

Headline	Nestle Malaysia proudly serves the international halal ...		
Date	06. May 2008	Language	ENGLISH
Media Title	New Straits Times	Page No	9
Section	Supplement	Article Size	661 cm2
Circulation	158042	Frequency	Daily
Readership	512000	Color	Full Color



Nestle Malaysia proudly serves the international halal market

NESTLÉ HAS **75** FACTORIES
AND MORE THAN **100**
MANUFACTURING LINES WHICH
HAVE BEEN HALAL-CERTIFIED.



Nestlé
(Malaysia)
Berhad
Managing
Director,
Sullivan
O'Carroll.



Othman Mohd Yusoff,
Chairman of Nestlé Halal
Committee.



Nestlé Malaysia has always been at the vanguard of the halal food and beverage industry in the country. The company set new benchmarks when it first established an internal halal committee in the 1980s. Interestingly enough, Nestlé's halal policy was introduced in 1992, two years before the halal certification by the Department of Islamic Development Malaysia (JAKIM).

Currently, in Malaysia, an internal Nestlé Halal Committee comprising Muslim executives from various departments scrutinise every aspect of production to ensure compliance with halal certification. Nestlé's compliance to halal certification cover the entire value chain from sourcing of raw materials and ingredients, production and even at the consumption stage, where consumers enjoy Nestlé products with peace of mind.

According to Nestlé (Malaysia) Berhad Managing Director, Sullivan O'Carroll, Nestlé's commitment and investment in halal, which was borne out of social responsibility and respect for its Muslim employees and consumers, has worked well for the country, consumers and the company.

"As Malaysia aspires to be a global halal hub, Nestlé is able to share its expertise and global networking with the halal authorities. Through its exports of made-in-Malaysia halal products,

Headline Nestle Malaysia proudly serves the international halal market
Date 06. May 2008
Media Title New Straits Times

Nestlé has improved halal awareness in over 50 countries," he said.

The Nestlé Group worldwide, follows "Guidelines for Inter-company Supply of Halal Food" established in 1997 by the Nestlé Quality Technical Co-ordination at its head office in Vevey, Switzerland, in collaboration with Nestlé Malaysia. This document serves as a guideline to help the supplying market understand the mandatory aspects of halal.

Facilities outside Malaysia that are involved in supplying products to Malaysia also conform to this policy and are subject to audits by Nestlé Malaysia and the authorised halal certifying body.

As a result of its ongoing commitment and efforts in the development of halal products, Nestlé Malaysia has been recognised as the Halal Centre of Excellence for the Nestlé Group, providing expertise, resources and technical support to

all Nestlé markets around the world.

For Nestlé, it means further investments in its manufacturing facilities, research and development, developing its people, consumer insights and communication, in promoting its halal food business. To date, Nestlé has 75 factories and more than 100 manufacturing lines which have been halal-certified.

The awareness of halal is developing rapidly particularly in non-traditional Muslim markets such as the UK, Germany and France. Due to growing consumer demand, many big retailers and supermarkets are beginning to offer halal products on their shelves. Nestlé recently participated with a contingent of halal food producers from Malaysia at the inaugural Tesco UK Halal Fair, receiving very strong and favourable consumer response for its halal products from the different communities in the UK.

"Nestlé Malaysia is very excited about the growth and prospects for Malaysia as it takes the lead in the halal food market, and looks forward to working with the government to leverage on its existing strengths and resources to make in roads in the sector.

"With sales in the billions in Islamic markets, together with a clear focus on developing local consumer insight and tailored product offerings, Nestlé hopes to step up its presence in the global halal market substantially, with Nestlé Malaysia taking the lead," O'Carroll added.

To encourage local SMEs to tap the halal food market, Nestlé Malaysia

through its mentoring programme provides SMEs detailed information on halal certification guidelines, while collaborating with government agencies and NGOs. Through this mentoring programme, local SMEs will be able to fully understand the potential of the halal business, not only locally but also globally.

Equally aware that education and awareness is key to achieving the vision of Malaysia making an indelible mark in the global Halal market, Nestlé Malaysia also has collaborations with International Islamic University of Malaysia and University Putra Malaysia providing industrial exposure on Halal and involving relevant Halal programmes.

Nestlé Malaysia received the inaugural Halal Journal Awards for "Best Corporate Social Responsibility Project" last year for contributing significantly to the development of halal in Malaysia.

Nestlé Malaysia has long been wholehearted and devoted to the halal industry. In taking its commitment beyond the production line, the company has pushed its name to the forefront of the halal food and beverage market in the country and in the world. Coupled with its desire to reach out to local SMEs as well as do its part in creating awareness, Nestlé Malaysia is working hand in hand with the country in realising her vision as a global halal hub.