



Halal Industry
Development Corporation



HALAL INDUSTRY SUCCESS STORIES

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FOREWORD BY THE CEO



DATO' SERI JAMIL BIN BIDIN
Chief Executive Office

Halal products and services are fast gaining worldwide recognition as a new benchmark for safety and quality assurance. Many of the proponents of the Halal value proposition are humble Malaysian players who have dared to venture into the global market. These players with the undying support of HDC will assist the Malaysian government in continuing to raise the standards for Halal in line with changing global trends and building on the growth and development of halal industry.

I am most grateful to Allah S.W.T. for the successful publication of the first HDC Halal Success Stories. This is one of many initiatives under the Capacity Building initiative, which looks at developing the local players into global champions.

The purpose of this publication is to showcase Malaysian players who have notable achievements in the Halal industry. This publication will showcase success stories of selected Halal industry manufacturers with proven track record and performance resilience in both the domestic and international arena. I take this opportunity to congratulate these players for their remarkable accomplishment and I appreciate the commitment extended to the HDC's inaugural publication of Halal Success Stories.

HDC recognizes the value and contribution extended by these elite groups of Halal manufacturers and it is our responsibilities as the leading Government halal agency to groom and develop these high achievers for the sustainable global dominance via our Halal Champion Programme. HDC's ultimate goal is to enhance the capacity and the capabilities of the halal producers, especially the Small and Medium Entrepreneurs (SMEs).

I would like to extend my heartfelt appreciation to the Ministry of International Trade and Industry (MITI) and all the supporting agencies that have supported us in this publication of HDC Halal Success Stories. Lastly, I hope that this publication will spearhead more Halal players in pursuing similar aspiration of contributing to the national Halal economy.

Dato' Seri Jamil Bin Bidin

HALAL INDUSTRY
DEVELOPMENT CORPORATION



**Halal Industry
Development Corporation**

Halal is not merely a way of life – it is a global industry. With a stake in commercial sectors worldwide, Halal development has become a significant contributor to all facets of economic growth. Established on 18 September 2006, Halal Industry Development Corporation coordinates the overall development of the Halal industry in Malaysia.

Focusing on development of Halal standards, audit and certification, plus capacity building for Halal products and services, HDC promotes participation and facilitates growth of Malaysian companies in the global Halal market.

Intent on building a global Halal community, HDC brings the Malaysian Halal industry in unison toward a common goal. By nurturing growth and participation of local businesses into the global Halal market, HDC sets the bar for Halal best practices in Malaysia to enrich the development of Halal standards globally. Through unsurpassed knowledge and experience, HDC is the gateway toward a better understanding of Halal for all.

VISION

Position Malaysia as the global support centre for all Halal standards products and services

MISSION

Create value for businesses in the Global Halal Industry to benefit Malaysia's economy

The roles and responsibilities of HDC are thus:

- > To direct and coordinate the development of Malaysia's Halal industry amongst all stake holders – both public and private
- > To manage capacity building for Halal producers and related service providers
- > To support investment into Malaysia's Halal industry
- > To facilitate the growth and participation of Malaysian companies in the global Halal market
- > To develop, promote and market a Malaysian Halal brand
- > To promote the concept of Halal and related goods and services

To this end, showcased in here are success stories of a select few businesses identified to have the desired experience and expertise in their respective fields that can be used as a benchmark for others to emulate.

The criteria of selecting these businesses are wide and include;

- > Sound financial standing,
- > Compliance to Halal and other standards,
- > Product diversity & export oriented,
- > Continuous improvements through R&D,
- > Future expansion plans and growth globally

Among them, a selected few will then be shortlisted to vie for the status of "Champions of the Industry" for the year, to spur and motivate them and others to promote the concept of Halal in their businesses.

HALAL INDUSTRY SUCCESS STORIES

HALAL INDUSTRY success stories



Key person of the Company:
En. Mazlan Muhammad

MM Vitaoils Sdn Bhd is chaired by Y. Bhg Datok Harun Bin Siraj. Its Chief Executive Officer/Managing Director, Encik Mazlan Bin Muhammad, is also the founder of the company, having started his foray into the world of business as a trader of apparels in Petaling Street soon after his schooling days. He eventually ventured into the manufacturing industry and made a name for himself and his company as a leading manufacturer and exporter of premium quality edible oil based products from Malaysia.



MM VITAOILS SDN BHD

The company was founded in 1999 and is the Master Brand with brand portfolios that are associated with high quality, palm oil-based products such as cooking oil, ghee, shortening, margarine and pastry margarine. The company head-office currently operates out of its main plant in Shah Alam, Selangor Darul Ehsan.

The plant in Shah Alam is in fact one of the most modern facilities in Malaysia with a total monthly combined capacity of 10,000 metric tonnes and the capability to pack products in different packing materials for its core business activities such as manufactured oil products and salad oils. The plant works in collaboration with the Malaysian Palm Oil Board (MPOB) in this respect.

The Company Philosophy – By Our Heart, To Your Heart was coined to capture the Brand's honest desire to provide only the best for its customers, with emphasis on their commitment to Quality, Health and Credibility. This is further evidenced through the accreditations that MM Vitaoils received on Quality System such as ISO 9001:2000, Hazard Analysis and Critical Control Point (HACCP) and Good Manufacturing Practice (GMP). Recently MM Vitaoils achieved ISO 22000 : 2005 on 6th February 2009.



Company Achievements

Since its establishment in 1999, MM Vita oils has been awarded with many recognitions that exemplify its commitment not only for the quality of its products but also its high standards in managing its business and its other prime asset, the company's Human Resources.

These Milestones include,

- 2010 - Most Caring Employer Award by Malaysia Ministry of Human Resource
- 2009 - National Award For Management Accounting (NAFMA)
- 2008 - ASEAN Business Award (ASEAN-BAC)
- 2007 - Industry Excellence Award – Malaysian International Trade and Industry Ministry
- 2006 - Golden Award For Food and Beverages (Barcelona, Spain) by Trade Leaders Club



The Products:

The company produces and markets its products under different brand names which enhances a fitter and healthier lifestyle. They are categorised as follows:

Cooking Oils ~ Palmas, Serimas, Super Fino

Margarine ~ Rise and Shine, Blossommm, Marvelosso

Vegetable Ghee ~ Golden Treat, Al Amin

Shortening ~ Qualitaste, Halal Fats, Halal Oils, Golden Harvest

Other Value added Products ~ Ice cream coating shortening, Ice cream shortening, Pastry margarine, Omega-3 margarine, Palm olein blend, Pourable shortening, Low fat spread and Low-fat icing.

International Markets:

MM Vita oils exports its 24 brands of quality edible oil products, with trademark registration in Malaysia, to South Korea, China, India, Europe, USA, Uzbekistan, Africa and Japan, securing niche markets in these parts of the world. The export market constitutes over 98% of its total revenue. It is heartening to note that MM Vita oils is the biggest supplier of palm oil produce in Uzbekistan.

Moving Forward:

MM Vita oils plans to expand their downstream oils and fats venture further into the European and US markets. A strategy they would adopt to materialise this plan is to joint-venture with European and US based companies as this would ensure a smooth transition into these market segments which are highly competitive where alternative oil based products are concerned.



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HALAL

INDUSTRY

success stories



Key person of the Company:
Mr. Choong Kin Peng

Mr. Choong Kin Peng, the 48 year old General Manager (Operations) of Kart Food Industries Sdn Bhd is one of the pioneer employees of the company when it started its operations in 1988. A qualified ICSSA by profession, he also holds a Business Administration Diploma from one of Malaysia's reputable institute of higher learning, the Tunku Abdul Rahman College.

Choong Kin Peng experienced firsthand valuable experiences and knowledge under the different management structures and ownerships of the company since its inception. Being the most experienced and knowledgeable employee has made him an invaluable employee and the most suited to head the operations.

As someone in charge of the general operations of the business, he is also personally involved in overseeing the various certifications and achievements of the company. Under his direction, the company is poised to achieve its' aspirations.



KART FOOD INDUSTRY SDN BHD

Kart Food was established in 1988 as a manufacturer and distributor of frozen authentic Malaysian snack food. "Kart" owed its name to the founder's wife who is called Kartini, the lady behind the creation of Kart's roti canai (a truly authentic Malaysian hand tossed layered flatbread) to what it is today.

Kart's started its humble beginning as a home based industry. Today it is proudly a brand that is synonymous with high quality Halal "DELICIOUSLY CONVENIENT" food, a market leader in its category in Malaysia and several other countries in Europe and Asia.

Kart Food has a variety of product range, from frozen Roti Canai, Paratha, Steam Buns, Pizza and various finger-food snacks. Kart's wide product range are processed and packed in hygienic environment in its 2 manufacturing plants in Shah Alam, Selangor and Kota Bharu, Kelantan, both plants complying to various standards and certification such as HACCP, ISO9001:2000 and EMS.

Kart's product range has also been recognized for their superior product packaging and this has led them to be awarded with the Malaysia Good Design Mark 2003 by the Malaysian Design Council under the Ministry of Science, Technology and Environment of Malaysia.



Company Achievements

The Company can be proud of its achievements since its inception, and among those are:

- Halal certification from JAKIM
- Best Brands from the BrandLaureate
- Industry Excellence Award 2003 (Special award for development of a Malaysian brand)
- Malaysian Good Design Mark 2003
- ISO 9001:2000
- HACCP & EMS certification



The Products:

Kart's Food manufactures and distributes Frozen Flatbread Roti, Hand-tossed Pizzas, Crispy Finger Foods with fillings, Buns with fillings through retail and wholesale outlets in the country and overseas.

International Markets:

Kart's range of product is also available in Americas, South Africa, United Kingdom, European Unions, Middle East, East Asia and Australia.

Moving Forward:

Kart's vision is to penetrate into more overseas' market in the immediate future as well as cement its position as the market leader in the local authentic Malaysian ethnic food and finger food snacks.



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HALAL INDUSTRY success stories



Key person of the Company:
Mohamad Faisal bin Ahmad Fadzil,
Faridah bt Ahmad Fadzil
Fauziah bt Ahmad Fadzil

FA Herbs Sdn Bhd came into being as a result of the relentless pursuit to start a business based on natural products by three siblings, way in 1995 – Faridah Binti Ahmad Fadzil, Fauziah Binti Ahmad Fadzil and Ahmad Faisal Bin Ahmad Fadzil.

At the time of the company's inception back then, "natural" products were not very popular nor well received by the local market and consumers yet. Yet the siblings persevered and grew the company to be what it is today. The company operations are now overseen by Ahmad Faisal in his role as the Managing Director.



FA HERBS SDN BHD

FA Herbs started out as an herb based cottage industry in a small makeshift factory behind their mother's house in 1995. It soon outgrew this surrounding to emerge as one of the leading contract manufacturer and re-packer specialist of nature based product in Malaysia.

The year 1999 marked an important milestone for the company with the completion of their RM 1.5 million GMP and ISO certified natural products factory built on 6 acres of prime industry land in Kuala Selangor, Selangor. What initially seemed as a challenge for such a small business turned out into a venture that made even bigger companies look up to them and business flourished since.

FA Herbs remained focused on their core business, which was formulating, designing and manufacturing health supplements for multi level and wholesale companies in Malaysia and abroad. After 2 years, the siblings managed to establish FA Herbs Sdn Bhd firmly as a preferred contract manufacturer, producing products for giants such as Amway and Cosway.

Starting out with two staffs in the 1990s, FA Herbs currently employs about 70 staffs and specializes in premium natural products conceptualization and manufacturing in health supplements, personal care, and skin care and spa products. Their range of clients now includes multi level companies, whole sellers, airlines, five stars hotels and resorts.

After establishing FA Herbs as a premier contract manufacturer, the three innovative siblings went on to realize their dream of creating, formulating and designing a truly natural products range that is targeted towards the international market. And it was in 2000 that Tanamera was introduced to the world as a natural product range.

In 2003, their foray into the natural products market changed directions when the founders teamed up with an industrious German lady and together they tailor made the Tanamera line into a spa range by adding products like body scrubs, massage oils, body masks, incense sticks etc. Currently Tanamera retail range has approximately 80 core products not inclusive of spa accessories. Tanamera also offers about 80 professional products to be used in Spa treatments along with a list of treatments database Spas can access into. Tanamera products focus on ingredients that can be found in the tropical belt with leaning towards Malay beauty treatments.

The Company's products and services are recognised and certified by the Drug Control Authority of Malaysia. The plant is also in its final stage of obtaining the ISO 9002 certification.



Company Achievements

Their effort to maintain the integrity of a real natural product range was recognized in 2005 when they were awarded the Good Design Award ("G-Mark") by the Japan Industrial Design Promotion Organization (JIDPO). G-Mark is Japan's only synthetic design evaluation/recommendation system which is based on "Good Design Selection System" established by the Ministry of International Trade and Industry of Japan in 1957.

Tanamera was also the winner of the best Home Spa products in the Malaysian Wellness Award 2009. And the company has been awarded its Halal certification from JAKIM



International Markets:

Tanamera can now be found in spas in Germany, Denmark, Slovenia, Czech Republic, Sweden, New York, Australia and Singapore. In 2010, Tanamera will be introduced in Russia, Italy and Japan.

Moving Forward:

FA Herbs plans to expand their range of Tanamera spa products into more countries globally, namely to Russia, Italy and Japan. The team has even started to embark on the natural skin care market and initiated a partnership with a local celebrity to create "Jerneh by Sheila Majid", a premium skin care range made for the Halal market. The skin care range was introduced on a low key in 2009 and plans are for the range to be distributed in premium outlets throughout Malaysia within the year; the company also planned to bring this product line to the international markets in the future.

In addition to that, the siblings have also started on adding another product range to their line of natural products – that of quality health supplements under the brand name of Teraputik specifically targeting the Malaysian consumers. The idea behind Teraputik is to give back to the community by supplying them premium products without a high price tag.

FA Herbs have for years consistently supplied premium products for local and international markets and they feel that the public can easily identify the quality behind the FA Herbs name.

The Products:

Among the products re-packaged under contract by the Company are:

- > Aromatherapy products
- > Personal Hygiene & Toiletries products
- > Food Supplements including packaging tea sachets
- > Capsulation of Herbal products
- > Spa products (Retail and Bulk) under the Tanamera brand

The Company also provides comprehensive training on the products that they manufacture and re-pack.



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HALAL INDUSTRY success stories



Key person of the Company:
Dato' Seri Talaat Bin Hussein

The key personnel of Halagel (M) Sdn Bhd are its Chairman, Dato' Seri Talaat Bin Hussein and the man with the responsibility to drive the company forward and be what it is today, Encik Mohamad Yakob Bin Munshi Deen, the Managing Director.



HALAGEL (M) SDN BHD

Halagel was incorporated in August 1997. It is a sole importer and distributor for Halal Food and Pharmaceuticals Grade Gelatine and Halal Empty Hard Gelatine Capsules for Malaysia and South Asia markets. Today the company is a leading brand of Halal gelatine ingredients for food and pharmaceutical manufacturers in Malaysia.

The incorporation of the company was to meet the growing needs of the Muslim market for halal healthcare products. The huge population of Muslims globally has led to the pressing need to ensure food production worldwide meets the stringent halal requirements. More than 50% of the total world production of gelatine is widely used in the manufacture of foods.

The company has made as its mission – To Provide Halal Alternative Products Worldwide in line with its vision of becoming a household name for halal products.

Halagel has now broadened its business activities from trading to distributing and manufacturing Halal alternative products under the Halagel brand through its subsidiary companies, namely:

1. Halagel Distributor Sdn. Bhd – distributor for Halagel Consumer products
2. Halagel Plant (M) Sdn Bhd – manufacturing of Halal Empty Hard Gelatine Capsule and Halal Softgel Nutraceutical.
3. Halagel Products Sdn Bhd – manufacturing of Herbal Toothpaste and packaging of Edible Rock Salt, Premix Coffee, Gelatin, Vitamin C and etc.



Company Achievements

A notable achievement of the company was being appointed by the Islamic Corporation for the Development of the Private Sector, a subsidiary of the Islamic Development Bank, as their advisor for a gelatine and capsule plant in Jeddah, Kingdom of Saudi Arabia.

Halagel was also recently awarded with the Halal Champion Award initiated by the Halal Industry Development Corporation (HDC) besides scoring a 4 Star rating under the SME Competitive Rating for Enhancement (SCORE) organised by Ministry of International Trade & Industry (MITI) and SMECorp. The awards were given based on the company's performance in 2009.



The Products:

The company's products are categorised into:

Consumer products ~ Toothpaste, Goji Coffee, Gummy Candy, Edible Rock Salt.

Nutraceutical products ~ Virgin Coconut Oil, Habbatus Sauda Oil, Omega 3 Fish Oil.

Body & Healthcare products.

Industrial products ~ Edible gelatine, Empty Hard Gelatine Capsules, Vegecaps.

International Markets:

Today, Halagel supplies and distributes Halal gelatine for food and pharmaceutical manufacturers not only in Malaysia but also abroad.

Besides the conventional method of trading and distribution, the company is moving with times and has now embarked into E-Commerce where its products can be purchased on-line. In this respect, it can be said that the world is its market! However, to maintain control and prevent abuse, the company sets certain conditions for such purchases and is starting with accepting orders from Malaysia, Brunei, Singapore, Vietnam, Cambodia, UAE, Saudi Arabia, USA, UK and Turkey but below 3 kg.

Moving Forward:

The company is continually looking to expand its range of product line, especially to the consumer market. To this effect, one of its aspiration is to produce its own brand of bottled drinking water and distribute drinking water (expand product line)



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Key person of the Company:
Datin Prof. Dr. Clara Chee

Clara International was founded by its Chairperson, Datin Prof. Dr. Clara Chee, a distinguished Skin Care Formulation Scientist and Aesthetician known in the international arena. Her vast experience in this field is recognised through her representing Malaysia in numerous cosmetic and toiletries industry events, presenting papers on skin related problems at a few. She is the Chairperson of the Malaysian Beauty Therapy Association as well as the Malaysian CIDESCO section, and is a CIDESCO International Examiner herself.

Clara International Beauty Group's Chief Executive Officer, Dato' Woo Ser Chai holds a Bachelor in Economics degree with over 30 years of experience in numerous industries prior to joining Clara International Beauty Group. These include banking, property, and food and even as a financial analyst with a public listed firm. Dato' Woo plays a very important role of managing and spearheading the direction of the group to new heights.



CLARA INTERNATIONAL BEAUTY GROUP SDN BHD

What is now known as Clara International Beauty Group started out as a beauty salon back in 1977. As a pioneer in skin care, the Group is now acknowledged as a true leader going beyond Malaysia, breaking new ground in almost every facet of the beauty and wellness industry.

With our own R&D facilities, manufacturing plants, beauty centres, beauty colleges, beauty equipment distributorship, and time-tested business format franchise, Clara International has successfully evolved to become one of the largest beauty chains in Malaysia, with over 50 beauty centres throughout Malaysia and with associates in the Asian region.

A recent development is the accreditation given to this Group's Beauty College as an Institute of Higher Education. To this end, the Group works closely in partnership with the National Vocational Training Council (MLVK) and Nilai University College, among others.



Company Achievements

The company has chalked up many milestones in its more than 30 years in the industry, among the notable ones are:

- The Accreditation of Clara International Aesthetic College as Private Higher Educational Institutions (IPTS) by Ministry of Higher Education Malaysia
- Being awarded the ISO 9001:2000 certificate
- Halal Certification on Clara International Herbal Skincare Product by JAKIM
- Certification of Clara International Beauty Group as recipient of Asia Pacific International Honesty Enterprise – Keris Award 2002
- Certification that Clara International Beauty Group Sdn Bhd achieved the Industry Excellence 2000
- Certification that Clara Network Sdn Bhd achieved the Final List of Malaysia Franchise Award 2000/2001
- Endorsement as Superbrands by Superbrands Malaysia
- Innovative Learning & Development Award 2004
- The founder & chairman of Clara International Beauty Group, Datin Prof. Dr. Clara Chee awarded the inaugural NAWEM Awards 2004 Business of the Year Award 2004
- 2009 MRCA 8TV Entrepreneur Awards – Top Nominee – by MRCA and 8TV
- 2009 National Women's Entrepreneur Platinum Award – NWEA, by the Ministry of National Trade Industry and SME Corp.
- 2009 The BrandLaureate SMEs Chapter Awards – Best Brands in Wellness – Personal & Beauty Care – by BrandLaureate
- 2010 2nd Malaysia Business Leadership Awards 2010 (MBLA) under the category of Health and Wellness sector
- 2010 Outstanding Entrepreneurship Award – by Asia Pacific Entrepreneurship Awards (APEA) 2010



The Products:

The company's products are synergistically formulated with only the finest herbal ingredients using the latest & innovative technology to enhance skin penetration & efficacy. The areas of their services are categorised into:

Clara Herbal Based Skincare Product ~ Specialist in providing a wide range of herbal skin care products that are natural, safe & effective for both temperate & tropical climates.

Professional Services ~ Professional Facial, Corrective Facial Treatment, Professional Intensive Treatments, Specialized Skin Blemish Treatment (SSBT), Specialized Eye Care, Phyto Fairness Therapy, Professional Body Slimming Services, Professional Finishing Touches, Professional Make-Up Services, Manicure & Pedicure

Clara International Aesthetics College ~ Beauty college which has produced more than 10,000 beauty specialists

Beauty Franchise ~ Association with more than 30 of their over 50 centres on Business Format Franchise system, applying their motto, Sharing In The Name of Beauty, to the fullest



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International Markets:

In Malaysia, Clara International centres can be found in all states including Sabah and Sarawak with the exception of Perlis and Terengganu.

On the international market, Clara International has formed associations with business partners in Philippines, Singapore, Indonesia, Thailand, Brunei, Mauritius, India, Myanmar and Dubai.

Moving Forward:

Continuous association with potential business partners across the region to make Clara International Beauty Group more accessible to a wider market as well as intensify its R&D into the skincare product range at its own plant/laboratory in order to remain relevant and compliant with all its market needs.

HALAL

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success stories



Key person of the Company:
Mr. Liow Ren Jan

AYS Sdn Bhd has as its Chief Executive Officer, Mr. Liow Ren Jan, a visionary gentleman with strategic plans of bringing the company to greater heights as the leading frozen meals specialist in ASEAN. As the CEO, he played a major role in formulating the company's vision – To be the market entry & development specialist in Asia, and leading provider of halal compliant products and services in ASEAN.

AYS SDN BHD

AYS Sdn Bhd, whose core business is in the frozen food industry, began its operations in 1996 in Selangor. Since its inception, the company has made inroads into many regional markets.

The company markets its own brand of Halal frozen foods manufactured under the brand name of "Sri Kulai", the first of its kind in the market. AYS also identifies itself as a food solutions provider for the food and F&B related industries, in line with its vision. To that effect, AYS offers its services to help new entries expand their business in this industry, and provides consultation on export development as well.

The company had initiated its own licensing system in 2009 and hoped to promote that under the network brand of Sri Kulai Lifestyle Concept Outlets. Its 14 years of experience has certainly made it a subject matter expert in this field, in addition to its acute understanding of the diverse business and social culture of the region.



Company Achievements

The company can be proud of its achievements, being a newbie in the world of Halal food production. Since it began operations, the company has been given the following recognition:

- Sri Kulai Ready-to-Eat meals is acknowledged as the Best Halal Product 2009 and awarded the Halal Journal Award at the 4th World Halal Forum Gala Dinner Night in Kuala Lumpur on May 4 2009. AYS was the first Asian company to win this award since its award inception in 2006.



The Products:

The company's products and services can be categorised as follows:

Consultancy ~ Market entry & development specialist (Mergers & Acquisition)

Agency ~ Marketing & sourcing of Halal compliant products and services

Manufacturer ~ Microwaveable Halal frozen ready-to-eat wholesome complete meals under the brand name, Sri Kulai.

International Markets:

AYS markets its frozen meals products and its expertise to countries within the ASEAN region as well as to China and India.

Moving Forward:

AYS will continue with its plan to establish its network of Sri Kulai Lifestyle Concept Outlets that was launched on June 18th 2009, and has set its sight on 100 outlets within 5 years. Interested parties can enquire on the licensing system directly with the Licensing Development of the company.



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HALAL INDUSTRY success stories



Key person of the Company:
**Prof. Dato' Dr. Hassan
Yaacob**

Healwell Pharmaceuticals was founded by Prof. Dato' Dr. Hassan Yaacob, when he was still a Researcher at University Malaya. After many years of intensive R&D into the benefits of gamat, he turned entrepreneur and commercialised gamat and gamat-based products. He is a PhD holder in Clinical Pharmacology from Royal College of Surgeons of England, London. He is also an Executive Chairman/CEO of the Company.



HEALWELL PHARMACEUTICALS SDN BHD

Healwell Pharmaceuticals was established in 1996 to manufacture and market gamat and its by-products on a commercial basis. Gamat is a type of sea cucumber found in abundance in the waters off the shores of Langkawi, Kedah. After more than 10 years of R&D, Healwell Pharmaceuticals was able to market its products under the brand name of HEALIN in Malaysia.

Over the years, the company has placed itself as a leading Bumiputra Company that markets high quality, trusted, ethical and halal natural-based products. Through extensive R&D, the products were proven to enhance the body's resistance towards various diseases besides having a cell growth factor.

Healwell Pharmaceuticals has gained a reputation as a respected company, known for the introduction of new concepts of health and skin care focusing specially on sophistication, simple yet effective.

The company operates out of Temasya Industry Park, Shah Alam Selangor and adopts a lean human resource policy of 50 workers comprising of a strong and resourceful team of management, marketing, production and logistic units.

Prof. Hassan, the founder and CEO, believes in continuous improvements and never tire of doing R&D on gamat. It was no surprise that he was won a Gold Medal in the MINDEX (Malaysian Invention and Discovery) Award 1994 and the Hitachi Science Fellowship Research Award 1995, Japan.



Company Achievements

1. Halal Certification from JAKIM
2. Halal Certificate of Authenticity from HDC



International Markets:

The Company promotes and distributes its range of 40 products via its 340 retail outlets aptly called House of Healin in Malaysia. Its products are sold directly to consumers.

The Products:

Healwell Pharmaceuticals markets its products under the following categories:

- Allergicover ~ 6 brands
- Daily Use ~ 8 brands
- External Use ~ 5 brands
- Food Supplements ~ 11 brands
- Health Drinks ~ 1 brand
- Skin Care ~ 3 brands

Their ranges of Food Supplements are the most popular such as Gamogen, Gamalin Plus, Gamatol and Imutol.

Moving Forward:

Their ultimate aim is to be the leader in high-tech health and skin care products. To this end, Healwell Pharmaceuticals will be introducing additional varieties of new products in the health care sector, including health supplements and branding them as a premier health care brand internationally.



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HALAL INDUSTRY success stories



Key person of the Company:
**Tuan Haji Ismail Bin
Haji Ahmad**

HPA Group of Companies was founded by Tuan Haji Ismail Bin Haji Ahmad, the son of a farmer who has extensive knowledge of local herbs and their benefits. He now sits as the Executive Chairman of the Group. He is aided in the marketing operations of the Group by Encik Mohd Faisol Bin Abdul Rahman, General Manager of Marketing



HPA INDUSTRIES SDN BHD

HPA began its humble beginning in Perlis in February 1996 as a cottage industry called Al Wahida Traditional Medicines. 8 years later, HPA Industries Sdn Bhd was formed. The Group's principal activities are in the manufacturing and marketing of traditional herbs as alternative treatments as well as health products.

In order to market its products and services better, and to reach a wider spectrum of market, HPA Group subsequently set-up its own marketing company called Al Wahida Marketing Sdn Bhd in February 1996. This company has been licensed under Direct Sales Act by Ministry of Home Affairs and Consumers to market HPA products through Multi Level Marketing Concept.

HPA operates several plants throughout the country and in Cambodia, Brunei and Thailand. Its manpower always ensure strict adherence to the Good Management Practises (GMP) standards. The plants have a combined production capacity of producing and packaging 900,000 products a month.

Through its marketing arm, HPA Group of Companies was able to promote its products not only in the country but also throughout the region. The company has since expanded its business to include retail operations of food outlets and consumer products marketed under its own brand, Radix.



Company Achievements

The company can be proud of its ability in developing small businesses through its smart association with members of its MLM business. To date, it has more than 600,000 registered members in Malaysia alone, and a total manpower strength of over 2,000 in all its plants - that is an achievement in itself.

Another accolade to its name is its entrance into the Malacca Halal Hub in Jasin, where it began operations of the plant there in this year and is an anchor plant to many small industries in the hub.



The Products:

The Group produces and markets its products under various business activities including, food and beverages such as Radix Coffee, Radix Chicken House, Radix Oriental Restaurant, Al- Wahida Marketing, HPA Farm Sdn Bhd, HPA Food & Beverages Sdn Bhd, HPA Mall Sdn Bhd, and many more.

International Markets:

HPA Group's retails outlets are only available in the country, with its food outlet chain mostly found in the Northern Region. With its MLM business concept, the Group has been able to market its other range of products to countries such as Indonesia, Singapore, Cambodia, Thailand and Brunei.

Moving Forward:

To continuously provide a platform for entrepreneurial development among those in the rural and urban areas, with the aim of creating a self-sustaining society. The company will also open up more food outlets and one-stop centres to better serve its members and consumers.



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HALAL INDUSTRY success stories



Key person of the Company:
Mr. Jeffrey Lee

Lee Kum Kee Malaysia is headed by Mr. Jeffrey Lee, the General Manager for South East Asia, Middle East & Africa. He also oversees the operations of the Malaysian manufacturing plant, including that of Human Resource and Finance. Jeffrey obtained his Master of Science in International Business from the Chinese University of Hong Kong and has vast experiences in managing and leading the operations of international companies prior to Lee Kum Kee.



LEE KUM KEE (M) FOOD SDN BHD

Lee Kum Kee Group is a globally renowned enterprise symbolizing true unmatched authenticity and quality. Since Mr. Lee Kum Sheung invented oyster sauce in Nanshui of Guangdong Province and set up the brand Lee Kum Kee in 1888, the Group has grown into a thriving brand with over 200 choices of sauces and condiments which are marketed to more than 100 countries and regions across five continents.

With “Pragmatism, Integrity and Constant Entrepreneurship” as its corporate values, Lee Kum Kee is committed to achieving its mission of “Promoting Chinese cuisine worldwide” and “Advocating Chinese health regimen and nurturing healthier lives with balance, affluence and harmony”.

Equipped with a unique management culture, stringent quality control, superb and innovative products, and coupled with the century-long brand reputation, Lee Kum Kee has achieved unanimous recognition and won numerous prestigious awards.



Company Achievements

Lee Kum Kee has achieved unanimous recognition and won numerous prestigious awards including:

1. **June 2005** : Lee Kum Kee's Malaysia Plant achieved HACCP certification for Oyster Sauce and Vegetarian Oyster Flavored Sauce in bottling line from Ministry of Health of Malaysia
2. **October 2005** : Lee Kum Kee 's Malaysia Plant achieved ISO 9001:2000 certification for manufacturing of sauces from SGS
3. **2005** : Became Hong Kong Disneyland's condiment supplier, the first international Hong Kong corporate partner of the theme park
4. **2005** : China Condiment Industry Association granted "Top Ten Soy Sauce Manufacturers" Award and "Top Ten Condiment Manufacturers" award. In addition, Group Chairman Mr. Lee Man Tat was presented the "Top Ten Figures" Award
5. **2008** : Lee Kum Kee was chosen as the Catering Supplier of the Beijing 2008 Olympic Games
6. **2010** : Lee Kum Kee was appointed as "Official Qualified Supplier of Raw and Auxiliary Materials in Catering" in Shanghai World Expo
7. **2010** : Lee Kum Kee Awarded "2010 Trusted Brand – Gold Medal" in Hong Kong for 12 consecutive years and "2010 Asia's Trusted Brand – Gold Medal" by Readers' Digest



International Markets:

Lee Kum Kee produces sauces to cater to the local demand. Apart from Malaysia, Lee Kum Kee also exports the sauces to Singapore, Philippines, Cambodia, Thailand, Brunei, Vietnam and India.

The Products:

Lee Kum Kee Group manufactures more than 200 sauces such as the oyster sauce, soy sauce, chilli sauce and more. In Malaysia, oyster sauce is the key product that is produced.



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HALAL INDUSTRY success stories



Key person of the Company:
**Puan Shahnas Binti Oli
Mohamad**

Natural Wellness is the precious child of two partners: Dr Amr Yacout and Ms Shahnas Oli Mohamed. As the Chairman of Natural Wellness and a gastroenterologist by professional training, Dr. Amr Yacout brings with him a wealth of more than 20 years international experience in the pharmaceutical industry. A seasoned businessman with extensive knowledge in the global healthcare market, Dr Amr Yacout takes on the role of advisor and mastermind behind Natural Wellness.

The Natural Wellness operations is spearheaded by Shahnas bt Oli Mohamed, a Bumiputera woman entrepreneur and a licensed pharmacist by profession, who was recently named the Asia Pacific Most Promising Entrepreneur 2010. She oversees the daily operations of the company in her capacity as Managing Director. Shahnas is a trained pharmacist with more than 10 years experience including international stints and has been instrumental in the setting up of the company.



NATURAL WELLNESS HOLDINGS SDN BHD

Natural Wellness Holdings Sdn Bhd, also known as Nutrivention Sdn Bhd, is the mother company to the Natural Wellness group of companies that are involved in the healthcare business. Natural Wellness Industries has a wide range of Halal certified products including cosmetics, supplements, health food and beverages and also over the counter products. Natural Wellness Biotech, the research arm of the group, is actively involved in identifying and developing new medicines to improve health through scientific innovations on the principles of pharmacodynamics and pharmacokinetics. This is in parallel with the Natural Wellness mission to provide high quality, innovative, up-to-date healthcare products at an affordable price to the communities they operate in.

Formed and managed on the way of life based on the principles of compliance to the syariah, Natural Wellness strives to develop innovative products while infusing into the entire process and across the value chain syariah compliance thus embarking on a continuous life long journey of devotion. Natural Wellness' unshakeable belief is that continuous efforts to seek the pleasure of Allah SWT will spur the achievement of unity of purpose both of dunya with a'khira as well as personal and organisational values. The practice of Islamic principles are clearly seen in the company's values which include product leadership, operational excellence and customer intimacy. It is this aspect of using existing knowledge derived from the Al-Quran and Al-Sunnah that has led to the implementation of unconventional and innovative management principles at all levels of the organisation in comparison to the norms of today's business practices.

One of the proudest moments for Natural Wellness was when the company was recently awarded the SME Innovation Award for Halal Products and Services in June 2010 thus placing Natural Wellness as a formidable player and a leader in the Halal industry. This award recognizes the efforts made by Natural Wellness to remain syariah compliant throughout the business process without merely being limited to their products being Halal certified.

Natural Wellness believes their people are the force and strength behind the power they exuberate. Efforts are concentrated on developing young talent into highly skilled knowledge workers in parallel to the requirements of Islamic Leadership Principles as the Natural Wellness corporate social contribution towards building a strong ummah while serving the needs of 1.6 billion Moslems across the world. Natural Wellness is but a small company with a big dream: "perhaps we may serve as an example to Moslems across the globe that it is possible to go back to basics in business and succeed in today's world. Insya Allah."



Company Achievements

MS 1900:2005 Quality Management Systems: Requirements from Islamic Perspectives (the first company in Malaysia to attain such certification in 2008)

Halal certification by JAKIM in accordance to the requirements of the MS 1500:2004 Halal Food – Production, Preparation, Handling and Storage – General Guidelines

ISO 9001:2008 Quality Management Systems

Good Manufacturing Practices (GMP PIC/s) certification (OTC Pharmaceutical manufacturing facility)

Bionexus status

1-Innocert (Grade A) certification

Products are approved by the Ministry of Health Malaysia in accordance to the requirements of the Sale of Drugs Acts 1952 and the Control of Drugs and Cosmetics Regulation 1984

Registered Bumiputera company in various codes with the Ministry of Finance Malaysia



The Products:

Natural Wellness formulates, produces and manufactures a comprehensive range of syariah compliant natural products including health supplements, nutraceuticals, cosmeceuticals, herbaceuticals, health food and beverages made from the finest organic, ethically crafted and best quality standardized natural extracts in their quest to make people healthy naturally. Natural Wellness also offers customers private formulation services from laboratory conception to commercial production, and boasts a customer list which includes large global multi level marketing corporations and international brands.

The Natural Wellness vision is to be an innovative, diversified syariah compliant player in niche market segments of the healthcare industry offering the community high quality, affordable products while fulfilling the communal fardhu kifayah obligation. This endeavour has further spurred Natural Wellness to actively develop and pursue the niche market of Islamic Medicine by focusing their own research efforts as well as collaborations with local and foreign institutions of higher learning in the area of Medicine of the Prophet (pbuh)



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International Markets:

Natural Wellness currently exports their products to the UAE, China, Australia, Japan, Thailand, Indonesia, Singapore and the Kingdom of Saudi Arabia.

Moving Forward:

Natural Wellness is currently a formulator, a manufacturer that thrives on a B2B business model. More and more the company strives to diversify and expand its customer portfolio.

Natural Wellness has also embarked into product marketing and the global export business by having their own product line both for local and export, with an aggressive branding exercise to strengthen the Natural Wellness name to their consumers.

In the long term Natural Wellness aims to have its own high technology manufacturing facility of biotechnology and life sciences and hopes one day to be the Malaysian pioneer in the development of new chemical entities.

HALAL

INDUSTRY

success stories



Key person of the Company:
Madam Jenny Chuang

The person behind Sydney Cake House Sdn Bhd is a very far-sighted and determined enterprising lady who founded a cake shop and turned that into a thriving success. Madam Jenny Chuang is the founder and owner of this chain of bakery that has now evolved to become one of the nation's leading Halal bakery producers.



SYDNEY CAKE HOUSE SDN BHD

Sydney Cake House Sdn Bhd was incorporated in 1982 and started out as a small bakery in the heart of Petaling Jaya, Selangor, Malaysia. Its principal activity then was in the baking of cakes and breads. The in 1993, the bakery which has since grown, moved to its own factory in Shah Alam, Selangor.

The move also signify another milestone for the company when in 1994, they started manufacturing frozen food products, foreseeing the emergence of the frozen food industry. Since then, the company has expanded its business activities to include producing frozen foods as well as Halal bakery products. These products are marketed under the brand name of "mak'cik", which in English means "aunty" which creates a rather homely feeling to the products.

Over the years too, the plant has been upgraded with state-of-the-art technology and equipment as the company moved along with the changing business environment. The foresight of Madam Jenny Cheung led to the company investing heavily in R&D which emphasize on products, process, machinery, systems and quality, thus enabling the company to innovative in its processes, products and distributions.

From a humble small time cake and pastry manufacturer, the company has grown tremendously to be one of the nations' leading food & beverage player both on the home front as well as globally. Sydney Cake House can proudly dedicate the growth of the company to the commitment and support of their staff force of 100 people, their other stakeholders as well as the visionary leadership of its founder.



Company Achievements

Sydney Cake House Sdn Bhd has been award and certified with the following certifications:

ISO 22000: 2005 – Food Safety Management System by SIRIM

HACCP MS 1480:1999 by SIRIM

HALAL certified by JAKIM

Through continuous development and innovation, the company has been awarded the Golden Bull Award by the Selangor State Government for the Product Creativity Award, and also clinched the Selangor Innovative Product Excellence Award in 2005.



The Products:

The company offers the following range of products and services:

Frozen Products -

Danish & Puff pastries, Traditional shell curry puffs, Pizza, Buns & Breads and Doughnuts.

Ready-to-eat Products –

Cakes, Muffins, Tartlets, Traditional finger food, Local delicacies and all frozen products.

Sydney Cake House also provides training to prospective bakers and franchise owners with a better understanding and handling of their products.



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enquiry@makcik.com

Website: www.makcik.com

International Markets:

Sydney Cake House markets its products locally as well as globally. In the local market, the products are distributed through 500 retail outlets namely, via hypermarkets & supermarkets, 7-11 convenience stores, airlines companies, hotels, chained stores and many others.

Its export markets of more than 10 countries include Singapore, Australia, Hong Kong, Taiwan, China, the United Kingdom, America and the Middle East countries.

Moving Forward:

Sydney Cake House Sdn Bhd plan to be the market leader in the Halal frozen bakery food management industry. The company aims to provide a comprehensive range of services which among other things include designing, manufacturing, and distribution of Halal certified healthy food products locally and globally.

HALAL INDUSTRY success stories



Key person of the Company:
Mr. Vince Chua

Biofact Life Sdn Bhd was founded by a very young and enterprising gentleman who is also the Managing Director of the company, Mr. Vince Chua. Although Vince is not professionally trained in the fields of science, biotechnology, manufacturing, marketing and branding, his entrepreneurial foresight drove him to run an operation in all these fields. He is the creative mover in successfully changing consumers' behaviors toward traditional herbs, by having extensive biotechnology research & development in analyzing these herbs, coupled with strong branding; which give birth to the new brand name in the herbal health supplement industry - 'timo'.



BIOFACT LIFE SDN BHD

BioFact Life Sdn Bhd was incorporated in Malaysia under the Company Act 1965 on 1st February 2005. BioFact Life Sdn Bhd pioneered and specialises in the laboratory cultivation of cordyceps (Dong Chong Xia Cao). The company is one of the pioneer biotechnology companies in the world to employ the latest biotechnology techniques in cordyceps cultivation at reduced cost and improved quality.

The cordyceps are cultivated under low temperature and oxygen conditions and in specially-designed environment that is free from chemical pollution as well as yeast, mould and bacterial contamination.

BioFact Life's business encompasses a seed-to-shelf approach and as such the company is fully committed to extensive research and development in the production, manufacturing and marketing of BioFact Life cordyceps. To this end, BioFact Life has set up two major divisions, namely a Research and Development division which is primarily responsible for cordyceps cultivation research and a manufacturing division which is responsible for a broad range of herbal products.

BioFact Life's manufacturing plant is GMP and ISO 22000:2005-certified, and thus the quality, safety and efficacy of their manufactured products in the form of capsule, liquid, powder, tablets, pills and ointment are maintained. BioFact Life is also one of the largest herbal healthcare product distributors in Malaysia and has an outstanding track record in offering OEM services.



Company Achievements

Among the notable achievements of the company are:

- GMP certification in 2010;
- Golden Bull award in 2009 at the 7th Malaysia's 100th Outstanding SME event;
- ISO 22000:2005 certification awarded to the company that will expire only in 2012;
- BioNexus status in 2007
- Malaysia Book of World Records in 2007 as the 1st company to cultivate cordyceps in the laboratory



International Markets:

Biofact Life promotes and distributes its range of products under the brand name of 'Timo' (reg.) among local consumers of herbal wellness products. In November 2009, the company signed an agreement to launch its products in Vietnam.. Aside from that, Biofact Life's range of products can also be found in the ASEAN countries.

The Products:

The company's range of wellness products can be categorised into the following series:

1. General Health series – Cordyceps King, Cordyceps Essentials
2. Functional Health series – Cordyceps Energy Plus, Cordyceps Brefwell, Cordyceps Steles Plus
3. Men's Health series – Men Plus, Men Plus Essentials
4. Women's Health series – Happy Lady, Femm Plus Cordyceps, Prolongevity
5. Kids Health series – IQ Gummy
6. Tea series – Cordyceps NT Aging Tea, Cordyceps Lungar Tea, Cordyceps Immuno Tea

Moving Forward:

The company will continue to uphold and pursue its business philosophy of producing excellent quality products. The company believe that scientific and total quality management systems are the keys to achieve this goal.

In that respect, they have established a quality control laboratory to ensure that the products which leave the factory premises are of consistently high quality. All raw materials are sent to the laboratory for inspection and only after they are passed by the laboratory can they be processed in the production line.

Biofact Life is committed to the superior quality of its products as it believes that the key to the success of any product in the market is in its quality.



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HALAL

INDUSTRY

success stories



Key person of the Company:
Mr. Yon Yen Peng

Ecolite Biotech Manufacturing Sdn Bhd is a 100% Malaysian company with its daily business operations spearhead by Mr. Yon Yen Peng in his capacity as the Managing Director of the company.



ECOLITE MANUFACTURING SDN BHD

Ecolite Biotech Manufacturing Sdn Bhd was incorporated on November 2001. Its principal activities being in the product research and development as well as the production and distribution of bird's nest, fish and chicken essences as well as herbal health supplement products.

Of late, the company is also involved in the investment of bird's houses, management of third parties bird's houses and the trading of bird's nests. With the new business activities, the company has embarked into profit-sharing ventures with third parties in the rearing of birds where income is also derived from harvesting of bird's nests and trading of the bird's nests.

The company has three wholly owned subsidiaries namely,

1. Ecolite Pharma Sdn Bhd which is involved in the trading of instant bird's nest, fish and chicken essence and traditional herbal health supplement products of sub-brands other than the Ecolite brand;
2. Ecolite Marketing Sdn Bhd which is primarily in the trading of cleaned bird's nest, fish and chicken essence and herbal drinks under the Ecolite brand; and
3. Ecolite Birdnest Sdn Bhd which is newly formed for the rearing of birds, harvesting and trading of birds' nests.



Company Achievements

Ecolite Biotech Manufacturing Sdn Bhd's production systems are HACCP, GMP and HALAL certified and approved by relevant ministries and agencies.



The Products :

Bird's Nest :

Ecolite Instant Pure Bird's Nest,
Ecolite Concentrated Bird's Nest with Rock Sugar
Ecolite Pigeon with Bird's Nest Plus
Ecolite Bird's Nest with American Ginseng, White Fungus and Rock Sugar
Ecolite Bird's Nest Extract with Collagen
Ecolite Pure Bird's Nest

Herbal Health products :

Essence of Fish
Essence of Chicken with American Ginseng, Panax Ginseng & Cordyceps
Essence of Cortex Eucommia and Cordyceps Plus

Health drinks :

Vege Fibre Beverage



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Website: www.ecolite.com.my

International Markets:

70% of the company's products are marketed locally with the remaining being exported to the international markets which include to Singapore, Indonesia, Vietnam, Taiwan and China. In the pipeline are plans to introduce its products to Dubai.

Moving Forward:

Our mission is to produce the most hygienic, chemical-free and purest bird's nest and best quality herbal supplements for the holistic wellness of their customers while safeguarding the environment.

We are now selling our products to many chain pharmacies throughout Malaysia. The company plans to cover 250 outlets pharmacies by the end of 2010 and 500 outlets in year 2011.

The company has established a strong business partnership with Ecolite concept stores which have been successfully operating in Fujian, Guangzhou, Hunan and Guangxi. Right now the company is planning to look for serious potential partnerships in Shanghai, Beijing, Chongqing, Hebei and Hainan.

Ecolite has been at the forefront of promoting Halal products to cater to the growing number of people who are certain on Halal products. However, we are not only promoting Halal products on the basis of our religious affinities but based on their nutritional attributes too, hoping to engage a more diversified consumer base. Our products are Halal certified by JAKIM and we plan to introduce our Halal products to the Middle East countries. By having this commitment and to support Malaysia to become a Halal hub in a region, we are to provide our consumers with the best Halal products with the highest levels of value additives.

HALAL INDUSTRY success stories



Key person of the Company:
Mr. Tan Beng Jeen

Mr. Tan Beng Jeen, Managing Director of the Company possesses vast experience in the field of manufacture and marketing of Halal seafood and canned products. The Company has immensely benefited from his knowledge and experience. The strategic planning of the company including its diversification is carried out by him and is involved in development of export business worldwide. Mr. Tan is a committee of Halal Agriculture Industry in Penang and he is also the member of the Penang Xiamen Friendship Association, Penang Chinese Chamber of Commerce and Penang Chinese Town Hall.



JEENHUAT FOODSTUFF INDUSTRIES SDN BHD

JEENHUAT FOODSTUFFS INDUSTRIES SDN BHD, incorporated in 1973, has been the pioneer in food processing industry for export markets with more than 30 years of experience. In line with its strategic plan, the company took a great leap in expanding its international operations by setting up overseas companies in U.S.A., U.A.E, Thailand and China.

The Company's vision is To Be A Globalised Manufacturer of World Class Food and Beverage Products. The company specialize in a wide spectrum of food and beverages product range such as energy and vitaminised drinks, tropical fruit juices, ready to eat seafood snacks, premium Chinese food, canned fruits and vegetables and others.

The certifications of HACCP (Hazard Analysis and Critical Control Points) ISO 9001:2008, Good Manufacturing Practice (GMP) and Halal have clearly demonstrated the Company's emphasis and commitment towards uncompromising quality. All products of the company are manufactured and canned under very stringent quality control environment to preserve their nutritional and hygienic values.

The company was awarded the Successful Small and Medium Enterprise Award by the Ministry of Agriculture Malaysia in 2004. This award has been presented by the Prime Minister of Malaysia, Y.A.B. Dato' Seri Abdullah Badawi to us as recognition of our success as one of the best food products manufacturer in Malaysia.

Europe and the United States of America have been the traditional markets of the JEJI & Jeeny's products since the day of inception. Vigor Power, which was launched in 2002 has gained very encouraging market acceptance in the Middle East region. Our Brand development supports are extended to distributors across the globe to enhance our brand equity. Today, our brands are widely recognized in more than 30 countries from 7 continents. The track record in volume, variety, quality and hygiene has put the Company in the position as the most reliable ONE-STOP foodstuff supplier in the region.



Company Achievements

The company has successfully obtained the following certification: HACCP, ISO 9001:2008, GMP and Halal by JAKIM. In 2004, the company received Successful SME Award by Ministry of Agriculture for the Best Food products manufactured in Malaysia. In 2007, the company received Golden Bull Award, an annual prestigious recognition awarded to 100 Malaysian outstanding Small Medium Enterprises.



The Products:

Jeenhuat Foodstuffs Industries Sdn Bhd specialise in wide range of food and beverages products such as energy and vitaminised drinks, tropical fruit juices, fruit juice with pulp ready to eat seafood snacks, premium Chinese food, canned fruits and vegetable and many others.



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E-mail: info@jefi.com.my
Website: www.jefi.com.my

International Markets:

The company market 99% of its products to overseas such as United States of America, Europe, Middle East, Pakistan.

Moving Forward:

Going forward JEFI Group foresee a great potential for Halal Products in the Local and International Markets, especially the Middle Countries whereby Malaysian Halal Products are widely accepted.

In fact, Malaysian Halal products has been given priority in those markets. Given that this is a great business opportunity for Malaysian Products to penetrate the global Halal markets, JEFI Group is embarking on expansion plans with intention to set up a Halal Food Processing Factory in Penang International Halal Hub to further enhance our Product range to cater for these markets. We are looking forward to work together with the Government hand in hand to achieve Malaysia's aspiration to become a successful International Halal Hub.

HALAL

INDUSTRY

success stories



Key person of the Company:
**Haji Sheikh Ahmad Dusuki
Bin Sheikh Mohamad**

Haji Sheikh Ahmad Dusuki Bin Sheikh Mohamad, Managing Director of Muslim Best Marketing Sdn Bhd holds a Diploma in Accountancy from Ungku Omar Polytechnic, Ipoh in 1979. He also sits as the Executive Chairman of Konsortium Usahawan Makanan Dan Industri Asas Tani Malaysia Sdn Bhd (KOMITA).



MUSLIM BEST MARKETING SDN BHD

Muslim Best Marketing (MBM) started as a small home business in 1952 by an industrious lady named Hajjah Che Sepiah Samad, who is now deceased. The late Hajjah Sepiah started selling her bottled soy sauce under the name Kicap Makan from her home in Kampung Puteh, Kota Bharu, Kelantan. It was only in January 1991 that two of her grandchildren expanded the business and established Muslim Best Food Industries Sdn Bhd in Kuala Krai, Kelantan with an initial investment of RM1million.

MBM was subsequently set-up to market and promote the products in a more coordinated manner, emphasising on their core product labels which are Muslim Best, Mister Tapioca and Royal Heritage. These products are distributed to the local hypermarkets and supermarkets like Tesco, Giant and Mydin. MBM is now located in Puchong, Selangor.

In 2007, MBM made a giant leap forward and took their business to the United Kingdom after signing an agreement with Tahira Food Limited, a company based in the United Kingdom to distribute all Muslim Best products to all Tesco outlets in there. In addition to this, Muslim Best was able to penetrate markets in Morocco and Vietnam with the help of KOMITA. Now, MBM products can be found in retail markets in Canada, Brunei, Indonesia, Vietnam, China, Cambodia, and Ireland.

As a far sighted Muslim company, they worked with the Malaysian Agricultural Research and Development Institute (MARDI), to produce by-products of local tropical fruits found in abundance in Malaysia such as Papaya Salsa Sauce, Mango Salsa Sauce, and Pineapple Salsa Sauce.

MBM is also involved in the vendor development programmes and had successfully developed 8 vendors with whom they have established an agreement to supply 20 varieties of products such as Murtabak Raja, roti canai, nuggets, fries, samosa, potato and banana chips to be marketed under the labels of MBM.



Company Achievements

- > Halal certification from JAKIM
- > Good Management Practice (GMP) certification
- > Successful Agricultural Marketer 2009 award (Pemasar Tani Jaya 2009)



The Products:

Sauces under the label Muslim Best, specialising in soy sauce

Tapioca based snack food under the label Mister Tapioca Chips

International Markets:

Besides the local hypermarkets and supermarkets, MBM products can now be found in retail markets in Canada, Brunei, Indonesia, Vietnam, China, Cambodia, and Ireland.

Moving Forward:

MBM plans to expand their business at Halal Park Pedas, Negeri Sembilan where they are the Anchor Plant and explore new products such as instant noodles and biscuits as well as expand their segment of the international market.



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HALAL INDUSTRY success stories



Key person of the Company:
En. Amirullah Hj. Abdullah

The key personnel of AL-Meswak Mu'min Sdn Bhd is its Chairman, En. Amirullah Hj. Abdullah. Prior to heading the company, En Amirullah has had 23 years working experience in a Financial Institution. With formal training in the field of finances, he brought with him his vast experience in Islamic banking, business consultation as well as motivator in education and human resources to the company. En. Amirullah's skills and experience in leading the company lead it to be as successful as it is today.



AL-MESWAK MU'MIN SDN BHD

AL-Meswak Mu'min Sdn Bhd (ALMM) was established in 2001, and proudly became a fully owned Islamic Bumiputra company in 2006. The company is the proud owner of the dental care product under the brand 'Ubat Gigi Mu'min' which is synonym with Halal dental hygiene products.

The company is set on achieving its' vision of becoming a leader in the Halal industry products, specifically in personal care line, in Malaysia and world-wide. To realise this objective, the company is highly committed towards producing high quality Halal products to their users.

As a company dedicated to enriching the lives of its consumers, the company has also made it a priority to 'give back to society' in every possible way it can. One of the initiatives undertaken by the company along this line is the establishment of the Mu'min Fund (Tabung Mu'min) that is managed by the Malaysian Muslim Consumers Association (PPIM). ALMM has pledged that part of the profits from the sales of every 'Ubat Gigi Mu'min' throughout the nation will be channelled to this fund.

The funds are then used to help under-privileged individuals in need of assistance such as for medical needs as well as to assist families with children needing financial aid to further their studies.

Besides reducing the financial burden of those in dire need, the Tabung Mu'min Persatuan Pengguna Islam Malaysia aspires to be the platform for society to improve their career through trainings provided by Yayasan Kerjaya (Career Foundation) and Yayasan Muamalat Belia (Youth Muamalat Foundation).

Amongst the activities, contribution and donations in which the Mu'min Fund initiated included:

- Contribution to the Muslim in Gaza, Palestine through the New Straight Times newspaper
- ALMM product contribution to Haj pilgrims through the national Haj Fund
- Distribution of Yassin booklets to mosques in the country
- Contribution to underprivileged families and individuals



Company Achievements

ALMM has been awarded the Halal Certification from Jabatan Kemajuan Islam Malaysia (JAKIM) in 2004 and Malaysia Brand Equity Awards in 2008.



The Products:

The company produces a wide range of Halal tooth paste. Its manufacturing process complied strictly to the guidelines stipulated by Jabatan Kemajuan Islam Malaysia (JAKIM) in accordance with Islam jurisprudence.

In addition to the above, the company has taken the initiative to invite Persatuan Pengguna Islam Malaysia, PPIM (Malaysian Muslim Consumers Association) to monitor its manufacturing processes so as to confirm that the tooth paste it produces are safe and Halal. PPIM is also appointed as its Syariah panel so as to ensure the products produced strictly in accordance to Islam jurisprudence.

International Markets:

The company market its products namely in Malaysia through supermarkets, hypermarkets, sundry shops and other retail outlets. Apart from Malaysia, ALMM also exports their products to Iran, Denmark, China, Sudan, and Turkey.

Moving Forward:

Al-Meswak Mu'min Sdn Bhd plans to be the biggest and prime producer of Halal toothpaste in the world with its high quality products. For the future, the company is looking at promoting and distributing its products to the international market.



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Key person of the Company:
Hajah Noraini Binti Ahmad

Norainis Cookies Worldwide was founded by Madam Hajah Noraini Binti Ahmad who is also a Director of the company. She is assisted in the operations of the company by the Chief Executive Officer, Dr. Helmee Effendee Norsham b. Mohd Shamshi.



NORAINIS COOKIES WORLDWIDE SDN BHD

The company's humble beginnings goes back to 1984 when a group of housewives got together to make delicious homemade cookies at Madam Hajah Noraini's kitchen. What started out as an informal cookie making session grew and expanded to become Noraini's Cookies which produces and markets not only traditional cookies but also the production of premium cookies globally.

Over the years, the company had seen the need to include other food related products in its product range. Now, the company's offerings include products such as premixed spices, frozen foods and cakes.

Its business has over the years has expanded to include subsidiaries namely Noraini Farm House Sdn Bhd, Noraini Enterprise Sdn Bhd, Noraini Frozen Food Sdn Bhd, Noraini Marketing Sdn Bhd, Noraini Food & Beverage Sdn Bhd and Magnificent Solutions.



Company Achievements

All of the company products are certified

- 1) Halal by JAKIM.
(JAKIM/(S)/(22.00)/492/2/ 1 087-03/2006
- 2) 3 Star Awarded year 2008 under the SME Corp Malaysia under the SME Competitive Rating for Enhancement (Score)
- 3) MICCI bronze medal for export brand 2006



The Products:

Noraini's wide range of cookies and food products can be categorised into the following:

- a. Festive Cookies,
- b. Daily Cookies,
- c. Premix,
- d. Canned Food and
- e. Ketupat (packet traditional rice cakes)

International Markets:

Locally the company markets its products at established hypermarkets such as Tesco, Jusco, Giant, Carrefour, Bintang, Mydin, Uda Ocean and others.

At the international front, the company market its products in Dubai, Vietnam, Singapore and the United Kingdom.

Moving Forward:

The company through its subsidiary Noraini Marketing Sdn Bhd will further expand its reach at the international level. In the pipeline are plans to exports its products to other parts of the world namely to the growing demand from the Middle East and the European countries.



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Key person of the Company:
Puan Norita Binti Ja'afar

10 years of experience in manufacturing business has turned this entrepreneur from an Economist graduate/Investment Analyst to a self-made food technologist. She is a pioneer amongst the women manufacturers in country and made her mark in the food manufacturing industry. This visionary leader hopes to value add by offering healthy, high quality and convenient meals to families all across the world.

She also sits on the Board of Directors and Audit Committee Member of Hup Seng Industries Bhd since year 2000.



SAL'S FOOD INDUSTRIES SDN BHD

The company commenced its business on January 2001. The company's principal activity is manufacturing of convenient food specialising in retort food processing.

Retort high technology food processing offers variety of product availability to end customers. Food products are stable shelf life of at least 24 months and free from food chemicals, food preservatives & colouring. The company operations are backed by combined experience of 28 years in retort food processing.

Sal's Food Industries upholds its 5 fundamental values highly and consistently which are QUALITY, VALUE ADD, EFFICIENT, EXCEED CLIENT'S EXPECTATIONS AND TIMELY.

Madam Sal's is the company's own Malaysian trademark.



Company Achievements

Sal's Food Industries Sdn Bhd achievements include accreditations such HACCP, ISO9001:2000 and BRC (British Retail Consortium). The company obtained its HALAL certification from JAKIM. Some of the products manufactured are also FDA approved. The company is also the 1st company in the Food Industry to receive the Innocert Certification from Ministry of Science and Technology in year 2007. The CEO, Norita Ja'afar, is the award winner for Young Entrepreneur in year 2007 by MARA & Ministry of Entrepreneurship and Cooperation.

The company developed 127 to-date whereby 89 products have been commercialised globally. The company is the 1st four companies from Malaysia to occupy the Halal shelves in Tesco United Kingdom. As part of the its corporate social responsibility, the company assisted the Ministry of Education Malaysia via rural school surveys and product developments in improving the 'Rancangan Malaysian Tambahan Sekolah' programme. The programme is a food subsidy programme for the poor children in primary schools across Malaysia.



International Markets:

Existing market for Sal's Food Industries includes all major hypermarkets in Malaysia. Overseas markets include Indonesia, Singapore, United Kingdom, Saudi Arabia, United States of America and Australia.

Moving Forward:

The company future roadmap is to grow its existing market particularly in Malaysia, Singapore, Indonesia and United Kingdom. This also includes further expansion to the European market and Middle East as well as exploring Halal market in China.

The Products:

Ready-to-eat meals (180grams and 150grams) :

Malay Fried Rice , Chinese Fried Rice, Thai Pineapple Fried Rice, Spicy Sardine in Tomato, Spicy Anchovies, Chicken Rendang, Chicken Curry, Chicken Kurma, Meat Rendang, Lontong Dish, Fried Noodles, Hot & Sour Fish, Spicy Anchovies with Tempe, Peanut sauce, Rojak sauce, Gado-gado sauce, Acar buah.

Ready-to-cook sauces (1kg) :

Thai Green Curry, Satay Marinade, BBQ Chicken, Lemon Chicken, Hainanese Chicken Rice, BBQ Fish, Indian Curry, Indian Kurma, Peanut Sauce, Thai Red Curry & 8 more Malaysian Sauces.



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HALAL

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success stories



Global Abattoir (M) Sdn Bhd, which is a Poultry Processor in Malaysia that processes and distributes fresh as well as frozen and processed whole chicken and chicken parts, was founded by Mr. Ho Wee Chan.



GLOBAL ABBATOIR (M) SDN BHD

Global Abattoir (M) Sdn Bhd was founded and commenced its operations on 19 July 2007. The company had invested RM16million to set up an environment friendly poultry processing factory which will carry out the slaughtering of fowls according to Halal requirements.

The company's modern abattoir with state of the art machineries imported from Holland is located in the district of Pedas Halal Park, Negeri Sembilan. The plant has a production capacity of processing at least 24,000 birds per shift. The site of this plant which is just off the exit of the North-South highway makes it convenient for visitors to access it by road, and making it easy for the transportation of its produce to and from the plant.

GA is a state licensed abattoir, with Halal certification from the Negeri Sembilan Department of Islamic Affairs (JAINS), Malaysian Department of Islamic Affairs (JAKIM) and the Department of Environment (DOE). The GA factory is a GMP (Good Manufacturing Practices) compliant factory and received the Veterinary Health Mark Certification (VHM) from the Department of Veterinary Services (DVS) in January 2009. The company is also a member of the Federation of Livestock Farmers' Associations of Malaysia, FLFAM.



Company Achievements

While not much can be said yet in terms of recognition and awards, for a relatively new player in the industry, Global Abattoir is certainly expanding its business from the strength of its Human Resource. With manpower strength of 70 people when it started in 2007, the company now employs 120 staffs of which 84 are locals and the rest, foreign.



The Products:

The company was entrusted by the state to provide the following services to wholesalers and retailers in the country:

- Bird Slaughtering
- Chicken Processing ~ Grading, De-boning, Packing, Piece Cut,
- By-Product Processing Storage of processed birds
- Delivery

International Markets:

Global Abattoir caters mostly to the local market, delivering its products to wholesalers and retailers in all wet markets in the state of Negeri Sembilan with Japan as its main export market.

On the international front, the company plans to market their products to Singapore and Japan.

Moving Forward:

Global Abattoir will continue to promote its services to the local traders and wholesalers, with plans to double its production capacity in line with the demand from the market. The company strongly encourages retailers and wholesalers to sign-up with them to enjoy the benefits of its Halal compliant services.



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