



PRIMA HALAL FOOD

Ahmad Nadzir Idris
General Manager
Prima Agri-Products Sdn Bhd



LOCATION

1. 50 minutes from klia, sepang to kuantan airport
2. West-East Coast Highway, 200-250 km via kl & port kelang and 40 km from Kuantan Port
3. Industrial land within MEC city, Kuantan
4. Property has been approved and identified for development into halal food park by pahang state government



LOCATION OF PRIMA HALAL FOOD PARK





**PRIMA HALAL FOOD PARK MODEL ON 100
ACRE INDUSTRIAL LAND**





**ENTREPRENEURS
IN PRIMA HALAL FOOD PARK**

68 Entrepreneurs

Within the small and medium Industries in food production





**68 SMIs IN SEMI-DETACHED
INTERGRATED FACTORIES**





SEMI-DETACHED INTERGRATED FACTORY





PRODUCTION PROTOCOL IN COMPLIANCE TO RAW MATERIALS AND EXPORT REQUIREMENT

CATEGORY OF PRODUCTION FACTORIES

1. Poultry
2. Bovine / Ovine
3. Cook chill
4. Convenience foods

CATEGORY OF PRODUCTS DESTINATION

1. EU specification
2. Non EU specification
3. Specific country specification
4. Domestic specification

1. Entrepreneurs Own brand
2. Other Brands : Prima or Baguz



PRODUCT CATEGORY

Sausages





PRODUCT CATEGORY

Cold Cuts





PRODUCT CATEGORY

Cook Chill





PRODUCT CATEGORY

Ready To Eat Meals

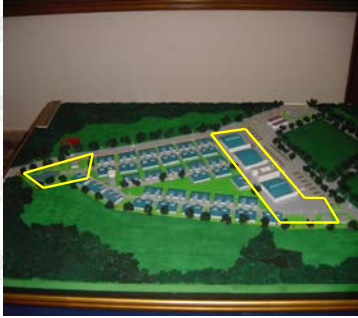








COMMON SERVICES



TYPES OF COMMON SERVICES

1. Cold room for raw materials
2. Cold room for finished products
3. Storage for ingredients
4. Storage for packaging materials
5. Water treatment plant
6. Internal transportation
7. Water storage and filtration
8. Rubbish collection center with temperature control
9. Maintenance yard
10. Day care center and Surau

WHY CENTRAL SERVICES

1. Common facilities available to all factory units.
2. Reducing Cost of unnecessary capital expenditure.
3. Maintain sanitary and phytosanitary practices relating to raw materials and finished products.

1. Standardization of quality assurance program.
2. Standardization of Halal practices and regulatory certifications.
3. Standardization and specification of quality products.
4. Ensuring better food safety and bio security.

1. Credibility in food safety.
2. Credibility in Halal standards.
3. Market confidence.

INDEPENDENT FOOD AND BEVERAGE PRODUCERS IN PRIMA HALAL FOOD PARK

9 UNITS OF INDUSTRIAL LOTS FOR INDEPENDENT FOOD AND BEVERAGE PRODUCERS



FOOD AND BEVERAGE PRODUCERS

1. Design Own building.
2. Design Own process flow.
3. Bring Own machineries.
4. Produce own brand for own ready market.
5. Pay for common facilities and services.
6. Comply with halal, ISO, GMP and HACCP.
7. Open to local or overseas investors or JV.



SUPPORT THE ENABLING FACTORS IN PRIMA HALAL FOOD PARK

Government Department And Agencies





M GOVERNMENT VISION AND SUPPORT

1. Identified 40,000 hectares of permanent food production areas.
2. Identified 6 Halal food areas in Malaysia, Prima Halal Food park, Kuantan is one of the areas.
3. Malaysia vision to become the Halal food hub for the world.



SUPPORT FOR VARIOUS STAGES OF IMPLEMENTATION

GOVERNMENT MINISTRIES/AGENCIES	ISSUES
Pahang state government	To support prima halal food park project. To facilitate basic infrastructure.
Prime minister's department Jabatan Kemajuan Islam Malaysia (JAKIM) Majlis Agama Islam Pahang	To develop halal protocol for prima halal food park. Area and individual factories certified halal. To provide continuous supervision on halal practices.
Ministry of Agriculture Department of Veterinary Services, Pahang	Establish protocols Zoning the halal food park - disease free area. To provide continuous supervision and accreditation. Facilitate export approvals of products to the respective importing countries worldwide.



SUPPORT FOR VARIOUS STAGES OF IMPLEMENTATION

GOVERNMENT MINISTRIES/AGENCIES	ISSUES
Ministry of international trade and industry	Export/investment incentives
Malaysia industrial development authority (MIDA)	Manufacturing licenses, pioneer status
Smi Development Corporation (SMIDEC) Matrade	Grants for SMIs, Soft Loans Export promotions
Prime Minister's Department	To develop Halal protocol for Prima Halal Food Park.
Jabatan Kemajuan Islam Malaysia (JAKIM) Majlis Agama Islam Pahang	Area and individual factories certified halal. To provide continuous supervision on halal practices.



SUPPORT FOR VARIOUS STAGES OF IMPLEMENTATION

GOVERNMENT MINISTRIES/AGENCIES	ISSUES
Ministry of entrepreneur development	Identifying SMI entrepreneurs
Commercial banks	Financing for SMIs
Ministry of Science, Technology and Environment	To advise on environment impact assessment of the project
Department of Environment	To advise effective method of treating water effluent and waste
SIRIM Berhad	Area and individual factories to be certified iso 9001 – 2000 and isi 2020 or equivalent/ better accreditation



SUPPORT FOR VARIOUS STAGES OF IMPLEMENTATION

GOVERNMENT MINISTRIES/AGENCIES	ISSUES
Ministry Of Finance	To provide financial incentives, financial support and international market promotion. Recognition to SMIs as preferred quality food provider to government related institutions.



PRIMA HALAL FOOD PARK

1. Prima Halal Food Park project is based on more than 15 years operational manufacturing experiences.
2. Prima is a promoter of Prima Halal Food Park and is not a developer.
3. Prima wants to share its expertise with SMEs whom wanted to achieve excellence in halal foods manufacturing.
4. Prima Halal Food Park is a private driven project with the support from the state government.

THANK YOU



Tel : 603 8925 9224 Fax : 603 8925 9784
Email : halal@tm.net.my Website : www.primahalal.com