

## **Warees Halal and Strategic Partners Sign Partnership Agreements to Launch Warees Halal Network, a Collaborative Platform for the Halal Industry**

**Singapore, 20 November 2020** – Warees Halal Limited (WHL) and an inaugural group of seven strategic partners announced their commitment with far-reaching partnerships at the launch of Warees Halal Network (WHN) with a shared vision to enable an empowered Halal community. To help increase their impact, WHL works in close and strategic collaborations with key organisations locally and worldwide, and continually seek new partners with whom they share complementary capabilities and mutual interests.

Witnessed by Hj Sallim Abdul Kadir, Chairman of WHL, Ms Dewi Hartaty Suratty, Chief Executive Officer of WHL, signed the agreement on 17 November 2020 with the following Strategic Partners:

- Mr. Victor Lee Meng Teck, Chief Executive Officer of CIMB Bank Singapore
- Mr. Ronnie Tan, Vice President, Operations of HAO mart Pte Ltd
- Mr. Martyn Cox, Event Director, Hospitality, Food & Beverage – Singapore of Singapore Exhibition Services Pte Ltd (Informa Markets)
- Mr. Amos Ong, Head Client Coverage of Maybank Singapore
- Ms. Rina Lim, Director of Quirk Pte Ltd
- Mr. Muhammad Bin Abdullah (Joe), President of Singapore Halal Culinary Federation
- Mr. Jack See, Vice President and Head Casualty & Finpro Southeast Asia of Swiss Re International SE Singapore Branch

The signing ceremony was held at the opening of a webinar event, “Halal Perspectives: Opportunities in Times of Uncertainty”, jointly organised by WHL with Informa Markets, the event organiser for FHA-Food & Beverage, and Saladplate, the premier international wholesale marketplace for sourcing food, beverages and hospitality products globally. The webinar is part of the Saladplate Sourcing Festival, a theme-based online event to help buyers source for products. The one-day webinar featured expert speakers from the Halal Assurance Product Agency of the Republic of Indonesia (BPJPH), CIMB Bank Berhad, Euromonitor International, Majlis Ugama Islam Singapura (Muis), S. Rajaratnam School of International Studies (RSIS) of Nanyang Technological University, Singapore Institute of Technology and Swiss Re International.

### **A Collaborative Platform to Create Growth & Business Opportunities**

As companies explore business opportunities, the Halal market is one that cannot be ignored. The global Halal food industry is estimated to be worth US\$1.4 trillion, with a compound annual growth rate of 6.3%<sup>1</sup>. WHL, a government-linked company within the Muis<sup>2</sup> Group, has rolled out various government-funded capability development programmes to help businesses understand the market and meet Halal certification standards. Variegated approaches to learning about Halal through classroom, mobile, blended and most recently, full-online courses were introduced to accommodate participants’ busy schedule and different styles of learning.

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<sup>1</sup> DinarStandard (2019). State of the Global Islamic Economy Report 2019/2020

<sup>2</sup> Muis stands for the ‘Majlis Ugama Islam Singapura’, also known as the Islamic Religious Council of Singapore. Muis is a statutory board responsible for Muslim affairs in Singapore.



Harnessing on the global Halal network and opportunities availed by every industry player, the Warees Halal Network will bring the Halal community together to create growth and business opportunities. The Network is a subscription-based membership scheme and through this dedicated collaborative platform, WHL hopes to:

1. Develop a community of practice by enabling local and foreign industry players to connect with one another, contribute ideas and experiences, and collaborate towards a common objective;
2. Establish a trusted support system for businesses to gain access to resources, tools and knowledge from industry experts through our curated online and offline channels; and
3. Provide value-add to Halal industry players through exclusive services, discounted rates and free upgrades offered by WHL and its supporting partners.

Hj Sallim said, “The launch of the Warees Halal Network and the signing of partnership agreements with various partners mark another milestone for Warees Halal and our commitment to the Halal industry. Together, we can elevate the businesses to enhance their resilience and leverage on new opportunities that can help them emerge stronger after the pandemic.”

### **Exclusive Privileges for Warees Halal Network Members**

“This partnership is a fundamental step forward for the Halal and culinary industry as we work together to advocate the service quality standards and best practices for wholesome Halal food and beverage,” said Mr. Muhammad Bin Abdullah (Joe), President of the Singapore Halal Culinary Federation. “We look forward to inspire the food and beverage industry in Singapore and worldwide on wholesome Halal food, set professional standards and promote eco-friendly habits.”

Mr. Victor Lee Meng Teck, Chief Executive Officer of CIMB Bank Singapore said, “We have seen growing numbers of Halal-certified businesses that require access to working capital as they expand their business locally and overseas. As a leading-focused ASEAN bank and a thought leader in Islamic finance, CIMB is proud to be working with Warees Halal to assist these businesses in their expansion plans and provide access to working capital solutions.

As part of WHN’s launch promotion, Halal certificate holders of Muis and WHL are entitled to a free annual membership of the Network. Members can look forward to an array of privileges that have been specially curated by WHL and their Strategic Partners. Some member benefits include:

- Exclusive access to global networking and business matching platforms
- Receiving the latest updates on the developments in the Halal industry, both in Singapore and abroad
- Exclusive access to the Halal Resource Library
- Exclusive invitations to member-only events
- Access to exclusive services and special rates by WHL and its Strategic Partners in key business activities
- Priority registration for events co-organised by Warees Halal and its Strategic Partners



- Getting featured in WHL's monthly e-newsletter and social media platforms through content contribution
- Listing on the Online Membership Directory

“The complementary capabilities that we are bringing together through our partnership will be instrumental in helping halal food manufacturers manage the unique risk exposures they face when it comes to a Food Recall. In partnering with Warees Halal, we will further enhance our understanding of the Halal industry ecosystem and be able to provide risk knowledge as well as tailored risk management and insurance offerings to our customers.” said Mr. Jack See, Vice President and Head Casualty & Finpro Southeast Asia of Swiss Re International SE Singapore Branch.

Businesses or individuals that are interested to become members of Warees Halal Network are invited to register at <https://wareeshalal.sg/joinwhn/>.

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### **About Warees Halal Limited**

Warees Halal Limited (WHL) is a government-linked company within the Muis Group. Muis, also known as the Islamic Religious Council of Singapore, is a statutory board in charge of Muslim affairs in Singapore. The formation of Warees Halal originated in 2006 with the intent to support Muis in its implementation of the Singapore Muis Halal Standards and to bring benefits to the Singapore Muslim Community.

WHL aims to be a holistic Halal solutions provider for businesses by providing international certification, capacity building, advisory and trade-link services. WHL is authorised by Muis to provide Halal certification services outside Singapore based on the Singapore Muis Halal Standards and the Singapore Muis Halal Quality Management System. At present, WHL's key markets include Singapore, China, Korea, Japan and Europe.

For more information, please visit [www.wareeshalal.sg](http://www.wareeshalal.sg).

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