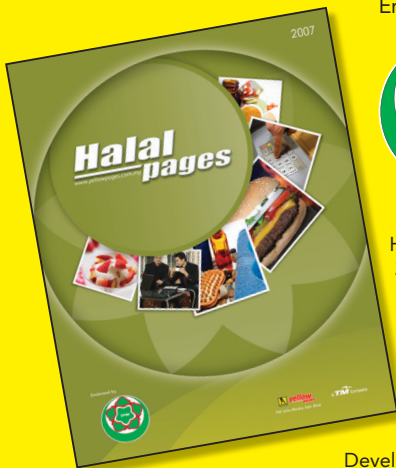


Halal Pages



Endorsed by



DPIM (Malaysia Islamic Chamber of Commerce)

Halal Pages was introduced in 2002 and in the past five years it has acquired the reputation of being a guide towards understanding the halal requirements and promoting companies that have obtained halal certification. According to the Department of Islamic

Development, Malaysia (JAKIM), "halal recognizes safety and quality assurance. It means

the product prepared must be up to the standards which also include hygiene. Safety and quality assurance ensure that the halal products are also clean, safe, well taken care of, with good presentation and served in a proper manner, and of quality for everybody."¹

Halal Pages therefore acts as a guide or reference on all permitted products or services that are to be consumed and used. It will provide advertisements and information on companies that are registered with the Halal Certification Authorities. With Malaysia destined to be the global halal hub, this directory will be very useful for the search of halal products in Malaysia. Under the 9th Malaysia Plan (2006-2010) and the 3rd National Agricultural Policy (1998-2010), the government has envisioned and implemented strategic measures to promote Malaysia as a Global Halal Hub (GHH).

Exporters of halal products will get the attention and focus from foreign businessmen when they place advertisements in this directory. Muslim manufacturers and exporters too tend to gain better attention and appeal on their products among the consumers and foreign countries. It is distributed to the Government agencies, embassies and in local and external trade exhibitions, thus allowing advertisers to get optimum exposure.

¹ Hj. Sumali bin Amat, Department of Islamic Development, Malaysia, Paper "Halal – New Market Opportunities presented in The 9th Efficient Consumer Response (ECR) Conference, on 15th November 2006, at Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur, Malaysia.

Reasons to Advertise in Halal Pages

▶▶ Focused Market

Reaches out to users who are looking for Halal products and services

▶▶ Wide Distribution

Halal Pages is distributed free locally through our strategic distribution partners such as MATRADE, State Religious department, Embassies, etc.

▶▶ Comprehensive & Informative

30,000 print copies distributed throughout Malaysia

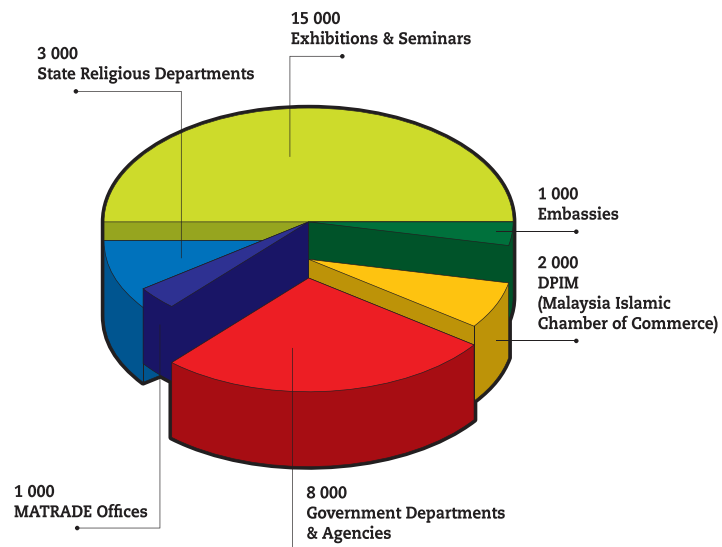
▶▶ Affordable Advertising Rates

A comprehensive, full-colour directory that contains information on halal products and services in Malaysia

Circulation :
30,000
print copies

FREE
Circulation

DISTRIBUTION



YES! I am interested to advertise.

PLEASE CONTACT ME NOW!

Name : _____

Designation : _____

Company Name : _____

Tel : _____

Fax : _____

E-mail : _____

Fax to : 03-4291 9191