



**Professor Dr. Abdul Malik Bin Musharat**

Prof. Dr. Malik is a prominent Corporate Personality cum Academician who obtained his Doctorate in Philosophy Majoring in Strategic Marketing (Halal Industry Development) from the Central State University of New York. In June 2013, he was awarded Professorship By The Asian Institute of Professionals.

Under JAKIM's Smart Partnership Concept, Prof. Dr Malik was appointed as a Strategic Partner to the Malaysia International Halal Academy (MIHA) by the Malaysia Halal Council to undertake Halal Capacity Building Programs in Qatar, Korea, Japan, China, India, Taiwan and Cambodia. Currently, he is a certified trainer with Human Resource Development Fund of Malaysia (HRDF) and also the Chairman of Consumers and Traders Association Global Halal Malaysia (GHM) and also the Chairman of BioPlastic Industry Association of Malaysia (BPIAM). He held important positions at numerous organizations and was instrumental in charting the development of the halal industry in Malaysia. He is a capable and trusted personality with excellent networking relations, vast knowledge in sales and marketing, halal ecosystem development, livestock farming and animal husbandry, investment, promotion, establishing trade relations and key stakeholders engagements.

Over the past 35 years, his working experience spans across Government-linked Companies and State Government Corporations in various sectors ranging from Halal industry development, project development, private-public sectors collaborations, marketing, sales and operations. He has more than 30 years of experience at the Senior Management level.

**Consultant, Korean Halal Authority**

Prof Dr. Malik is a consultant to Korean Halal Authority (KHA). He was appointed to develop Korean Halal Certification Body which will be endorsed by JAKIM as another Korean certification body.

His key contribution was towards the development of Halal Eco System, Halal Standards, Halal Training Modules, Halal Park Blueprints and Halal Event Management System.

### **Consultant, Ministry of Commerce Cambodia**

His appointment as Consultant was to develop and promote the Kingdom's halal industry which included Halal Certification (Manual, Checklist and Auditing). Besides these, he also assisted in the development of Cambodia's Halal Roadmap specifically in the areas of halal production, services, infrastructure and human capital/talent development. More importantly, his key contribution was towards the development of the Halal Certification Manual, Halal Management System including Halal Policies and Halal Management Team.

Other areas of consultancy provided to the Government was in the development of Halal Standards for Food and Beverage, Hotel and Restaurants, Slaughtering Manual for Halal Meat Products, Shariah Compliance on Tourism Requirement from the Islamic Perspective, Cosmetics and Personal Care Products, Quality Management System and Halalan Toyyiban Assurance Pipeline.

The Ministry was also provided guided and hands-on assistance to coordinate Halal Business Matching Sessions for Halal Trade and Market Development both at the domestic and international levels.

### **Consultant, Samycnco International Sdn Bhd**

Prof Dr Malik is Consultant to Samycnco International Sdn Bhd which is in collaboration with the World Halal Centre led by Saudi-Malaysian Industrial Development Associate of H.R.H Prince Dr Abdul Aziz bin Nasser bin Abdul Aziz Al-Saud. The company seeks to position the Kingdom of Saudi Arabia as a Global Halal Hub and the preferred destination for Halal related businesses and viable economic activities. He is also responsible in developing the IntoHalal.my B2B International Trading Platform and act as a coordinator in organizing the business matching between prospecting buyer and seller of commodities in multiple countries.

Among these include the development of Saudi Halal Standards and Certification; Global Halal Reference Centre providing halal-related data and information relating to halal integrity; World Class Halal Research and Development Centre catering to specialization in Advances in Halal Sciences and a Halal Training Hub providing academic and industrial training Dedicated halal industrial sites or Halal Parks will be created nationwide for development of a seamless halal supply chain focused on halal related products and services.

An all-encompassing Saudi Halal Brand will be promoted and positioned for selected priority sectors within the halal food and non-food sectors which will make The Kingdom of Saudi Arabia an enviable Global Hub for Halal.

### **Chairman, PFM Global Ventures Sdn. Bhd.**

Prof. Dr. Abdul Malik is currently the Chairman of PFM Global Ventures Sdn. Bhd. The company conducts halal training for companies, Universities or Institutes of Higher Learning both locally and overseas requiring in-depth understanding and expertise on halal processes and procedures.

The company offers Halal-related Consultancy services for countries or business concerns requiring advisory expertise on developing a comprehensive halal supply chain system ranging from Halal Park Development, Halal Logistic Services, conversion of manufacturing operations for Halal production, establishing Halal Training Institutes and various other aspects of halal-related services. This include providing services for companies in other countries seeking to become a Halal Certification Body recognized by Malaysia's Islamic Development Department (JAKIM), Malaysia's sole Halal Certification Body and companies applying for Halal Certificates from JAKIM.

He conducted lectures and presented papers at local universities such as the University Institute Technology MARA, University Malaysia Kelantan, University Malaysia Sabah and foreign universities such as Wonkwang University, Korea and Beijing University in areas related to the development and promotion of the halal industry. During these engagements, he was also involved in the preparation of the course modules and syllabuses for halal courses at Diploma, Degree and Masters Programs.

### **Advisor to the Deputy Minister of Rural and Regional Development**

In December 2015, Prof. Dr. Malik was appointed as Advisor to the Deputy Minister of Rural and Regional Development for Special Projects Specializing in Halal Entrepreneur Development and Business Matching for Agencies under the Ministry.

### **Managing Director, FELCRA Livestock and Agri Products Sdn. Bhd. (FLAP)**

From 2015 – 2016, he was the Managing Director at FELCRA Livestock and Agri Products Sdn. Bhd. (FLAP), a subsidiary of FELCRA Berhad. He led the company in spearheading the Halal Integrated Supply Chain System from source to the finished product. This is part of the Government's efforts in addressing the National Halal Food Security agenda.

He was critical to the setting up of the FLAP Halal Centre in FELCRA Berhad. His roles included, among others, to consolidate, assist, facilitate and participate in the development of the Halal Industry which had created more than RM 7 trillion worth of business opportunities.

His main responsibilities included developing the company's capabilities to execute operations covering halal meat supply chain, halal animal feed, halal chicken supply chain, diversified halal food base, converting cattle carcass processing and farm wastes to gelatine.

He also worked jointly with strategic partners at the Federal and State levels to develop halal industrial parks to house halal-based industries and businesses with the support of FELCRA properties, established a Halal Centre as the platform to produce Halal Knowledge Workers, led FLAP Halal Training Program and assisted local and international industry players in obtaining the Malaysia Halal Certificates.

### **Vice President at the Halal Industry Development Corporation (HDC)**

From 2010 - 2015, he was the Vice President at HDC for the Special Projects and Industry Development Divisions responsible for capacity building and promotion of halal trade and attracted investments worth more than RM 8.0 billion within Halmas Halal Parks. Among others, he was involved in grooming Halal Featured Companies to become leading exporters of halal products, provided assistance to SMEs requiring Business Matchings, Pre-Halal Certification advisory services and Mentoring Assistance Programs with MNCs such as Nestle, TESCO and Carrefour.

During his tenure with HDC, he led the 'Special Task Force' in preparing comprehensive sales and marketing plans for Food and Beverages, Pharmaceutical, Cosmetics, Supply Chain and Traceability System for the Global Halal Market. He was also a Committee Member for various halal related efforts in cooperation with JAKIM and Department of Standards Malaysia, in the development and drafting of the Malaysian Halal Food Standards and Practical Guidelines.

Prof. Dr. Malik presented numerous papers covering topics on Halal industry development and halal related programs locally and also at major International Halal Conferences in the Peoples' Republic of China, Philippines, Japan, Korea, Pakistan, Thailand, India and Cambodia.

### **Previous Positions Held**

Prior to this, Prof. Dr. Malik was the Head of Agriculture and Manufacturing Division at the Northern Corridor Implementation Authority (NCIA) responsible for the promotion and development of the Northern Corridor Economic Region (NCER). Among others, he held positions in Malaysian Agrifood Corporation (MAFC) Guthrie Berhad and Majlis Amanah Rakyat (MARA).