

Local entrepreneurs showcase products at expo

Azlan Othman

The 6th International Expo on Halalan Thayyiban Products and Services 2023 (SAPPHAT) at Balai Khazanah Islam Sultan Haji Hassanal Bolkiah is showcasing local entrepreneurs.

Hajah Martini binti Haji Md Noor from Kampong Panchor Mengkubau, representing One Village, One Product (1K1P) under the *Projek Tunas* platform - a collaboration between Bank Islam Brunei Darussalam (BIBD) and the Ministry of Home Affairs (MoHA) to enhance business knowledge and skills project - said she is showcasing traditional *kueh kipang*.

Originally made from *gula anau* (palm sugar), it has now evolved to include other flavours such as *sambal*, cheese, durian and strawberry.

"The response has been positive thanks to showcasing of our

products at expos, to an extent that we have to hire more youth if the response is great," she said.

"I have been engaged in this home-based business since 2013, sending products to cube stores."

Meanwhile, Halizah binti Haji Lamit from Kampong Kulapis, from Cohort 1 of BIBD Special Underprivileged Mothers Empowerment Entrepreneurship Development (SEED) programme, is selling *panipuri* under her company Oliz Merchandise and Cuisine Enterprise, a home-based business which began operations two years ago.

"*Panipuri* originates from India. I got the idea for this product from social media," she said.

Halizah added that she has also enrolled in expos and advised aspiring entrepreneurs that variety is key.

"I also make an African fusion dish from tapioca that is ground



FROM LEFT: Hajah Martini binti Haji Md Noor; Halizah binti Haji Lamit; and Kemajuan Islam Malaysia Department (JAKIM) Halal Management Senior Assistant Director Shahril bin Abdul-Samat. PHOTOS: AZLAN OTHMAN

and mixed with *rendang*." Kemajuan Islam Malaysia Department (JAKIM) Halal Management Senior Assistant Director Shahril bin Abdul Samat said JAKIM's presence at the expo is to showcase their products and schemes ranging from food and drink products, pharmaceuticals to cosmetics.

"The halal certificate issuance process can be made within one month and response has been good not only for Malaysian products but also foreign products that are entering the Malaysian market."

Shahril added, "We cater to both micro businesses and big companies, with the halal certificate

starting from MYR100 per year for micro enterprises with turnover of MYR300,000 to MYR1,000 per year for companies with turnover of MYR50 million and above.

"For corporate entities and hotel industries wishing to widen their business, the halal industry is a big business," he added.