



# **HALAL EXPORTING EMPOWERING MALAYSIAN SMES IN THE GLOBAL MARKET**

**AMIRUDDIN AHAMAT  
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## HALAL EXPORTING EMPOWERING MALAYSIAN SMES IN THE GLOBAL MARKET

"Halal Exporting: Empowering Malaysian SMEs in the Global Market" is a comprehensive reference for small and medium-sized firms (SMEs) in Malaysia navigating the ever-changing and developing global halal market. This book examines the significance and global potential of halal goods and services, giving a strong foundation for understanding why halal exporting is more than a passing trend but a significant opportunity for business growth. With a focus on the Malaysian context, the voyage begins with an overview of halal products and services, highlighting their global market potential and the difficult process of halal certification. This book presents an overview of Malaysia's thriving halal ecosystem with a focus on the country's role as a global halal hub, supported by robust government initiatives and a well-organised regulatory framework. The book teaches small and medium-sized businesses (SMEs) how to do market research to locate export opportunities by breaking down target markets, examining demand trends, and identifying promising export potential. This practical reference addresses halal logistics, shipping, packaging, and labelling standards, highlighting the importance of halal integrity across the supply chain. This book offers a framework for halal product marketers to use to differentiate themselves in a crowded global industry.



**AMIRUDDIN AHAMAT** is an accomplished Associate Professor in Entrepreneurship with over 20 years of teaching experience in higher education across Malaysia, the United Arab Emirates (UAE), and the United Kingdom (UK). Graduated from the University of Sheffield, UK, with a strong background in research and a passion for knowledge dissemination, Dr. Ahamat has made significant contributions to the field of academia. Throughout his career, Dr. Ahamat has published extensively, with an impressive record of over 55 articles in reputable journals, chapters in esteemed books, and authored books. His research focuses on various interdisciplinary areas, including business management, entrepreneurship, and innovation. Dr. Ahamat has also excelled in supervising and completing research projects at the doctoral, Master of Research, and Master of Business Administration (MBA) levels. His research projects have addressed pressing societal issues and had practical implications in various sectors. Dr. Ahamat's contributions extend beyond the classroom and research domains. He actively participates in academic conferences and serves as a reviewer for prestigious journals, contributing to the peer-review process and ensuring the quality of scholarly publications.



**AHMAD NAIM CHE PEE** is an Associate Professor at the Faculty of Information and Communication Technology, Universiti Teknikal Malaysia Melaka (UTeM), with a PhD in Computer Games Technology from The University of Nottingham, United Kingdom, earned in 2011. Since joining UTeM in 2003, he has taught a wide range of computer science courses at both undergraduate and postgraduate levels. Dr. Naim supervises dissertations and theses in game-based learning, games technology, mobile computing, and assistive technology. As a researcher with a primary focus on computer games, his work is inherently interdisciplinary. His current research is mainly focused on two main areas: coming up with new ways to use computer games to help people learn together, and using theories and experiments to improve how computer games can help people with disabilities. Beyond his expertise in computer games, Dr. Naim is also passionate about innovative green technology and renewable energy, focusing on creating environmentally friendly solutions.



**ADIB AKRAM JAAFAR** is currently attached to the M.Sc. (Entrepreneurship) degree at Universiti Teknikal Malaysia Melaka (UTeM). His master's research topic focuses on digital coaching and halal food exports for SMEs. Adib earned a bachelor's degree in Technology Management (Innovation Technology) with honours from Universiti Teknikal Malaysia Melaka (UTeM) in 2017 and received the Vice Chancellor's Award. He was active in university and served as a facilitator on several occasions. Adib had the opportunity to participate in a mobility program at Istanbul Aydin University in Turkey in 2015. Adib, a postgraduate student at Universiti Teknikal Malaysia Melaka, won first prize in the 3MT Thesis Competition (Social Science Category) in 2024. He has four years of industry experience, including two years as a business development unit executive (International and OEM) at Orang Kampung Group and two years as a data analyst executive at Jellitasara Corporate Sdn Bhd.



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