

## Press Clipping

### Business

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#### **Westports To Play Role As Logistics Enhancer For Halal Hub**

KUALA LUMPUR, May 8 (Bernama) -- Westports Malaysia, the country's leading and world-class seaport, intends to play the role of logistics enhancer to help realise the country's vision to become a global halal hub.

This is due to its location in the vicinity of the Selangor Halal Hub and the development of the halal hub currently taking shape at the Port Klang Free Zone (PKFZ), Westports said in a statement Monday.

Both these facilities, located on Pulau Indah, which is home to Westports, marked a significant development in making the country a centre for the manufacturing and exporting of halal products.

Ready to play its role as the logistics enhancer, Westports said it has begun its promotional efforts by wooing potential investors from China to come to Port Klang.

According to the port, the halal hub at PKFZ, coupled with the impressive productivity rate of Westports, has impressed the Chinese business fraternity during its recent shipping mission to Shanghai and Shenzhen.

It said Chinese Muslims regard the development of the halal hub at PKFZ and Westports as the launching pad for their products.

"The growth potential of the halal food market is huge and the Chinese are seeking opportunities to manufacture such products and penetrate countries that they are unable to enter for a long time," Westports said.

It added that the World Halal Forum in Kuala Lumpur from May 8 to 10 is expected to determine the direction of the world halal industry estimated to be worth between US\$500 million and US\$2.3 trillion

Both Westports and PKFZ, with support from the Transport Ministry, will be organising more roadshows in the coming months to entice more shippers and investors to Port Klang, particularly to sell its halal hub's unique features.

The places earmarked for the roadshows are Dubai, Chennai, Colombo, Bangladesh, Myanmar and Indonesia.

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