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MALAYSIA HALAL EXPO 2019

MHE 2019 Sales Exceeded Target by More Than 100%

Kuala Lumpur, 26 January 2019 – YB Datuk Seri Mohd Redzuan Yusof, Minister of Entrepreneur Development today announced that the Malaysia Halal Expo 2019 has successfully recorded sales worth RM135.04 million with a total of 223 sessions throughout the period of 3 days. This has exceeded its initial target set by Ministry of Entrepreneur (MED) of RM50 million.

A total of 21 anchor companies from Malaysia and Japan took part in the business matching sessions with participation of 144 exhibitors out of a total of 274 local SMEs and cooperatives. These include AEON Big Malaysia; Tesco Stores Malaysia; Lulu Group Retail Sdn. Bhd.; Ramly Food Marketing Sdn. Bhd.; Nestle Manufacturing (M) Sdn. Bhd. and renowned companies from Japan such as Hayabusa International; Nanyang Trading Inc.; Yatsumoto Tsusho Co. Ltd and Eagle Eye Japan in the business matching sessions.

This event was organised by the MED with support from SME Corp. Malaysia, Ministry of Youth and Sports Malaysia (KBS), Department of Islamic Development Malaysia (JAKIM) and the Association of Islamic Banking Institutions Malaysia (AIBIM) from 24 – 26 January 2019.

With 10,184 visitors including trade buyers, MHE 2019 provided a unique opportunity for Malaysian SMEs to reinvent their business potential, display their ability to match their products and services to the fast-changing demands of the evolving national, regional and global Halal markets as well as to promote them for the Tokyo 2020 Olympics and Paralympic Games.

The event which was concluded today also witnessed a new Memorandum of Agreement (MoA) signed between Nanyang Trading Inc, a Japanese company with two Malaysian SMEs; Nuha Food Sdn. Bhd. and Kit Hin Company Sdn. Bhd. to supply Halal products for the Japanese market under a long term agreement.

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

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