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**Press Release**

**Launch of Halal Food Certification System by Pakistan to Boost Halal Trade with  
Malaysia.**

The launching of ,“Halal food production technology and certification system”, by Ministry of Livestock and Dairy Development (MinLDD) of Pakistan would further enhance existing level of cooperation with Malaysia to jointly capture US\$ 1.3 trillion global Halal food market.

The High Commissioner for Pakistan in Malaysia, Lt. General (Retd) Tahir Mahmud Qazi termed the launching of the Halal food production technology and certification system by Pakistan, a big step forward, and an enabling factor to forge cooperation between the two countries, and to adopt a mutually beneficial joint strategy to capture global Halal food market estimated at US\$1.3 trillion, with anticipated double-digit growth, every five years due to rising prosperity among the Muslim countries.

The High Commissioner noted with satisfaction that World Organization of Animal Health (OIE) has already declared Pakistan free from Bird flu (Avian influenza) and Rinderpest disease of cattle and buffalos. The declaration of OIE coupled with eight modern type slaughter houses duly recognized by EU and Middle Eastern countries have given a tremendous boost to Pakistan’s export of meat which has increased from 36.4 million US\$ in 2007-08 to 53.07 million US dollars in 2008-09 registering an promising increased of 46 percent, he added.

Mr. Tahir Qazi said that government of Pakistan has also introduced a programme to support rural area population under public-private partnership plan by providing subsidy of 60 percent to farmers on establishment of Cattle and Fish farms with the objective to improve the supply chain of good quality Cattles and fish, and to bring about qualitative changes in lives of 30-35 million rural population involved with livestock business and one million people connected with fisheries profession.

The High Commissioner said that the Livestock & Dairy Development Department of Government of Punjab, Pakistan has already invited Senior Management of the Malaysia’s Halal Industry Development Corporation(HDC) to visit Pakistan with the objective to forge cooperation between the two countries in the growing business of Halal products around the world.

The High Commissioner was of the view that Malaysian expertise in Halal food technology coupled with Pakistan’s raw material like meat, milk, poultry, and food grain can be a winning combination to capture a lion share in the international Halal market.

**Kuala Lumpur, Malaysia, 13<sup>th</sup> October, 2009, Pr/A**