

Embassy. Information on upcoming food shows is available upon request.

**D. *Key points requiring address prior to achieving success in this market hurdles, barriers, steps required, etc.***

Some of the key points are to:

- a) Inform relevant Canadian authorities/organizations on the export regulations and requirements set by the Malaysian government with regards to exports of beef and beef products to Malaysia.
- b) Inform Canadian beef producers/exporters on the market potentials and how to produce "Halal" beef for Malaysian market.
- c) Get Islamic organizations in Canada to act as consultants and certifier of "Halal" certificate.
- d) ensure Canadian companies should have sufficient financial resources to support the export plans, primarily advertising and promotion and a commitment to stay in the market.

**4. ACCESS AND BARRIERS**

Other than complying with the health requirements, another primary criterion is the "Halal" certification by approved Islamic bodies that are recognized by the Malaysia government. As of January 1, 1983 only "Halal" beef from approved abattoirs and processing plants are allowed to export beef to Malaysia.

The following permits/licenses are required with respect to import of beef into Malaysia:

- a) Veterinary Health Certificate
- b) "Halal" Certificate from approved Islamic organizations
- c) Import Permit

**5. TRANSPORTATION**

**A. *Modes available to land product in the market and major companies/facilities.***

By air, land, and sea.