

BRUNEI HALAL BRAND

NEW INDUSTRY FOR LOCAL BUSINESSES

Hume is taking centre stage in a new initiative with the Brunei Government: the development of the Brunei Halal Brand (BHB).

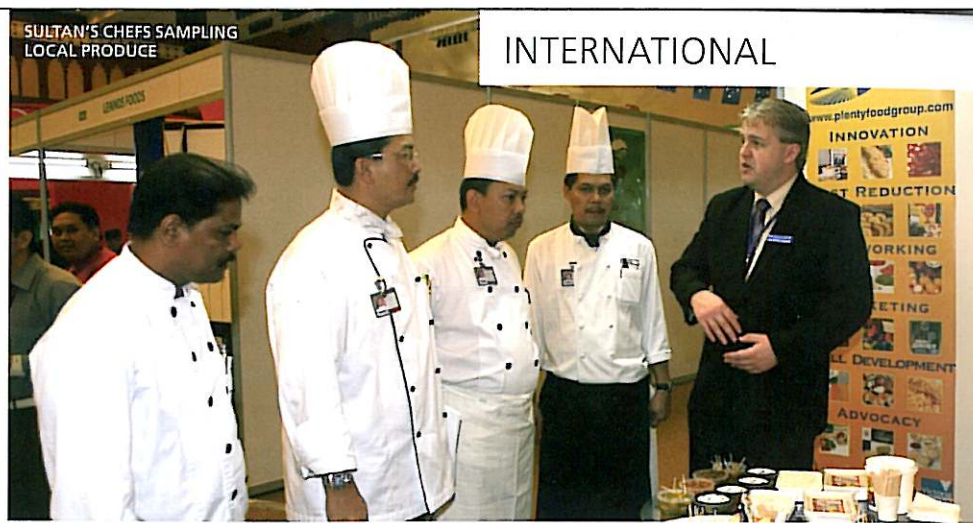
In August, delegates from Council's Economic Development team and local businesses visited Brunei for key negotiations with the Brunei Government. They also attended the launch of the new Brunei Halal Brand and signed a Memorandum of Understanding with the Brunei Government.

Brunei Darussalam, an independent Sultanate on Borneo near Malaysia, has developed the BHB to diversify their economy into new and expanding industries overseas.

For the last 12 months, Hume City Council has been in negotiations with the Brunei Government regarding the benefits of a Brunei-Hume alliance, and has facilitated discussions between the Brunei Government and Kangan Batman TAFE, the Plenty Food Group, and Melbourne Airport.

"Our strong partnership links in the local area and Hume's unique position within a wide range of transport links mean we are able to offer Brunei a total business strategy. We can link them to distribution, warehousing, a skilled workforce, at least 100 local food producers, airport infrastructure, and training in food processing, aviation, business development, and freight and logistics," Director City Sustainability, David Keenan said.

SULTAN'S CHEFS SAMPLING LOCAL PRODUCE



INTERNATIONAL

John Barnes, General Manager, Enterprise Services Group at Kangan Batman TAFE said, "We were very excited to be invited by Council to be involved. We've had a very successful long-standing partnership with Council and this project takes that relationship to another level".

"The discussions in Brunei identified that we can offer them training services for the Brunei Government, which will support their activities here in Melbourne and Australia."

"We can link them to distribution, warehousing, a skilled workforce, at least 100 local food producers, airport infrastructure, and training in food processing, aviation, business development, and freight and logistics." - David Keenan

A number of the delegates also attended the International Halal Product Expo from 16 to 19 August, which showcased quality halal products from around the world, including 18 Plenty Food Group producers.

"Being here at the International Halal Product Expo and at the launch gives our companies a huge opportunity to get involved in the brand and with new international markets," Plenty Food Group Cluster Coordinator, Marshall Dwyer said.

"After just a few hours I made contacts with local distributors and buyers, and later I met the Sultan's chefs, who were very excited by the range and quality of our products. This expo and the new brand have huge export potential for the Plenty Food Group."

Marshall estimates between 30 and 60 local companies are interested in being involved in the industry. The halal food industry represents \$150 billion in revenue each year, and that dollar figure is growing.

The halal food industry represents \$150 billion in revenue each year, and that dollar figure is growing.

"Although the halal industry is massive worldwide, it is a relatively new market for most Hume companies. It is a multi-billion dollar industry, and the presence of Hume City Council, Kangan Batman TAFE, and local food producers at the launch of the new halal brand gives Hume a prominent position in this growing industry," David Keenan said.

BRUNEI DELEGATES MEET HUME CITY COUNCIL MAYOR CR. GARY JUNGWIRTH AND CR. ADEM ATMACA AT THE MEMORANDUM OF UNDERSTANDING SIGNING

