

# Henan firms in halal meat venture with Master Malaysia

CHINESE companies from the Henan province are teaming up with Master Malaysia Global Sdn Bhd to introduce Chinese halal meat to supermarkets and hypermarkets internationally, sold under the brand "Master Malaysia".

Mayor of Yanshi city government, Shang Yangzhao, who is spearheading the initiative, said premium meat from China is some 15-20 per cent cheaper than meat produced from New Zealand and Australia.

Shang said the "Master Malaysia" brand will come with a Malaysian halal certification, with the meat originating from China's Henan province.

"We think this synergistic partnership will result in China being able to secure a huge chunk of the halal meat market, especially in the Organisation of Islamic Countries (OIC)," Shang told Business Times in an interview.

He said the halal certificate and logo from Malaysia not only guarantees that the meat is produced according to Islamic laws, but also encourages Chinese manufacturers to meet the halal standards.

Master Malaysia Global managing director Rosmawati Sayuti said the company will adopt a state-of-the-art information technology system to administer and manage product quality control from the farm in Henan Province to create consumer confidence and reduce the cost of logistics.

She said international standards and marketing demands will also be applied from the sourcing of raw materials through production, storage, packaging and transportation to delivery.

The value of the global halal market stood at US\$547 billion (RM1.81 trillion) last year and is expected to grow to more than US\$550 billion (RM1.82 trillion) in 2010.