

## HDC to help develop halal infrastructure in China

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THE Halal Industry Development Corp (HDC) will assist in the development of halal infrastructure in China.

In a statement yesterday, the HDC said it recently signed a Memorandum of Understanding (MoU) with SM International Wholesale (China) Centre Sdn Bhd (SMIW) for developing halal models aimed at benefiting Muslim consumers in the country.

HDC said the signing marks its' sixth overseas initiative to assist other countries in setting up value-added processes for proper halal certification, auditing and other consumer-related advancements.

Similar halal-assisted cooperation has been fulfilled over the past two years with foreign countries that have shown increasing halal concerns, such as Pakistan, Mauritius, the US, Europe and Russia.

"China has been quite taken up with our halal-driven efforts and will appreciate input and advice on how to refine its halal infrastructure.

"This is so that Muslim consumers there can benefit widely from a more integrated halal lifestyle," said chief executive officer Datuk Seri Jamil Bidin.

He said the MoU with SMIW covers areas such as awareness-creation of halal at all levels, training and skills procurement, business matching, trading and investment and securing new markets both at home and other countries.

It includes working with select companies and products on halal standards in China.

The HDC will assist in the promotion of its internationally-recognised halal certification process for halal products through proper technical guidance and organisation.

Jamil said HDC will work to fabricate a design for the development of an industrial park for its Chinese counterpart. - Bernama