



MINISTRY OF INVESTMENT,
TRADE AND INDUSTRY

NEW INDUSTRIAL
MASTER PLAN 2030

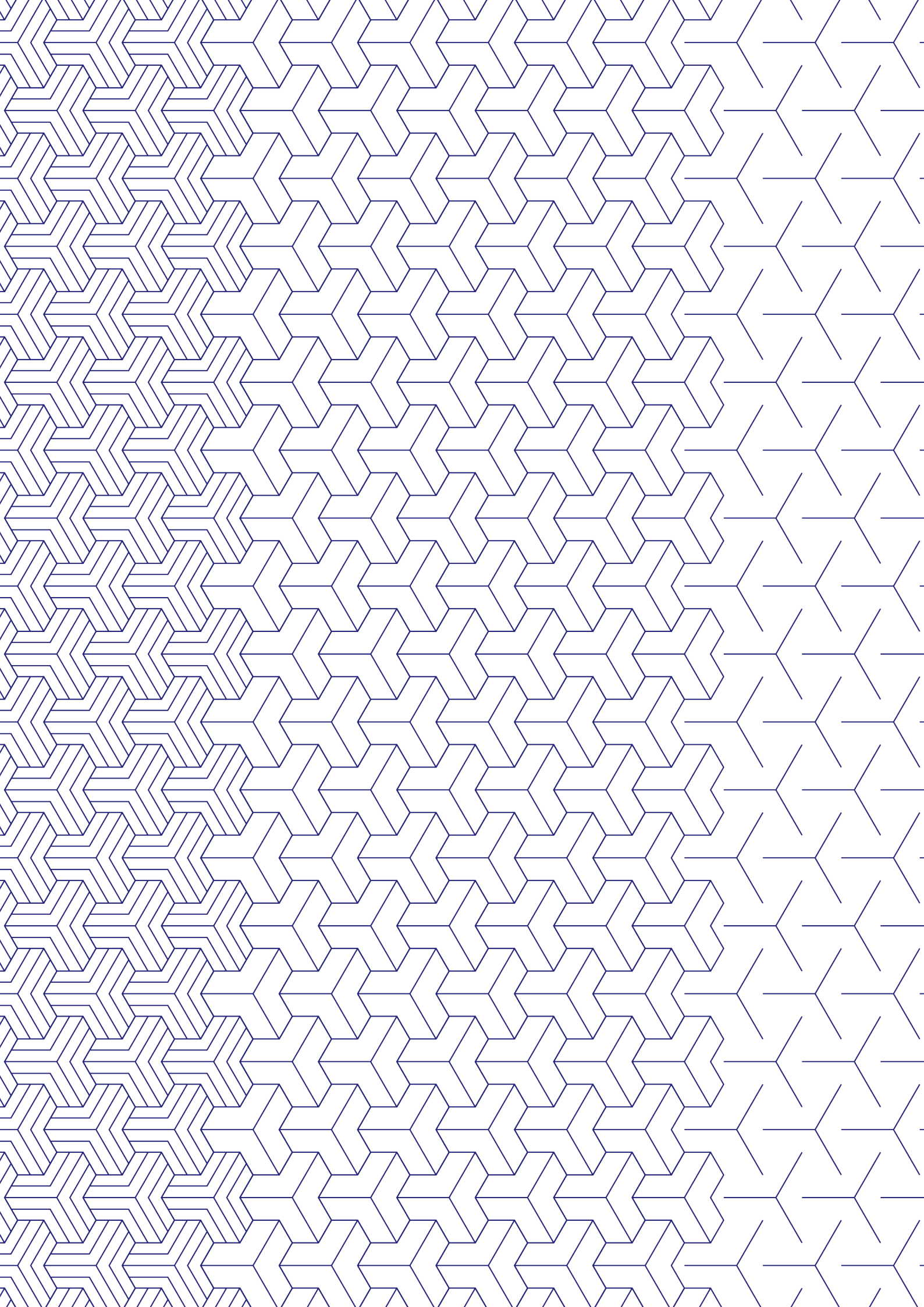
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Menara MITI, No. 7, Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, Malaysia.

Tel : 603-8000 8000

Fax : 03-6206 4693

Email : webmiti@miti.gov.my

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PREFACE

Malaysia's strength in the manufacturing sector has been significantly driven by the implementation of robust and forward-thinking Industrial Master Plans, first launched in 1986.

The success of the IMP3 (2006-2020) was anchored on innovation, research and development (R&D) and human capital development to drive high value-added industries to transform Malaysia into a knowledge-based economy.

The journey towards formulating the NIMP 2030 is underscored by the need to build a robust industrial sector as an important prerequisite to achieve socioeconomic prosperity. Three previous iterations of the Industrial Master Plans have driven industrial development in Malaysia, with the Government adopting industrial development strategies relevant to the period to transform the economy. Malaysia flourished from a low-productivity agrarian-based economy and is heading towards achieving developed nation status, underpinned by robust manufacturing and services sectors. The strategy has successfully raised the living standards of the Rakyat and propelled remarkable growth in Gross National Income (GNI) per capita, increasing 34 times between 1967 to 2019, making Malaysia one of the fastest growing economies in modern history.

Industrial policies have since become more diverse and complex, incorporating new imperatives including the integration into the global value chain (GVC), development of indigenous capabilities in a knowledge economy, evolution of environmental, social and governance (ESG) criteria and disruptions from the new industrial revolution. The question is not about the necessity of such policies, but rather what new policies are required and how to proceed.

Given the current challenging environment, benchmarking and learning from other country's experiences are no longer sufficient. Malaysia needs to embark on its own path into uncharted territory, to steer the nation into the challenging future. The combined impact of the new imperatives and the recent pandemic has compelled the Government to rethink Malaysia's industrial strategy.

With the NIMP 2030, Malaysia intends to transform the industry into greater heights, capitalising on emerging global trends, supply chain disruptions, current geopolitical landscape, digitalisation and ESG considerations. These trends are moving at an unprecedented pace and Malaysia has to act fast.

Therefore, the NIMP 2030 is designed to achieve the aspirations in a span of seven years and takes on a Mission-based approach for industrial development. This approach unites Malaysia by encouraging collaboration between the Government and the private sector to rally the industries.

Purpose of the NIMP 2030

The NIMP 2030 sets forth Malaysia's future direction in industrial transformation. It provides a national integrated plan for resilient industrial development until 2030 – setting the fundamentals for future policy development and enabling the industry at all levels. It articulates Malaysia's position and participation in the global economic environment.

The NIMP 2030 serves to:

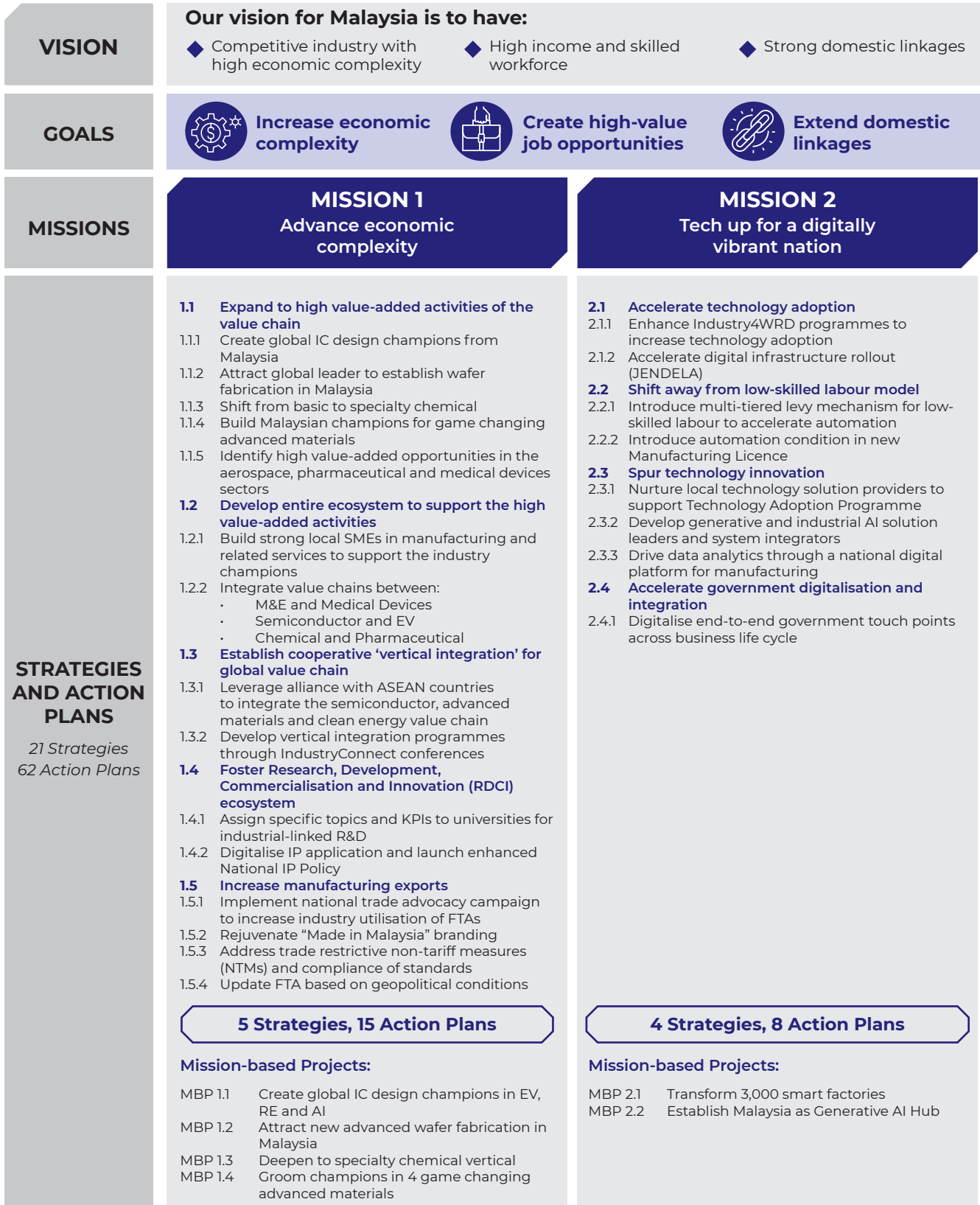
- Provide national strategic direction to lead the industrial development policies;
- Be a conversation piece for investors and other economies on Malaysia's position and direction; and
- Feature the role of the Malaysian Government in shaping the economy.

INTRODUCTION

New Industrial Master Plan 2030

The Missions and Enablers identified will be executed through 21 Strategies and 62 Actions Plans to unlock the needed enabling ecosystems. Several catalytic Mission-based

Projects (MBPs) have been identified to catapult the mission-based implementation. The NIMP 2030 strategic framework is illustrated below:



◆ New and existing industry clusters

◆ Balanced and inclusive participation

◆ Sustainable development

**Develop new & existing clusters****Improve inclusivity****Enhance ESG practices****MISSION 3**
Push for Net Zero**MISSION 4**
Safeguard economic security and inclusivity**ENABLERS****3.1 Accelerate transition towards sustainable practices**

- 3.1.1 Develop sectoral decarbonisation pathways to guide transition
- 3.1.2 Decarbonise "hard-to-abate" sectors
- 3.1.3 Introduce carbon policy, accounting and tax
- 3.1.4 Launch iESG framework and transition programmes

3.2 Transition to renewable and clean energy

- 3.2.1 Enhance adoption scheme for energy efficiency or renewable energy
- 3.2.2 Accelerate availability and accessibility of renewable energy source for the industry

3.3 Catalyse new green growth areas

- 3.3.1 Catalyse EV as a key growth driver
- 3.3.2 Grow carbon capture, utilisation and storage (CCUS) as a new sector
- 3.3.3 Develop circular economy framework for the industry

3.4 Shift towards green infrastructure

- 3.4.1 Accelerate transformation of industrial estates into eco-industrial parks

4.1 Develop resilient supply chain

- 4.1.1 Identify specific supply chain resilience strategies for critical sectors
- 4.1.2 Establish supply chain cooperation and collaboration through G2G and G2B programme
- 4.1.3 Introduce National Mineral Policy for downstream processing of critical minerals

4.2 Foster climate resilient development

- 4.2.1 Develop sectoral adaptation pathways
- 4.2.2 Foster an adaptation industry to provide adaptation products and services (including exports)
- 4.2.3 Instil climate resilience measures for critical economic infrastructure

4.3 Strengthen industrial clusters for regional development

- 4.3.1 Expand clusters for spillover regional impact
- 4.3.2 Align industrial development plan between Federal and States

4.4 Empower Bumiputera participation and create inclusive workforce

- 4.4.1 Uplift capabilities of *Bumiputera* companies in manufacturing via *Tindakan Pembangunan Bumiputera 2030*
- 4.4.2 Develop programme to increase women participation in high-skilled manufacturing employment

E.1 Mobilise financing ecosystem

- E.1.1 Introduce NIMP Industrial Development Fund and NIMP Strategic Co-Investment Fund
- E.1.2 Boost financing for digitalisation and decarbonisation transition
- E.1.3 Establish green *sukuk* to facilitate transition
- E.1.4 Establish supply chain financing for SMEs
- E.1.5 Increase utilisation of the capital market
- E.1.6 Expand the imSME platform to show all available funding options including government funding and capital market
- E.1.7 Review government funding for consolidation

E.2 Foster talent development and attraction

- E.2.1 Leverage mynext and MYFutureJobs for strategic workforce planning to address long-term demand-supply requirement
- E.2.2 Introduce progressive wage system policy
- E.2.3 Improve policy to enable fast and hassle-free access to high-skilled foreign talents
- E.2.4 Expand TVET programmes for high-skilled jobs in critical sectors
- E.2.5 Raise profile of high-tech manufacturing career to attract interest in STEM subjects

E.3 Establish best-in-class investor journey for ease of doing business

- E.3.1 Establish a unified investment strategy and align investment evaluation to new parameters under NIA
- E.3.2 Harmonise and streamline functions and KPIs across IPA landscape
- E.3.3 Review and design competitive, agile and relevant incentives
- E.3.4 Improve One-Stop Portal for seamless investor experience

E.4 Introduce whole-of-nation governance framework

- E.4.1 Establish public-private collaborative councils
- E.4.2 Set up NIMP 2030 Delivery Management Unit
- E.4.3 Develop NIMP 2030 dashboard system

4 Strategies, 10 Action Plans**Mission-based Projects:**

- MBP 3.1 Create decarbonisation pathway role models
- MBP 3.2 Launch locally-manufactured EV
- MBP 3.3 Deploy large-scale CCUS solutions

4 Strategies, 10 Action Plans**4 Strategies, 19 Action Plans**

NIMP 2030 SECTORAL PLAN

There are individual enclosures of 21 sectors included as a supplementary reference to the main NIMP 2030 document.

They provide a view of the respective sectoral perspective in the context of the main NIMP 2030 document, and were developed with reference to individual sectoral roadmaps, where applicable.

The 21 sectors are:

Category	Industry
Priority Sectors	<ol style="list-style-type: none"> 1. Aerospace 2. Chemical 3. Electrical and Electronics (E&E) 4. Pharmaceutical 5. Medical Devices
Sectors	<ol style="list-style-type: none"> 6. Digital and Information and Communication Technology (ICT) 7. Automotive 8. Food Processing 9. Global Services and Professional Services 10. <i>Halal</i> 11. Machinery and Equipment (M&E) 12. Manufacturing-Related Services (MRS) 13. Metal 14. Mineral 15. Palm Oil-based Products 16. Petroleum Products and Petrochemicals 17. Rail 18. Rubber-based Products 19. Shipbuilding and Ship Repair (SBSR) 20. Textile, Apparel and Footwear 21. Wood, Paper and Furniture

This document is the [NIMP 2030 Sectoral Plan – Halal Industry](#).

OVERVIEW OF THE DOCUMENT

This NIMP 2030 Sectoral Plan – *Halal Industry* (Document) provides insights into the sector and its prospects during the NIMP 2030 period.

This Document offers a comprehensive understanding of the industry's direction during the NIMP 2030 period based on its historical performance, opportunities and strategies to overcome existing challenges and achieve its targets.

The Document is presented in five sections:

1. Background

- This section sets the foundation to help readers understand the industry.
- It delves into the industry's focus area, encompassing its sub-sectors, for a comprehension of the industry's breadth.¹
- Readers will find details about the industry's value chain and its key players, including the relevant industry associations, in this section.
- The section lists the policies that are related to the industry.

2. Performance

- This section reports the industry's performance during specific periods.
- There are two notable periods for the review of the industry's historical performance:
 - the IMP3 period (2006 to 2020); and
 - from 2021 to 2022.
- The performance review of the industry's development includes its investment trends, export and import dynamics, employment figures, value-added and productivity measures.

3. Trends and Opportunities

- This section highlights the opportunities and potential avenues for growth that the industry can leverage during the NIMP 2030 period.

4. Challenges

- This section provides insights into potential obstacles that could impact the industry's growth and development.

5. Strategies and Action Plans

- The final section of the document outlines the future trajectory for the industry.
- This section provides the Strategies and Action Plans that are intended to catalyse the industry during the NIMP 2030 period.
- The Strategies and Action Plans set in this Document have been aligned to the Missions set in the main NIMP 2030 document.

¹ Incentives available for this industry as of time of writing can be found in Appendix 1

SECTION 1 BACKGROUND

Areas Covered

1. Malaysia's *Halal* industry consists of three core sectors (Table 10.1).

Table 10.1: Core Sectors of *Halal* Industry

1. Food and Beverages	2. Pharmaceuticals	3. Cosmetics and Personal Care
<ul style="list-style-type: none"> • Processed food • Oils and fats • Organic food • Alternative ingredients 	<ul style="list-style-type: none"> • Biopharmaceutical • Nutraceuticals • Preventive medicine 	<ul style="list-style-type: none"> • Private labelling • Plant-based products • Male grooming • On-demand consumer services

Source: Halal Development Corporation (HDC)

Market Players

2. The Malaysian *Halal* industry is dominated by micro, small and medium sized enterprises (MSMEs), accounting for 88.3 per cent of players in the industry.
3. Several Ministries and Government Agencies have prominent role in Malaysia's *Halal* industry. These includes:
 - i. Ministry of Agriculture and Food Security (MAFS);
 - ii. Ministry of Investment, Trade and Industry (MITI);
 - iii. Ministry of Domestic Trade and Costs of Living (KPDN);
 - iv. Ministry of Entrepreneur and Cooperatives Development (KUSKOP);
 - v. Malaysia External Trade Development Corporation (MATRADE);
 - vi. *Halal* Development Corporation (HDC);
 - vii. Department of Islamic Development Malaysia (JAKIM);
 - viii. State Islamic Religious Department (JAIN); and
 - ix. Malaysian Investment Development Authority (MIDA).

Policies, Laws and Regulations

4. The industry's development is guided by the following:
 - i. *Halal* Industrial Master Plan (HIMP) 2030;
 - ii. Twelfth Malaysian Plan, 2021-2025 (RMKe-12); and
 - iii. Tindakan Pembangunan Bumiputera (TPB) 2030.

SECTION 2 PERFORMANCE

IMP3 Focus and Performance

5. During the IMP3 period (2006 to 2020), the industry was focused on making Malaysia the global *Halal* hub for the production, innovation, trade and investment of *Halal* goods and services.
6. Over the years, Malaysia has retained the top position in the overall Global Islamic Economy Index (GIEI) ranking, leading in areas such as Islamic finance, *Halal* food and travel.
7. In 2022, the industry's exports contributed RM59.5 billion to the total national exports, while investments in the industry amounted to RM16.6 billion.

Investments

8. The investment performance of the *Halal* industry is tabulated below (Table 10.2).

Table 10.2: Investments of *Halal* Industry

Items	Units	IMP3			2021	2022	2015-2020	2020-2021	2021-2022
		2015	2020	2015-2020			CAGR ²	Annual Growth	
Total Investment	RM billion	8.9	16.1	75.8	16.3	16.6	12.6%	1.3%	1.7%
Domestic Investment	RM billion	3.2	6.5	29.9	6.6	6.7	15.2%	1.8%	1.2%
Foreign Investment	RM billion	5.7	9.6	45.9	9.7	9.9	11.1%	1.0%	2.1%
Employment	persons	9,251	18,841	86,513	19,238	17,186	15.3%	2.1%	-10.7%

Source: HDC

9. Total investment of the *Halal* industry grew by a CAGR of 12.6 per cent from RM8.9 billion (2015) to RM16.1 billion (2020) driven by Foreign Direct Investments (FDI).
10. In 2021, total investment increased by 1.3 per cent to RM16.3 billion. The performance was attributed to the growth of Domestic Direct Investments (DDI).
11. Subsequently, in 2022, total investment grew further to RM16.6 billion, an increase of 1.7 per cent from the previous year.
12. Overall, the growth of investments was attributed to several factors, including:
 - i. rise of investments in the *Halal* food and beverage segment;
 - ii. rise of Islamic digital economy through bilateral partnerships; and
 - iii. impact of Malaysia International *Halal* Showcase (MIHAS) – attracting local and international investments focused in various *Halal* sectors;
 - iv. growing demands for Shariah-compliant investment and finance.

² Compound annual growth rate

Exports

13. Export performance of the *Halal* industry is depicted below (Table 10.3).

Table 10.3: Exports of *Halal* Industry

Item	IMP3	2021	2022	2020-2021	2021-2022
	2020			Annual Growth	
Exports (RM billion)	30.5	36.3	59.5	19.0%	63.9%

Source: HDC

14. In 2020, the industry exported RM30.5 billion worth of *Halal* products. The industry's exports grew by 19.0 per cent to RM36.3 billion in the following year. In 2022, total exports grew significantly by 63.9 per cent to RM59.5 billion.
15. Food and beverage exports were the main contributor, accounting for 46.8 per cent of total *Halal* exports. *Halal* ingredients and cosmetics and personal care sectors were other major contributors to the total *Halal* exports.
16. The growth of the industry's exports can be attributed to the increased exports of *Halal* food and beverages, cosmetics and personal care and pharmaceutical.

Employment

17. The *Halal* industry's employment is tabulated below (Table 10.4).

Table 10.4: Employment of *Halal* Industry

Item	IMP3	2021	2022	2020-2021	2021-2022
	2020			Annual Growth	
Employment ³ (persons)	18,841	19,238	19,580	2.1%	1.8%

Source: HDC

18. In 2020, the *Halal* industry employment totalled to 18,841 persons. In 2021, employment in the industry grew by 2.1 per cent to 19,238 persons.
19. Subsequently, in 2022, industry employment rose further to 19,580 persons, an increase of 1.8 per cent.
20. The rise in employment was attributed to the increase of companies receiving *Halal* certification which created job opportunities within the manufacturing and services sectors, along with supporting roles such as finance and human resources.

³ Industry employment data is unavailable for the 2006 to 2019 period

Institutional Support

21. JAKIM is the agency responsible for Islamic affairs including *Halal* certifications. At present, there are approximately 80 Foreign *Halal* Certification Bodies (FHCB) that are recognised by JAKIM.
22. JAKIM has signed a memorandum of cooperation with The Saudi Food and Drug Authority and the *Halal* Product Assurance Agency Indonesia to establish a framework for the mutual recognition of *Halal* certification for products manufactured within the respective home countries.

SECTION 3 TRENDS AND OPPORTUNITIES

23. The global Muslim spending is forecasted to reach RM12.5 trillion⁴ by 2025.⁵ Factors contributing to this growth include:
 - i. growth of the Muslim population which is expected to be double the growth rate of non-Muslim population; and
 - ii. rising awareness and reception of *Halal* products by non-Muslims.
24. This prospective growth presents opportunities for Malaysia to enhance and strengthen its domestic *Halal* industry, enabling it to remain competitive globally.
25. These opportunities include further integration into the global markets and shifting the industry's focus towards emerging areas such as medical devices, medical tourism and modest fashion.

Internationalisation of Local Companies

26. The global *Halal* market is projected to grow by approximately 10.0 per cent from 2022 to 2030, with the Asia-Pacific region anticipated to achieve at least 9.0 per cent growth during the same period.⁶
27. Malaysia must integrate itself into the global *Halal* markets to capitalise the global growth trends. Currently, the *Halal* industry accounts for 7.4 per cent of Malaysia's GDP, indicating its potential as a key contributor to the local economy.
28. However, Malaysia's contribution to total *Halal* imports in Muslim-populated countries stands at less than one per cent, suggesting the need to intensify trade efforts with existing and new international markets.
29. Malaysia should consider implementing strategies and action plans related to internationalisation to support the development of the *Halal* industry. This involves:
 - i. understanding the specific requirements and preferences of different regions to meet international standards and cater to diverse consumer needs;
 - ii. collaborating with international stakeholders to adopt best practices from successful *Halal* industries;
 - iii. encouraging local *Halal* businesses to accelerate their growth and penetrate global markets by tapping on the rapid growth of e-commerce; and
 - iv. organising trade shows, expos and exhibitions (i.e. MIHAS) to help strengthen relations with key industry players domestically and internationally. These connections will enhance Malaysia's global positioning and increase the distribution of *Halal* Malaysian products.
30. Refer to Action Plan 2 (AP2) in Section 5 for strategies and action plans related to internationalisation of local companies. .

⁴ USD2.8 trillion, converted based on exchange rate USD1 to RM4.48

⁵ Source: Salaam Gateway

⁶ Source: Global Islamic Economy Report

Emerging Areas

31. The *Halal* industry is experiencing emerging opportunities in various economic sectors that are incorporating *Halal* values into their operations. The HIMP 2030 has identified three growth areas (Table 10.5).

Table 10.5: Emerging Areas of *Halal* Industry

1. Medical Devices	2. Medical Tourism	3. Modest Fashion
<ul style="list-style-type: none">• Suture• Bone/Skin Graft• Surgical Mesh• Prosthetics• Consumables	<ul style="list-style-type: none">• Rehabilitation services• Wellness facilities• Nursing home	<ul style="list-style-type: none">• Hijab• Abaya• Thawb

Source: (HDC)

32. These emerging sectors were identified by leveraging Malaysia's strength in:
- medical devices industry – Malaysia's position is a leading exporter of rubber gloves and catheters; and
 - medical tourism industry – Malaysia's position as a top-ranked destination for Islamic tourism providing an advantage in attracting Muslim medical tourist.
33. Malaysia can capitalise on its existing capabilities through:
- fostering growth and expanding capabilities within the *Halal* suture area; and
 - establishing specialty areas for medical tourism such as cardiology and fertility.
34. To take advantage of this opportunity, it is essential for Malaysia to:
- strengthen its *Halal* certification framework through investments in innovation and research and development (R&D) – to enhance the quality and performance of *Halal* products and services; and
 - encourage Government-to-Government (G2G) relationships – to expand into new *Halal* markets.
35. Refer to AP2 for strategies and action plans related to strengthening global cooperation and Action Plan 3 (AP3) related to streamlining the *Halal* certification framework.

SECTION 4 CHALLENGES

Halal Certification

36. The *Halal* industry is constantly evolving, adapting to emerging sectors and business practices. As such, it demands an agile certification process to address changes in the industry.
37. The existence of over 200 different certification bodies and *Halal* logos globally creates confusion for industry players. Each certification body has its own practices and interpretation of *Halal*, making it challenging for businesses to identify the appropriate logo for their products.
38. Malaysia's *Halal* certification from JAKIM is widely accepted in over 100 countries. However, there are room for improvements in enhancing its recognition compared to other international standards such as Hazard Analysis and Critical Control Points (HACCP) and International Organization for Standardization (ISO).
39. Separately, the various types of certification and differing sources poses as a challenge for the industry as it deters prospective investors in the *Halal* industry.
40. To address this challenge, there is a need to streamline the *Halal* certification framework to better support the *Halal* ecosystem – creating a seamless business environment that can better facilitate and ease barrier of entry for future investors.
41. Refer to AP3 in Section 5 for strategies and action plans related to streamlining the *Halal* certification framework.

Talent

42. Limited talent pool within the *Halal* industry has been a major challenge in the development of local *Halal* industry.
43. The need for additional skills in the *Halal* industry is mainly due to the low educational requirement as workers are not required to have a degree in *Halal*-related studies – resulting in limited *Halal* R&D activities, as most graduates have limited knowledge or know-how of the *Halal* requirements.
44. There is no standard definition of *Halal* talent, resulting in *Halal* workers with unclear roles within a company. The local ecosystem does not set policy requirements in terms of *Halal* professionals within businesses. Hence, companies deter from hiring or developing *Halal* professionals and industry experts.
45. To address this challenge, industry players should engage in collaborative efforts with academia to develop curriculums that are aligned to industry needs.
46. Refer to Action Plan 5 (AP5) in Section 5 for strategies and action plans related to talent development. .

Research and Development

47. R&D activities in the *Halal* industry mainly focuses on strengthening *Halal* compliance and limited focus on innovation. R&D facilities such as those provided by *Halal* parks, are not being utilised effectively.
48. Currently, Malaysia has 22 *Halal* parks, of which 14 are HALMAS accredited. However, only eight of these HALMAS parks are utilised effectively due to:
 - i. limitations on basic utilities such as electricity, water and broadband;
 - ii. inaccessibility to their respective supply chains;
 - iii. insufficient number of anchor companies; and
 - iv. nonstrategic location of *Halal* parks.
49. The existing *Halal* labs and parks have yet to reach their maximum capability and capacity to support the future development of the industry.
50. To address this challenge, the industry could foster collaborations with multinational corporations (MNCs), Government-linked companies (GLCs) and venture capitalists (VCs) to further develop and utilise existing *Halal* parks.
51. This initiative will improve the industry players' access to resources and infrastructure, allowing them to increase R&D efforts in higher value-added products and activities.
52. Refer to Action Plan 1 (API) in Section 5 for strategies and action plans related to increasing R&D efforts.

Bumiputera Participation

53. The limited participation from MSMEs in the *Halal* industry can be attributed to the lack of capacity and capability to be *Halal*-compliant.
54. Currently, *Bumiputera* players make up 37 per cent of the *Halal* MSMEs. 91 per cent of these players are operating in the micro segment. The MSMEs have constrained access to resources which can aid their development such as funding and infrastructure.
55. Funding poses a significant challenge for *Halal* MSMEs. These MSMEs frequently encounter hurdles in securing funding as investors are hesitant due to the lack of transparency and monitoring in the distribution of funds.
56. To address this challenge, the industry could consider fostering strategic collaboration with public investors through social funding platforms such as Ethis Group and PitchIN. Through this initiative, *Bumiputera* entrepreneurs could be further encouraged to partake in *Halal*-certified businesses.
57. In addition, the initiative may lead towards a more sustainable participation of *Bumiputera* entrepreneurs as it provides them resources and infrastructure support to improve their overall readiness and branding. As a result, *Bumiputera* business would be able to spur its growth and economic contribution towards the *Halal* industry.
58. Refer to Action Plan 4 (AP4) in Section 5 for strategies and action plans related to increasing *Bumiputera* participation.

SECTION 5 STRATEGIES AND ACTION PLANS

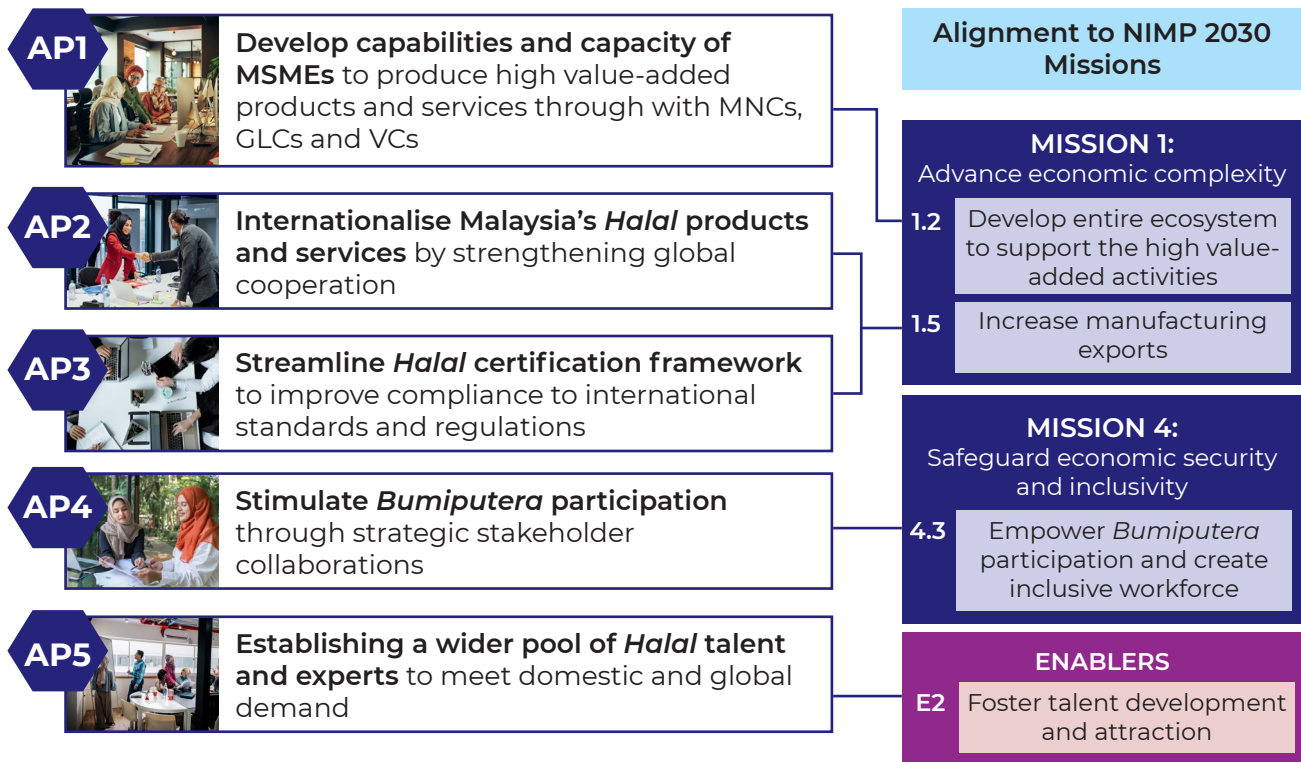
NIMP 2030 Focus

59. During the period of the NIMP 2030, the industry will focus on:
- positioning Malaysia as a main player in global *Halal* industry;
 - expanding the domestic *Halal* industry to become a key contributor to Malaysia's economy; and
 - facilitating ease of doing business locally to attract FDIs and DDIs.

Action Plans

60. Strategies and Action Plans relating to the NIMP 2030's Missions and Enablers are applicable to this industry (Figure 10.1).
61. Further action plans specific to this industry shall be guided by the HIMP 2030.

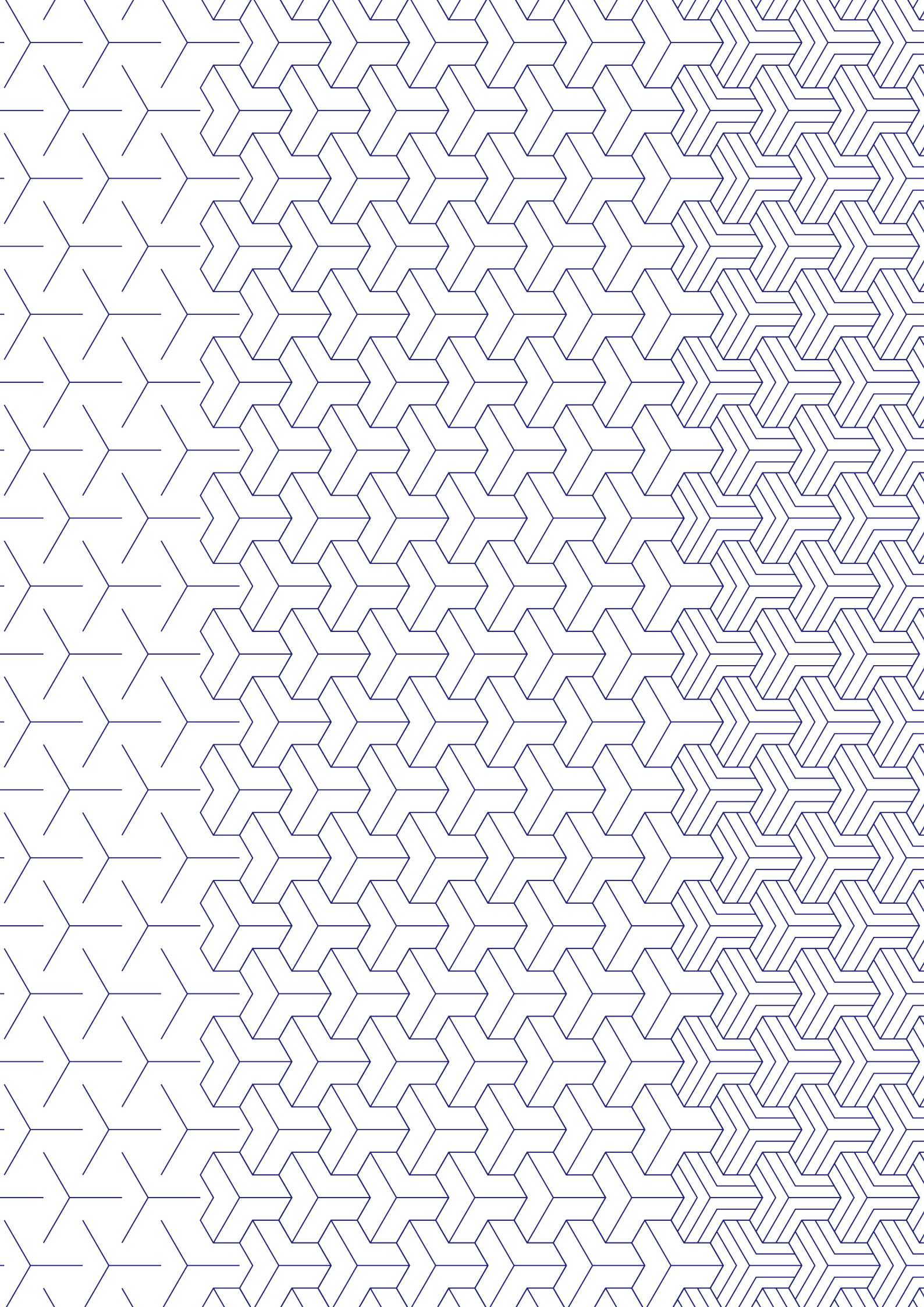
Figure 10.1: Strategies and Action Plans for *Halal* Industry

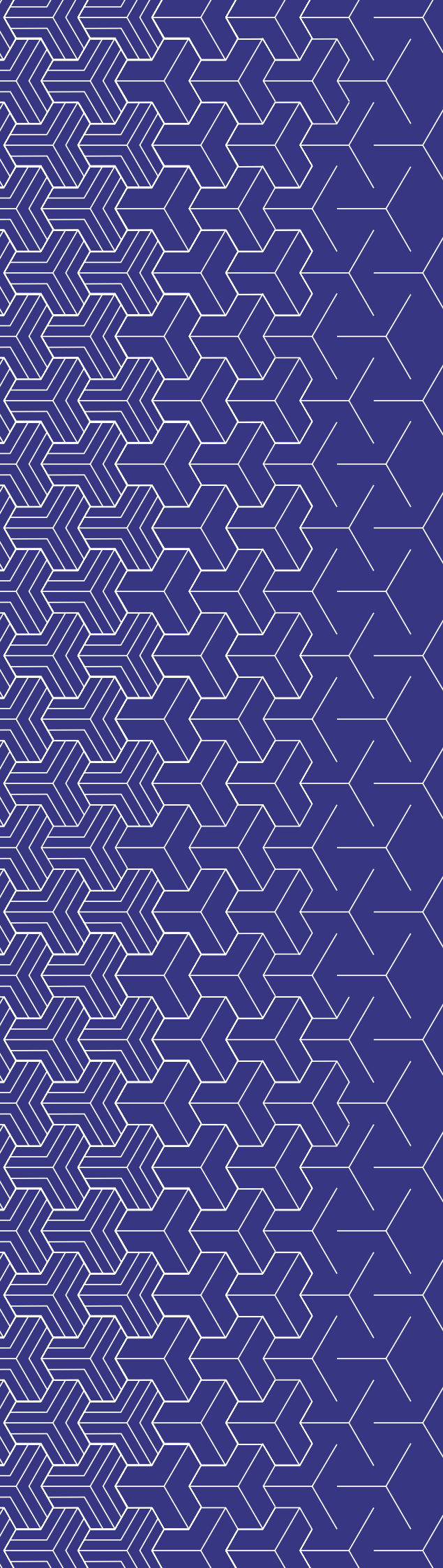


APPENDIX 1 **INCENTIVES**

There is an array of incentives offered for key players of *Halal* industry, these include the following:

Incentives	Agency
Pioneer Status (PS)	Malaysian Digital Economy Corporation (MDEC)
Investment Tax Allowance (ITA)	
Import Duty Exemption	
Incentive for Production of <i>Halal</i> Food	
Incentives for <i>Halal</i> Park Operators	Halal Development Corporation (HDC)
Incentives for <i>Halal</i> Industry Players	
Incentives for <i>Halal</i> Logistics Operators	





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