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Press Release

Pakistan and Malaysia to Join Hands for Major Share in World Halal Market

A combination of technology and investment from Malaysia and Halal raw material from Pakistan will help in getting a big share in international Halal market.

This was stated by the chief executive of Trade Development Authority of Pakistan (TDAP) Syed Mohibullah Shah in Karachi, Pakistan last night while speaking at the launching of Global Halal Expo and Global Halal Congress 2010.

He said that the Malaysian expertise in Halal food technology and Halal certification authority coupled with Pakistan's raw material like meat, milk, poultry, and food grain can get a bigger share in the international market.

He pointed out that Trade Policy 2009-12 announced on 27th July, 2009 , provides a 50 percent subsidy on the certification of Halal food which will certainly encourage the bigger player to enter in the Halal market. .

Shah said that Halal food market is estimated at US\$ 632 billion and is growing at a rate of 20 percent per annum due to rising prosperity among the Muslim countries, moreover, Eight Five percent 85% of the Halal food was manufactured by the non-Muslims as against 15 percent produced by the Muslim countries which necessitates joining of hands by Pakistan and Malaysia to enter in this market in a big way to get their rightful share.

Consul General of Malaysia Mohammad Khaled Abdul Razzaq lauded the efforts of the organizers of the expo and congress and said it will go a long way in the promotion of Halal food in this part of the world.

He pointed out that this expo and congress will open venues for investment and joint venture in Halal food between Pakistan and Malaysia and other Muslim countries.

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