

PRESS RELEASE
(for immediate release)

**KUSKOP ENTREPRENEURS EXPECTED TO GENERATE SALES AT
LEAST RM 50 MILLION AT GULFOOD 2024 DUBAI**

Kuala Lumpur, Malaysia 19th February 2024 (Monday) – The Ministry of Entrepreneur Development and Cooperatives (KUSKOP) expects the sales potential of entrepreneurs at **Gulfood 2024 in Dubai, United Arab Emirates to reach at least RM 50 million.**

The world exhibition that took place from 19 to 23 February 2024 at the Dubai World Trade Centre was led by **YBhg. Dato' Sri Suriani binti Dato' Ahmad, the Secretary General of KUSKOP** and joined by **11 Halal and 10 entrepreneurs within the Franchise entrepreneurship ecosystem representing various sectors.**

In her statement, Dato' Sri Suriani expressed her hope that KUSKOP's third participation in Gulfood 2024 would open up broader business opportunities for local entrepreneurs, especially in the halal sector, in the global market. She highlighted the potential of the global halal market, **expected to reach \$9 trillion USD by 2030.**

During the event, she also witnesses **two signing of Memorandum of Understanding** between halal frozen food supplier **Tishas Food**

Manufacturing Sdn. Bhd. and Happy Market Trading Co. Pte. Ltd Maldives and halal chilli paste manufacturer **Syilis Food Manufacturing Sdn. Bhd. and Imperia Asia F&B Trading Co. L.L.C Malaysia based in UAE**. Both companies are under the guidance of KUSKOP and is actively involved in the international market arena.

KUSKOP remains committed to providing assistance, whether in the form of financial aid or training guidance, for local entrepreneurs to expand their product markets globally. Besides leveraging sales opportunities, Dato' Sri Suriani also had the chance to **meet with counterparts from the Ministry of Economic, UAE, Department of Economy and Tourism Dubai and Abu Dhabi Department of Economic Development** to discuss collaboration opportunities between Malaysian and UAE entrepreneurs, especially in the halal sector.

Participation in Gulfood 2024 is the result of collaboration between KUSKOP, MATRADE, SME Bank, SME Corp. Malaysia, and PERNAS, and she expresses her gratitude for the support provided. KUSKOP hopes that this participation will bring back sustained results and positively impact the country's economy while strengthening Malaysia's international trade relations with the UAE.

MINISTRY OF ENTREPRENEUR AND COOPERATIVE DEVELOPMENTS
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