

Halal Research Summit gives birth to IP Bank

SAFE AND SOUND: Mandate to keep all registered, licensed halal Intellectual Properties

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THE World Halal Research Summit (WHR 2012) concluded its two-day seminar yesterday with the establishment of Intellectual Properties Bank (IP Bank).

The IP Bank is mandated to keep all registered and licensed halal IP. These IPs cover innovation and innovative ideas that have commercialisation potential and have been transformed into halal prototypes for the global halal market.

Halal Industry Development Corp (HDC) will manage all innovations under the IP Bank before the prototypes are consolidated and ready for commercialisation.

"This structured approach will also ensure that innovative ideas and findings are taken through from creation to commercialisation stage within the halal eco-system in an accelerated manner," said HDC chief executive officer Datuk Seri Jamil Bidin.

Four product prototypes have been successfully matched and will proceed to commercialisation stage. These include Tongkat Ali and Kacip Fatimah Phyto Plus capsules and chocolate virgin coconut oil, a range of cocoa-based cosmetics and personal care products, a halal ingredient called "Suci" for flavour and fragrance and a halal service known as UHajj which provides Hajj and Umrah training.

"Products such as these not only demonstrate the potential to be



HDC chief executive officer **Datuk Seri Jamil Bidin** (fourth from left) and International Trade and Industry Minister **Datuk Seri Mustapa Mohamed** (centre) pose for a photo with the **sponsors of the 9th Malaysia International Halal Showcase**. Pic by Rosela Ismail

commercialised but can also be used as collateral to leverage funding from bank for their commercialisation," he added.

International Trade and Industry Minister Datuk Seri Mustapa Mohamed was present to close WHR 2012 and witnessed the signing between HDC and fast-food operator KFC Holdings Bhd and KFCH International College.

Under the agreement, KFCH college will spearhead a six-month training programme known as halal executive programme, in collaboration with HDC.

The programme is targeted at diploma and degree holders in hotel, catering, culinary, food service management, food science and food technology.

Another agreement was between HDC and Halal Products Research Institute (HPRI) of University Putra Malaysia and Agilent Technologies to identify the need for non-porcine gelatin in processed and finished food.

HPRI also inked an agreement with MIFF Group Marketing, which is involved in Islamic cleaning services, to undertake research, prod-

uct development and testing of "samak" clay powder.

The fourth memorandum of understanding was between TPM Biotech Sdn Bhd and Perkin Elmer, which will establish halal analysis and design of Porcine Detection Kits.

The WHR 2012 also saw the launch of halal learning education tool for children aged four years old and above in a form of activity book as part of HDC's aim to start creating awareness and educating the younger generation on halal standards.