuss on the development of collaboration between HDC and CIMT base on 13th IMT-GT SPM. The IMT-GT is an initiative of Indonesia, Malaysia and Thailand triangle growth cooperation. One of the IMT-GT Implementation Blueprint 2017 – 2021 is on Halal Products and Services (HAPAS).



8. Halal Sourcing Partnership Program (HSPP) between HDC and Julie's Manufacturing

A very productive meeting with Mr Martin Ang, the Marketing Director of Julie's Manufacturing on 25 February 2020. The company now is on board with HDC's other strategic partners – F&N Beverages Manufacturing SdnBhd, Lulu Group International and GCH Retail SdnBhd for HSPP program.



9. Workshop on Roadmap on Animal Halal Feed

The workshop was held on 26 February 2020 to discuss the importance of having a standard and certification on halal animal feed. Amongst the stakeholders of this development were FGV Berhad, Dept. of Veterinary Services, Jakim, Dept. of Standard Malaysia and Lembaga Perindustrian Nanas Malaysia (Johor).



10. Approval of NOSS Title for NOSS Development Project

The Jabatan Pembangunan Kemahiran (JPK) through Mesyuarat Penyelarasan Kelulusan Tajuk NOSS Badan Peneraju Industri bil 2/2020 has given an approval to HDC for Halal Industry (National Occupational Skill Standard (NOSS) development project on 27 February 2020.



11. Pharma Working Group

The meeting, held on 5 March 2020 was the first step with subject matter experts to identify issues, structure and moving forward plan in Halal Pharmaceutical Standard. It was attended by Brig. Gen. Dato' A. Halim Basari, Director of Pharmacy of Malaysian Armed Forces Health Services Puan Roziatul Akmam Osman, Subject Matter Expert (Working Group Halal Pharmaceutical Standard).



12. Visit to the High Commission of Brunei Darussalam

International Cooperation department of Industry Development Division paid a courtesy call to the High Commission of Brunei Darussalam on the 13th March 2020. The meeting was attended by the First Secretary; Mr. Pg. Asnawi Arbi Pg. H.j Sharifuddin accompanied by the Second Secretary, Ms Syamim Nabilah Daud.



13. Discussion on Halal Productivity Nexus on 18 March 2020

Productivity Nexus is meant to catalyse productivity improvement and the meeting with MPC (Delivery Management Office (DMO) for the Malaysia Productivity Blueprint (MPB) was to explore the possibility for HDC to develop the "Halal Productivity Nexus" which is one of the initiatives for RMK 12.



1. MyHALAL, TV1

HDC's Vice President of Industry Development, Hanisofian Alias talked about Halal Malaysia Updates and Development for 2020, as a panel speaker for MyHALAL Episode : "2020: Di Mana Halal Malaysia" aired on TV1 on 6 January 2020.

bit.ly/MyHalalTV1



2. Workshop on Handling The Media for HDC Senior Management

The workshop was held on 21 January 2020 with the objective to equip the team with the skill on how to handle media and interviews effectively. PR Consultant, Centriq PR was entrusted to share its knowledge.



3. An exclusive interview session with En. Hairol Ariffein Sahari

A group interview with NSTP on 22 January 2020 with En. Hairol who shared moving forward plan of HDC and the latest update of Malaysia Halal industry.



4. Visit by Editor in Chief Sinar Karangkraf Group, YBhg. Datuk Baharom Mahusin and his team on 5 February 2020.

HDC CEO En. Hairol Ariffein bin Sahari briefed the team on HDC's role and future plan for Malaysia Halal Industry.



5. Malaysia Halal Directory (Visit by Armanee Media)

The production team for Malaysia Halal Directory 2020/2021 paid a courtesy visit to Dato' Mahmud Abbas at his office after the meeting on 3 March 2020.



6. HDC New Corporate Video Filming from 3 March 2020..

As HDC embarks on its news venture, a new look of its corporate video was in a making:

- o Interview Session with YBhg Dato' Mahmud Dato' Dr. Abbas for new HDC Corporate Video
- o Interview session with CEO En. Hairol Ariffein bin Sahari



7. Interview session by Al Jazeera Balkan TV

En. Hairol Ariffein Sahari had an exclusive interview with Al Jazeera Balkan TV on 9 March 2020, talked about HDC and Malaysia Halal Industry.



1. Integrity Pledge Ceremony

The integrity pledge ceremony, held on 28 January was attended by the employees of HDC with the attendance and briefing by Tuan Md Yusrin Md Yusuf, representative from the Integrity Unit of MEA.



2. HDC Business Plan 2020 Workshop

HDC organized a 3-day 2-night workshop from 10 to 12 February with the guidance of Pemandu Associates to develop the Business Plan for 2020.



3. Farewell to YB Dato' Seri Azmin Ali and YB Senator Radzi Jidin

MEA bided farewell to YB Dato' Seri Azmin Ali and YB Senator Radzi Jidin and welcome YB Dato' Seri Mustapa Muhammed and YB Arthur Joseph Kurup to the Ministry.



Welcome to HDC

HDC welcomes the newcomers to the organisation!



Encik Mohd Dhaliff Ghaus Bin Mohd Anuar.
*Senior Manager,
Halal Consultancy*
Date joined: 17 February 2020.
He has more than 7 years of
experience in Halal Industry &
Sharia Governance.



Encik Mohd Zamri Bin Hassan
Manager,
Corporate Communication
Date joined: 8 April 2020.
He has more than 5 years
experience in Marketing &
Communications



Cik Nur Farhanah Binti Amizu
Receptionist, Administration
Date joined: 9 January
2020.



Encik Muhammad Izzat Amir Bin Othman
Assistant, Halal Training
Date joined: 24 February
2020.



Encik Muhammad Muhaimin Md Ali
Assistant, Halal Training
Date joined: 2 March
2020.



Encik Merzha Athir Bin Mohd Rethduan
Assistant, Compliance & Risk
Date joined: 17 February
2020.

PREPARATION FOR COVID 19 OUTBREAK

- 1 | Hand sanitizer bottles were made available to staff started on 18 February 2020.



- 2 | Cleaning of meeting and common office area was done on 10 March 2020

- 3 | Face masks were distributed to all staff on 11 March 2020.



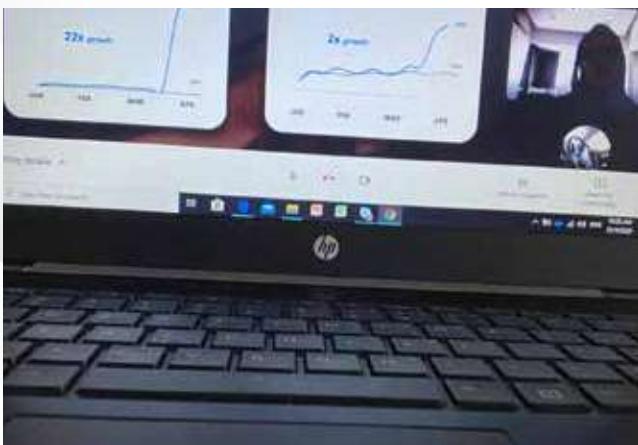
- 4 | HDC appointed and hold its first Task Force Meeting to manage the working management and effect due Covid 19 Pandemic.

Work from Home Experience

Due to the Movement Control Order by the Government, many organizations opt for working from home including HDC. This is to ensure work performance would not be affected very much due to the order. At the same time we would like to keep all the staff safe while performing their daily tasks.



1. Management meetings, Divisional Meetings and External meetings are all been conducted using TEAMS.



2. Staff who need additional equipment to do their work from home are provided with rented machines such as laptop, portable wifi etc.

1. The club announced its 2020-2022 Committee Members on 22 January 2020, here are the faces.



2. Active body creates active mind: HDC's Social & Recreational Club members went for hiking at Bukit Broga at 1,312 ft, 8 February 2020. Bravo!



3. At HDC, the ladies are very active. Zumba session on Friday, 15 February 2020.



4. HDC Social & Recreational Club organized cycling activity on 29 Feb 2020 (Saturday) at Putrajaya and the team successfully completed 20km ride.



5. Keep fit, keep healthy: HDC staff



6. Yaasin recital and Du'a sessions are held every Friday morning at Surau As Salam.





Halal Development
Corporation

Halal Development Corporation Berhad 201801015508 (1277524-K)

(An Agency under the Ministry of International Trade & Industry)

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