

CIRCULAR: 3/2020

8 January 2020

TO: ALL MEMBERS

HDC - Halal Business Incubation

Dear Members

We are pleased to inform that **Halal Industry Development Corporation (HDC)** would like to invite MPMA members to participate in a Halal Incubation program, to look at how companies can adopt the Halal and benefit from it.

HDC is the dedicated Government agency for all halal industry development-related matters and is the key driving force in ensuring the success of the halal agenda in the Government's long-term economic development policies.

HDC is poised to provide a halal industry-focused business incubator program - Halal Incubation Project (HIPER) - to facilitate support, knowledge-management, thought leadership, technical and financial services with business consultancy and advisory from **KPMG Management and Risk Consulting** ("Consultant").

For the HIPER program's introduction on video, please click the following link - <https://youtu.be/IPiaEPmvFx4>

The program focuses on the latest Innovation; business solutions & planning all stages of the company whether it is the "**Startups**", the "**Growth**" Business or "**Conglomerates**" and provide a comprehensive business innovation platform.

The objectives of HIPER are:

- to assist businesses prepare for capability and capacity enhancement by providing a concrete halal business (vertical and/or horizontal) planning in product, processes, technology, organizational and marketing.
- to enable businesses to undertake remedial action to improve capacity and capability to achieve competitive advantage.

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- to produce complimentary and customised Business Plan for each company.

In this regard, HDC would like to offer participation to the HIPER program for Malaysian SMEs. Interested members can participate in the following [Innovation Survey](#) in order to be selected companies.

Thank you.

Malaysian Plastics Manufacturers Association (MPMA)