

in producing "Halal" beef for the Malaysian market compared to other beef exporting countries. Canadian companies need to improve their knowledge on how to produce Halal beef in accordance with the standards set by the Malaysian government.

It is suggested that in order to capture a bigger share of the Malaysian beef market and the region in general, the relevant authorities and Islamic organizations in Canada should meet with the Malaysian authorities. The purpose would be to have an understanding of the "Halal" requirement, Malaysia's veterinary health standard, and to assess the prospects of the Malaysian beef industry.