

On The Next Frontier

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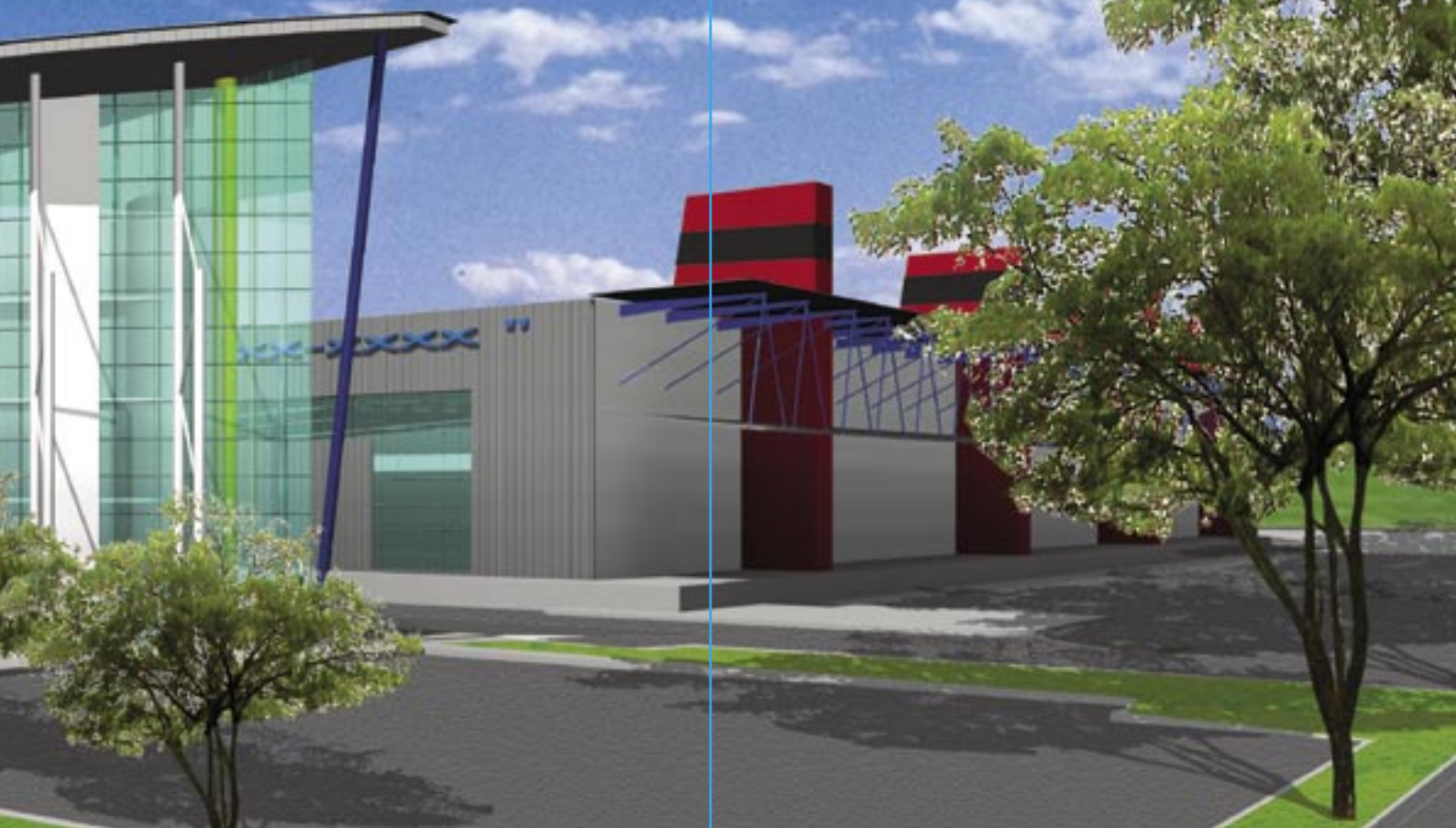


As the entire world starts to recognize the Halal industry, MILSSC steps up to the plate to set up its regional logistics hub to cater to this market.

Formed in 2001, MILS is a subsidiary of MISC Berhad, the second largest shipping company in the world by market capitalization. Recognized as provider of world-class maritime transportation and logistics services, MISC has carved its place in the industry.

MILS acts as a one-stop asset-based service provider that undertakes the non-maritime logistics solutions. It also functions to manage processes and services including ocean freighting, distribution, warehousing and freight forwarding.

“It will be the **biggest** cold room facility with added **value** services in this region and will **further boost** the Government’s **intention** of developing a Halal Hub in the country,” Hilmi affirmed.



In response to the government’s vision to become the centre of the Halal economy, MILS is setting up a regional logistics hub with Free Commercial Zone status in Pulau Indah, Port Klang. This logistics hub will house the biggest cold room facility in the region. It will also provide a competitive regional hub solution.

MILS’ vision is to be the partner of choice where in supply chain solutions and logistics services are concerned. In line with its vision, MILS has since joint venture with companies in

Sudan, Dubai and Indonesia as part of its regional expansion programme.

MILS is also setting up a regional logistics hub which is referred to as MILS Logistics Hub (RMLH) with Free Commercial Zone status in Pulau Indah, Port Klang. This logistics hub will house the biggest cold room facility with value added services in the region and a 230,000 sq ft state-of-the-art warehouse facility.

Under the leadership of Encik Hilmi bin Mohd Nasir, Managing Director and Chief Executive Officer of MISC Integrated Logistics

Sdn Bhd (MILS), this regional hub is taking shape and is due to be completed by the end of this year.

Hilmi has been long standing in the company, seconded from Petronas to MISC Berhad in 2001 as General Manager of MISC Trucking and Warehousing Sdn Bhd. In 2002, he became the Chief Operating Officer of MISC Haulage Services Sdn Bhd before being appointed to his current position in 2005.

“It will be the biggest cold room facility in this region with value added services and will further support the Government’s initiative of developing a Halal Hub in the country,” said Hilmi,

speaking at their ground-breaking ceremony in Pulau Indah.

With the basis of the Halal operation under grasps, it is evident that in meeting the demands of the market, storing the products comes first and foremost. Manufacturers of Halal products now not only need to make sure that their products are kept in compliance with Halal standards but that they are intact at the end of the chain. Relevant companies have already begun investing in projects that provide a conducive storage area for their products.

The increasing potential of the Halal Industry is apparent.



MISC is one of many latest in the line of large companies investing in the Halal sector. MILS's mission is to design, develop and provide an integrated Halal logistics management solution within a free commercial zone.

MILS will work in compliance with all Halal logistics standards. Acting as a one-stop logistics provider that integrates all forms of logistic services, by land, sea or air, MILS will ease overseas companies' participation into the Halal market. This will provide them with access to a full spectrum of services free from Malaysian duties and taxes with top notch regional market infrastructure.

The development of the regional logistics hub has been divided into 3 phases of which the completion of the final phase will result in the formation of a 90,000 sq meters multi-modular storage and processing facility that will also include regional cold chain halal logistics hub capabilities.

The first phase of RLH which is scheduled to be completed by end 2006 will provide customers with 24,000 sq metres and 23,000 pallets. When it is completed, the centre will house 90,000sqm of multi-modular storage. There will also be a processing facility enabling manufacturers, importers and exporters to consolidate a multi-country warehouse in a single duty-free location.

Available services are inventory management, haulage and distribution services, freight and customs management and a container yard. Other services include Vendor Managed Inventory (VMI), light assembly, Post Delivery Inspection, yard management, sterilization and fumigation.

"Geography will no longer be a barrier and trading shall be without boundaries," said Hilmi, "MRLH will bring enormous value with its ideal location from where customers can penetrate the regional markets and beyond".

MILS is in a strategic position to attract Halal producers because of its Free Commercial Zone status and close proximity to Westport in Port Klang, one of Asia's emerging ports.

Partnering with MILS, Halal producers are not only guaranteed that their products will not be tainted, they could also optimize on the MILS entire supply chain offerings. Producers stand to gain through lowering their operational cost, reduction of lead times as well as a faster distribution of products.

MILS aims to redefine the future of Halal logistics in the region through MRLH by providing a competitive regional hub solution as compared to neighbouring countries.

"From MILS MRLH, products can reach consumers in Malaysia and Singapore within 24 hours, central and eastern seaboard of Thailand within 48 hours, parts of Indonesia within 72 hours and Vietnam within 156 hours," Hilmi added. "The hub is also well connected to our self-operated land bridge service into Thailand and Singapore. We have a fleet of prime movers, trailers and third party service providers to complement door-to-door services in the cross-border trade."

The MRLH will benefit from the development of a dedicated Halal food industrial park in the south of Thailand.

MILS MRLH is the first in a chain of regional hubs to be build by MILS in other regions which will all be supported by a single, integrated IT platform. International and domestic operations for MRLH will be complemented by strategic alliances with third party MASKargo and POS logistics providers. MILS' JV partners, ETB Seafrigo and SterillGamma will offer global world-class cold supply chain solutions. SterillGamma will also offer their services for fumigation/sterilization services respectively.

With the Halal sector as its highest priority, MILS' aim is to take the Halal concept into the next frontier.

