

KERATAN AKHBAR

TARIKH : 17 FEBRUARI 2022
AKHBAR : THE STAR
MUKA SURAT : 7 (STAR SPECIAL)

Tapping into the global halal market

LEADING homegrown producer of coconut-based products, Linaco Group, recently won the Export Excellence Awards 2021's special award for Halal Products, which recognises local businesses who particularly excel in halal exports.

Noting that Linaco's products are very much aligned with the halal market, Linaco group chief executive officer (CEO) Yong Kheng Loong commended the efforts of his team in achieving the recognition.

He said, "My team and colleagues are the ones that really deserve this award."

"They've done a fantastic job despite the challenges during the last two years of the Covid-19 pandemic."

"I myself am very proud to receive this award on their behalf."

"We've always been working on incorporating halal into our business since 1992, since we've always believed that there's a lot of potential in halal and a world market for halal products."

"The nature of our products are also very suited to that category as well, which is why we focus a lot on halal certification, which also helps us access a wider customer base."

Beyond borders

Alongside the common challenges arising from the Covid-19 pandemic, Yong pointed to those relating to exporting and importing regulations and processes, specifying non-tariff barriers and cross-border movement restrictions.

These in turn bring about stumbling blocks in doing business.

He shared that while Linaco has a new factory in Kalimantan, Indonesia, it has faced issues in exporting these products and output to Malaysia.

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Linaco seeks to further explore halal opportunities across borders



Driving halal export: (from left) Star Media Group Bhd group CEO Alex Yeow, director Chan Seng Fatt, Minister in Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed, Yong and Standard Chartered Saadiq Malaysia CEO Mohd Suhaimi Abdul Hamid at the awarding of the Halal Products special award to Linaco at the EEA 2021 Gala Night at Shangri-La Hotel, Kuala Lumpur on Jan 27.

Indonesia is among the group's largest source of coconuts.

"Although Jakim (Department of Islamic Development) recognises

MUI (Indonesian Ulema Council), to sell into Malaysia, the preference is still Jakim, but due to the pandemic, they can't go over there to physical

audit," he said.

However, a solution was found recently by leveraging on technology, which means that Linaco is cur-

rently undergoing the process.

He said, "With our new investment in Kalimantan, that's the challenge in terms of the requirements and processes that we're still in the process of completing."

Moreover, Yong also noted the lack of a standardised or uniform halal recognition among Asean countries.

"Every country wants to emphasise on their authority over the halal requirements, but when they do that, it could create non-tariff barriers that impede exporters from doing business."

"If within Asean, we can work together to have a united halal certification, that would very much help a lot to facilitate the ease of exporting and importing," he opined.

A family business founded by Richard Ling in 1992, Linaco Group is today succeeded by his son, Joe and Jimmy. With a 24-acre manufacturing plant in Batu Pahat, Johor, more than 50% of its products are exported worldwide.

Joe previously shared his vision to move the family-run business further upstream to build a total value chain, in order to ensure that the quality and treatment across the supply chain is properly done.