



MEDIA RELEASE

IMPROVING SUPPLY CHAIN OF HALAL INDUSTRY WITH HALAL PACKAGING STANDARD

PUTRAJAYA, 28 August 2019 – Department of Standards Malaysia, Malaysian Plastics Manufacturers Association (MPMA) and Department of Islamic Development Malaysia (JAKIM) jointly organised the Seminar on “Halal Packaging”- What you need to know, today. This seminar aimed to provide useful and valuable knowledge to the industry to improve their Halal business operations and stay ahead of the competition in the growing halal market.

The Malaysian Standard, MS 2565-Halal Packaging: General Guideline was developed by Standards Malaysia, and it describes the general guidelines in the manufacturing and handling of halal packaging and serve as a basic requirement for halal packaging for halal products in Malaysia. The seminar was officiated by Director General of Standards Malaysia, Datuk Fadilah Baharin, in the presence of the Secretary-General of MPMA, Mr. Eddie Fong.

“The global halal market size is expected to reach US\$9.71 trillion by 2025, with countries such as Malaysia, set to lead the pack over the coming years. To capture the whole demand of global halal industry and accelerate the growth of Malaysian halal industry, we have developed 14 Halal Standards, which are not exclusively for food, but have been extended to other categories including pharmaceuticals, healthcare, cosmetics, and other consumer goods including packaging,” said Fadilah.

Meanwhile, Eddie Fong said major growth drivers for the Halal packaging market include the growing Muslim population across the world, the increased marketability of products due to Halal certification and the improved awareness about Halal certified products and services. The Halal market is not just confined to the Middle East and some of the South-East Asia countries like Malaysia and Indonesia, but also covers many countries, including China, countries in Asia, Europe as well as the South and North America.

The plastics industry can provide a wide range of packaging solutions to the Halal market, including barrier films, laminated films, containers, bottles and closures, trays, vacuum packs, etc. Plastics packaging, therefore, is an important enabler within the entire supply chain of the Halal industry.

Eddie Fong also mentioned many plastics companies are already supplying or planning to supply plastic packaging materials to the Halal market. However, most of the members about 90% are SMEs with limited capital and human resources. They are also facing various challenges when they are exploring the Halal packaging market. In this regard, MPMA truly hope that the relevant Government agencies, including JAKIM, Standards Malaysia, MATRADE and Malaysian Technology Development Corporation (MTDC) could support their members by providing the necessary support and facilitation.

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About Department of Standards Malaysia (Standards Malaysia)

Governed by the Standards of Malaysia Act 1996 (Act 549), Department of Standard Malaysia (Standards Malaysia) is an agency under the Ministry of International Trade and Industry (MITI), established on 28 August 1996. Standards Malaysia is the National Standards and Accreditation Body responsible for developing and promoting Malaysian Standards (MS); as well as provides accreditation services to conformity assessment bodies such as testing laboratories, certification bodies and inspection bodies. The main focus of our service is to develop the local industry, facilitate trade and drive the country's economic growth through standardisation and accreditation activities.

For further information, please visit our website: www.jsm.gov.my or contact Mrs Kee Lai Sien on Tel. +603-8318 2211/016 398 8801 or email: kee@jsm.gov.my

About Malaysian Plastics Manufacturers Association (MPMA)

The Malaysian Plastics Manufacturers Association (MPMA), established in 1967, is a progressive trade association providing leadership and quality service to its members and the plastics industry. MPMA is the official voice of the Malaysian plastics industry, representing its members and the industry in Government interaction, spearheading the plastics industry's growth and providing the platform to assist members to be globally competitive. MPMA currently has about 750 members, which represent about 60 percent of plastics manufacturers in the country and account for 80 percent of the country's total production of plastic products.

About Department of Islamic Development Malaysia (JAKIM)

As a leading federal affairs management agency at the federal level as well as a secretariat to the National Council for Islamic Religious Affairs Malaysia (MKI), JAKIM performs the following three main functions:

Function 1: Drafting and Unification of Islamic Law

Function 2: Coordination of Islamic Administration

Function 3: Coordination and Development of Islamic Education

The Department of Islamic Development Malaysia, the Prime Minister's Department will play a central role in the planning of Islamic Affairs management and development of the Ummah with the following functions:

- Responsible as planners who determine the development and progress of Islamic Affairs in this country;
- Formulate the policies for the development of Islamic Affairs in the country and maintain the purity of Islamic faith and teachings
- Assist in formulating and harmonizing the necessary laws and regulations as well as evaluating and coordinating the implementation of existing laws and administrations in the efforts to resolve problems of Muslims;
- Implementing Islamic community development and appreciation programs in national management;
- Coordinate legal enforcement mechanisms as well as regulatory affairs of Islamic Affairs nationwide;
- Evaluate Islamic Affairs programs implemented in the country;
- Act as collector, distributor and information centre on Islamic affairs; and
- Implement community development efforts through regional and international cooperation.