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**Press Release**

**25 Tons of Beef Meat from Pakistan Arrives in Malaysia**

The first ever consignment of 25 tons of frozen beef meat has left Pakistan and is expected to arrive in Malaysia on 29<sup>th</sup> of this month. The high quality beef will be available to consumers throughout Malaysia, initially, through Giant hyper markets outlets.

The Commercial Councillor for the Pakistan High Commission, Mr. Wajiullah Kundi said in Kuala Lumpur, today that the consignment sent off from Lahore by the Chief Minister of Punjab, Pakistan on 6<sup>th</sup> of this month will be received by the Chairman of Giant Stores, Dato Salim Bin Fateh Din and Chief Operating Officer of Giant Hyper stores in Kuala Lumpur.

While commenting, the High Commissioner for Pakistan in Malaysia, Mr. Masood Khalid termed the shipment of the first consignment of Halal meat to Malaysia by Zenith Associates in Lahore, Pakistan as a stepping stone for forging long term mutually beneficial ties between Halal sectors of Pakistan and Malaysia and added that this has opened up a formal channel for export of meat from Pakistan to Malaysia.

He said that Pakistan is blessed with land, grazing fields and talented workforce which are essential ingredients to develop live stock sector as a major contributor in the country's economy. Pakistan being an agriculture country, is a rich source for agri-based products like fruits, vegetables, milk, live stocks including sheep, goat, buffalos, cows, camels, lentils and cereals, whereas, Malaysian public and private sector with its technological knowhow and marketing skills could invest in Pakistan in the development of Halal based infrastructure by entering into joint ventures with their Pakistani counterparts.

Export of beef from Pakistan for the consumption of Malaysian consumers commenced after Department of Veterinary Services of Malaysia approved an abattoir and processing plant of Pakistan, "Zenith Associates" of Lahore for export of Frozen Deglanded and deboned beef to Malaysia.

Pakistan and Malaysia had also signed two Memorandum of Understandings (MoU) and one Letter of Intent to promote Halal Business between the two countries during the visit of Minister of Agriculture and Agro Based Industry of Malaysia, Datuk Seri Noh Bin Haji Omar to Pakistan from 14<sup>th</sup> -17<sup>th</sup> December, 2009.

**Kuala Lumpur, Malaysia, 11<sup>th</sup> Nov, 2010**