

Hotels to Receive & Benefit from Halal Internal Auditors Programme

Bachok, Kelantan--The Minister of International Trade & Industry, Dato' Seri Mustapa Mohamed, launched a specially designed programme on Halal Internal Auditors for hotels in Kota Bharu, Kelantan on 23 October 2011.

The initiative organised by Halal Industry Development Corporation (HDC) will be the first such commitment to be undertaken for the hotel sector. It comes in the wake of the increasing discussion presently underway on how hotels are adapting to the requirements of Halal certification.

Even though the Halal certification is an option for hotels, many have decided to embed the logo into their operational processes, with the aim to capturing a bigger tourism market especially tourists from the Middle East and the Gulf countries. The year 2011 foresees close to 500,000 tourists from the region. Due to this trend many hotels are adapting their services more and more to their Muslim guests.

The Halal Internal Auditors (HIA) programme for Hotels is being carried out in close cooperation with the Malaysia Association of Hotels (MAH), and Jakim.

The HIA comes as a next step to a dialogue we held with hoteliers in June 2009 and followed by Halal Awareness Programme in 2010. The feedback from this dialogue indicated that many would like to become truly well versed with the entire checklist of requirements of Halal certification.

Participating hotel personnel will include executives and managers in charge of Halal matters, quality control and quality assurance, production and general operations of the hotel.

The programme content includes shariah principles and requirements related to Halal, the technical components of raw materials & ingredients, Halal certification integrated requirements, which includes Halal standards and manual procedures of Halal Certification Malaysia, internal audit Halal components and mock audits.

The three-day course will comprise lectures, presentations, workshop discussion and simulated audits. The key outcomes will enable the personnel to manage its own internal audit programmes from the planning phase till final report stage.

NEWS RELEASE prepared and issued on behalf of Halal Industry Development Corporation (HDC) by public relations consulting firms - Prestige Communications Sdn Bhd and GRA Communications Sdn Bhd. FOR MORE INFORMATION, please contact Shafina Syafei, Head, Strategic Marketing & Communications, HDC at +6019 3880280 or email shafina.syafei@hdcglobal.com OR Norsida Ahmad (PR-HDC) at +6012-324-9703 or email norsida.ahmad@hdcglobal.com OR Ghazalie Abdullah at +6017 3361090.