



# Promoting external ties

■ By Zulita Mustafa

KOLEJ Universiti Islam Malaysia (KUIM) in its bid to establish itself as an institution of Islamic studies, has taken measures to promote external ties and develop co-operation in academic and international affairs.

KUIM deputy rector (academic and research) Professor Dr Mohamed Asin Dollah said an international seminar on halal food and products, themed Challenges and Prospects in Global Market would be held in September.

He said the demand for halal products would increase partly due to the increase in the Muslim population and the interest in halal products by other communities.

This, he added, indicated that halal products had a huge global market.

Therefore, it is timely for the Malaysian halal products sector to develop halal products due to their global potential, he said.

Studies have shown that there is a need for an

integrated approach and vision among the public and private sectors, to help efforts to make Malaysia the halal products hub of the world.

Compulsory certification and the use of the halal logo would help in market penetration — as this guarantees quality, and that the food was clean and safe — and could lead to increasing exports and revenue, he added.

He said it was relevant that vision, legislation, rules and regulations, guidelines and even fatwa on halal products and exports were clear.

Other support policies and infrastructure should be in place to encourage this undertaking, he added.

A pro-active approach will encourage halal products and exports as well as encourage competitiveness to meet challenges in the global market, especially those facing halal food, he said.

The international seminar is a KUIM endeavour in co-operation with other organisations to help create

an awareness about issues relating to syariah, halal product legislation, and the development and potential of halal products in Malaysia and the global market.

In addition to the seminar, there will be an exhibition to promote high-quality halal food and products manufactured by local entrepreneurs and multinationals for local consumption and export. He said the seminar sought to provide the latest global update on techno-scientific and socio-economic developments in the halal food and products industry.

The seminar is relevant to those involved in the halal food and products industry, including entrepreneurs, manufacturers, exporters, importers, traders, bankers, primary producers and syariah and law practitioners.

The topics include the halal concept; issues and prospects of global food and products according to Islam; syariah and legal aspects of science, technology, processing and



**LOOKING ABROAD:** KUIM seeks to establish itself as an institution of Islamic studies.

manufacturing of halal food and products; and experience of local and regional industries in halal food.

It will be held at the Marriot Putrajaya Hotel from Sept 28 to 30.

As part of its plan to boost its profile, KUIM also has published its first referred journal, *Ulum Islamiyah* (the Malaysian Journal of Islamic Sciences) to make its programmes recognised abroad.

Its goal is to provide a channel for the publication of articles, research notes, case studies and book reviews

based on research, original thoughts and commentaries in Islamic studies and related fields.

He said the journal provided a worldwide forum for the discussion of ideas and experiences relating to the development and application of Islamic studies and related areas.

Foreign professors from well-known universities are appointed as advisers and members of the editorial board of KUIM's journals. They also contribute articles to the journals.

The areas include Syariah

and Judiciary Studies; Quran and As-Sunnah Studies; Dakwah and Islamic Management; and Economic and Muamalat Studies.

"We are also introducing three programmes: Food Biotechnology, Counselling and Communication. These subjects will be included in our next publication," he said.

For details, visit the administrative office on the 15th floor, Menara A Persiaran MPAJ, Jalan Pandan Utama, Pandan Indah, Kuala Lumpur; call 03-42892000; or log on to [www.kuim.edu.my](http://www.kuim.edu.my)