



IMMEDIATE RELEASE

## **NCER Pavilion at MIHAS Secures Agreements Worth Over RM3.95 Million**

**Kuala Lumpur, 17 September 2024** – Four companies under the Northern Corridor Economic Region (NCER) Pavilion at the Malaysia International Halal Exhibition (MIHAS) have signed memorandums of understanding and business agreements totaling over RM3.95 million.

The primary business deal was struck between Fikrisz (M) Sdn Bhd and NOSCAMUN Co. Ltd, valued at RM1.95 million. This partnership enables Fikrisz to expand its coffee product exports to the South Korean halal market.

NOSCAMUN Co. Ltd operates a chain of halal tourist cafes on Jeju Island and distributes halal food and beverage (F&B) products to the Gangnam Exhibition Centre in Seoul, where Fikrisz's products will be showcased.

Another significant agreement involved DMI Premier, which partnered with three companies: BJY Co. Ltd from South Korea, BIOTECNOVA, and AL HASQA, with a combined value of RM1.5 million. Additionally, APP Food Industries reached deals with BIOCELL NATURE, and KPL FOODS with SHRIYO VENTURE.

Mohamad Haris Kader Sultan, Chief Executive of the Northern Corridor Implementation Authority (NCIA), highlighted that the NCER Pavilion at MIHAS successfully fulfilled its mission of enabling local companies to tap into international markets while expanding domestically.

"The achievements of companies like Fikrisz and DMI Premier in entering the South Korean market will serve as an inspiration for other micro, small, and medium enterprises (MSMEs) at the NCER Pavilion to boost their competitiveness and seize opportunities at MIHAS," he said.

"Malaysian halal products are highly sought after globally. However, for MSMEs to capitalise on this, they must have effective marketing strategies and business plans. NCIA remains committed to supporting them by fostering business relationships with potential buyers," he added.



The NCER Pavilion at MIHAS, held from 17 to 20 September, featured 12 companies from the northern region, showcasing a range of industries including cosmetics, healthcare, tourism, and services.

Mohamad Haris further emphasised NCI's commitment to strengthening the northern region's business ecosystem through strategic programmes aligned with the NCER Strategic Development Plan.

"A strong business ecosystem is crucial to ensuring each economic sector can adapt to the fast-evolving local and global economy. This will not only drive business growth in underdeveloped areas but also enhance the broader business landscape across NCER and the nation," he explained.

For more information, visit the NCER website at [www.ncer.com.my](http://www.ncer.com.my).

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