



FMM
FEDERATION OF MALAYSIAN
MANUFACTURING

FMM Seminar on Halal Branding & Global Halal Market Access – Expanding into ASEAN, Asian & Middle East

Apr 15, 2026 | 9.00 am - 5.00 pm

SKLB/66/2025 | 31.12.2025

SPEAKERS



Halal Development
Corporation

Mr Mohd Zamulud Awang Kechik
Commercial Chief Officer,
Halal Development Corporation



Puan Amnah Shaari
Chief Executive Officer
Serunai Commerce Sdn Bhd



Mr Stephen Chan & Mr Ian Tan
Head of Strategic Alliance Emerging Enterprise &
Head of Cash & Trade Sales Transaction Banking
UOB Malaysia



Mr Yusram Yusup
Director, Halal, F&B & Agro-
based, Matrade

Designed for Malaysian halal SMEs, this FMM seminar equips businesses with practical insights on halal certification, export readiness, financing, and marketing to successfully enter ASEAN, Asian, and Middle Eastern markets.

Who Should Attend

- Halal SMEs and exporters
- Food & beverage business owners
- Marketing and branding professionals in the halal sector
- Finance and trade managers supporting halal businesses
- Industries eyeing ASEAN, Asian, & Middle Eastern markets

Key Takeaways

By the end of seminar, participants will be able to:

- ✓ Navigate cross-border halal certification and gain insights for international market recognition.
- ✓ Explore global halal market trends and leverage tools like the Halal Integrated Platform for business growth.
- ✓ Access practical financing, trade solutions, and government support to expand exports.
- ✓ Strengthen your halal brand and marketing strategies to build trust and overcome export challenges.



Group Discount
10% OFF!
3 pax and above

JOIN NOW!

April 15, 2026
9.00 am - 5.00 pm
FMM Selangor & Kuala Lumpur

Member:
RM756.00
Non-members:
RM864.00
Fees inclusive of 8% SST



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SEMINAR TENTATIVE

08:30 am – 09:00 am – Registration & Breakfast

Session 1: Navigating Halal Certification Across Borders (HDC)

- Halal standards in ASEAN, Asia & Middle East
- Challenges faced by businesses
- Ways to improve cross-border recognition

Session 2: Global Halal Economy & Halal Integrated Platform (HIP) (HDC)

- Overview of the global halal market
- Role of HIP in business growth

Session 3: Growing Together in the Halal Market (UOB Bank Malaysia)

- Financing solutions & trade support
- Digital tools for market expansion

01:00 pm – 02:00 pm – Lunch

Session 4: Brand Storytelling & Halal Marketing for Export Growth (Serunai Commerce)

- Building trust with authentic halal branding
- Cost-effective marketing for exports
- Overcoming export challenges through branding

Session 5: Export Readiness, Logistics & MATRADE Support (MATRADE)

- Preparing for export
- Trade facilitation & compliance
- Leveraging MATRADE programmes and incentives

05:00 pm – Adjourn



Registration / Payment

- Registration form must be completed and return to FMM Selangor & Kuala Lumpur before or by April 8, 2026
- All confirmed participants should make the full fee before the event.
- For HRD Corp-Claimable Course, company will be billed if participant is no show
- For HRD Corp-Claimable Courses, Grant Approval must be forwarded to FMM Selangor & Kuala Lumpur at least 3 DAYS BEFORE the seminar date.
- For Non-HRD Corp Claiming participant must make full payment before/by program date
- **Training Provider : 007907X_SELKL**
- **Training number : To be Available**

Replacement / Cancellation / No-Show Policy

Replacement at no additional cost. FMM reserve the right to cancel or reschedule the program. All efforts will be taken to inform participants of the changes. Participants who did not turn-up at the events are liable for the full payment. Cancellation must be in writing to the FMM. If cancellation is received 7 days before the seminar - no payment charged. Last minute **Cancellation and refund is NOT ALLOWED**

For more details, call us at 03-55692950

Email us at fmmselangor@fmm.org.my | ashraf@fmm.org.my



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Registration Form (1)

Please register the following participants :

Name : _____
Designation: _____
IC number : _____
Email : _____
Mobile No : _____
Veg (Y/N) : _____

Registration Form (2)

Please register the following participants :

Name : _____
Designation: _____
IC number : _____
Email : _____
Mobile No : _____
Veg (Y/N) : _____

Submitted by

Name : _____
Designation : _____
Company : _____
Email : _____
Contact : _____
Company TIN number : _____
FMM Membership No : _____

We hereby confirmed that (please tick accordingly)

() We will be claiming under SBL-KHAS Scheme and full payment would make to FMM in the event that no disbursement from HRD Corp under any circumstances.
() We will NOT BE CLAIMING under SBL-KHAS Scheme. Enclosed cheque/bank draft No _____ / bank in slip being payment for ___ participant(s) made in favour of Federation of Malaysian Manufacturing.

Payment Methods

- Payee name: **FEDERATION OF MALAYSIAN MANUFACTURING**
- Cheque or bank draft crossed Account Payee only
- Bank-in payment: to email to FMM for issuance of Official Receipt
- Bank Name: **Maybank Bank Berhad** | Account no : **5121-0160-3721** | SWIFT Code: **MBBEMYKL**
- Please write event name on the reverse of the cheque or the deposit slip

For more details, call us at 03-55692950

Email us at fmmselangor@fmm.org.my | ashraf@fmm.org.my