



PRESS RELEASE

MALAYSIA HALAL EXPO 2019 “Malaysia to Japan for 2020 Olympics”

Kuala Lumpur, 24 January 2019 – Themed “**Malaysia to Japan for 2020 Olympics**”, Malaysia Halal Expo 2019 (MHE2019) was jointly officiated by YB Datuk Seri Mohd Redzuan Yusof, Minister of Entrepreneur Development and His Excellency Dr. Makio Miyagawa, Ambassador of Japan to Malaysia today. The expo is a key step forward towards implementing the Memorandum of Cooperation (MoC) in Halal signed by Malaysia and Japan on 26 November 2018 in Japan.

MHE 2019 which is held from 24 – 26 January 2019 at the Kuala Lumpur Convention Centre is organized by Ministry of Entrepreneur Development (MED) and supported by SME Corp with three key strategic partners namely Ministry of Youth and Sports Malaysia (KBS), Department of Islamic Development Malaysia (JAKIM) and the Association of Islamic Banking Institutions Malaysia (AIBIM). With almost 10,000 participants mainly from trade and business sectors, MHE 2019 is one of the initiatives to kick-start the promotion of halal products and services in Japan leading to Tokyo Olympics and Paralympics 2020 (Tokyo 2020).

MHE 2019 is poised to prepare local SMEs towards Tokyo 2020. The Expo will provide a platform to explore vast trading and networking opportunities in the exciting and ever-expanding Japanese Halal market. MHE 2019 witnesses the setting up of 320 exhibition booths as well as promotion of halal products and services under six (6) clusters, namely food and beverages (F&B), cosmetics, halal ingredients, logistics and services, biotechnology, personal care and pharmaceuticals. The exhibition also includes participation from Islamic financial institutions, Government agencies and

Government-linked companies (GLCs).

MHE 2019 aims to unlock the Japanese Halal market through a number of activities and initiatives including via 330 business matching sessions with targeted potential sales worth RM50 million. It provides an excellent avenue for SMEs to network and forge business linkages with large companies and multinational corporations (MNCs) from Japan. A total of 22 potential leading buyers including 17 Japanese and 5 local anchor companies took part in these sessions. Among the Japanese anchor companies are MHC Co. Ltd, Yatsumoto Tsusho Co. Ltd, Family Mart, Asia Trading & Services Co. Ltd and Hayabusa International. The Malaysian anchor companies include Tesco Stores Malaysia, Ramly Food Marketing Sdn Bhd, Lulu Group Retail Sdn Bhd, Nestle Manufacturing (M) Sdn Bhd and Aeon Big Malaysia.

Other activities that were highlighted during this inaugural event include pocket talk sessions featuring topics ranging from learning the current business trends and requirements to do business in Japan, to knowledge sharing session from SMEs, Celebrity-Entrepreneurs, Government Agencies and the private sector who are experts in their respective fields.

Islamic Innovation Challenge (IIC) Award 2019 will also take place on the second day of MHE 2019 (25 January 2019) during which 15 companies will be awarded by YB Datuk Wira Dr. Mohd Hatta Md Ramli, Deputy Minister of Entrepreneur Development for their excellent achievements in innovation of Islamic products and services. IIC is part of the High Impact Programme (HIP) 2 of SME Master Plan (2012-2020) that aims to discover the hidden Top Malaysia SME gems of not just Halal High Tech but also Islamic Innovation initiatives.

For more information and enquiries on MHE2019 and its activities, log on to www.halal-expo.my or @MHE2019 on Facebook, Twitter and Instagram.

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Ministry of Entrepreneur Development, Malaysia
24 January 2019