



An automatic egg roll machine on display at the 14th Malaysia International Halal Showcase (MIHAS) trade fair. — Photos: SAMUEL ONG /The Star



Booths at the Mihas trade fair which drew 580 exhibitors from 33 countries.



A live demonstration at the Japanese Pavilion showcasing halal noodles.

# Call to use latest technology for halal products

Matrade chief says this will ensure success of Malaysian firms globally

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MALAYSIAN small and medium enterprises (SMEs) are asked to increase efforts in incorporating and investing in new technologies to develop their halal products or services.

Malaysia External Trade Development Corporation (Matrade) chief executive officer Dr Mohd Shahreen Zainooreen Madros said Malaysian companies, particularly in the halal sector, could go further globally by integrating their offerings with the latest technology.

"Malaysia is rich in biodiversity, resulting in a variety of halal products offered by local players to the world.

"With technology, local producers can add more value to their halal products, which are known to have the highest level of integrity in cleanliness and quality.

"With scientific verification, the business impact to the companies will multiply," he said during the Malaysia International Halal Showcase (Mihas) trade fair.

"There are various platforms for companies to do research and development, including engaging with universities such as Universiti Putra Malaysia (UPM) that has the resources and facilities to assist Malaysian companies in the technology sphere.

"UPM has long worked with the Government to help local companies incorporate high technology in the development of halal products," said UPM Halal Research, Halal Products Research Institute head Prof Dr Mohd Nasir Desa.

Others at the press conference included representatives from SME Instrument, an association under the EU Commission. SME Instrument is one of the participants of MIHAS 2017, placed under the Europe Pavilion.

During the event, Avanticell Science Ltd (UK) and Uniq Bioresearch Ltd (Finland) each shared their experiences in capitalising on technology to capture the halal market.

Avanticell chief scientific officer Colin Wilde said Malaysian halal products worked well with their technology and would do



Dr Mohd Shahreen says local SMEs local producers can add more value to their halal products by using advanced technology.

well in other countries.

The company uses cell-based analysis to test how they respond to different materials.

"By participating in Mihas, we have been able to meet producers from Malaysia who can be our business partners.

"We believe that halal products are best in quality and cleanliness, and technology can make them even better," Wilde said.

Uniq Bioresearch chief financial officer Sari Akas hoped to promote the licensing of its patented technology – a novel microencapsulation technology – to producers here.

"We are truly impressed to see that many products can be exported to Europe using our technology. We are now discussing with a few parties to realise this plan," she said.

Mihas has also earned an entry in the *Malaysia Book of Records* for holding the largest halal trade fair.

Mihas 2018 will return next year from April 4 to 7 at Matrade International Trade and Exhibition Centre in Kuala Lumpur.