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Westports aims to be logistics enhancer for halal industry

AS KUALA LUMPUR plays host to the inaugural World Halal Forum, which began yesterday and the Malaysia International Halal Showcase (MIHAS) beginning tomorrow, Westports Malaysia is enthusiastic and excited over the developments taking place in the halal industry.

The stage is now set for Malaysia to become a global halal hub, using its edge over other Muslim nations in trading, logistics, Islamic banking and halal certification.

Westports, the country's leading and world-class seaport, will play the role of logistics enhancer 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).

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

Indeed, Westports is ready to play its role as the logistics enhancer.

The port has begun its promotional efforts by wooing potential investors from China to come to Port Klang. At its recent shipping mission to Shanghai and Shenzhen, Westports discovered how excited the Chinese were about the developments taking place in Port Klang.

The halal hub at PKFZ, coupled with the impressive productivity rate of Westports, has impressed the Chinese business fraternity.

Chinese Muslims regard the development of the halal hub at PKFZ and Westports as the

launching pad for their food 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 have been unable to enter for a long time.

The World Halal Forum is expected to determine the direction of the world halal industry and will be an eye opener for the world.

Malaysia, as one of the biggest trading nations in the Muslim world, is widely recognised and acknowledged for its certification standard for halal food. Its halal standard (MS 1500:2004) meets both the requirements of the Muslim community and the international health and safety standards.

Malaysia's strategic role as chairman of the Organisation of the Islamic Conference and the Non-Aligned Movement, the country's recognised leadership in the development of the global halal market and the Prime Minister's personal commitment to the Malaysian halal industry as well as the Government's commitment to the halal industry in the Ninth Malaysia Plan speak well of the future of this booming sector.

All these factors will certainly propel and heighten business activities not only at Port Klang but also at other parts of the country.

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