

PICORP EYES FRESH OPPORTUNITIES IN DIGITAL HALAL SOLUTIONS AND PROSPECTS IN ITS ENVIRONMENTAL SOLUTIONS FOR INDONESIA.

SHAH ALAM: Progressive Impact Corporation Berhad (PICORP) is setting its sights on fresh opportunities in digital halal solutions and promising prospects in its environmental solutions for the Indonesian market.

The company announced two significant signings in September, reflecting its commitment to expanding its presence in key growth areas.

Seizing New Opportunities in Digital Halal Solutions.

PICORP recently signed a Memorandum of Understanding (MoU) with Jamiat Ulama-i-Hind (JUH), the largest Indian Muslim organisation and certification body in India, to strengthen collaboration in facilitating and advancing halal assurance.

This MoU follows a distributorship agreement signed by PICORP on 8 December last year, appointing the company as the authorised global distributor of Serunai Commerce Sdn Bhd (SCSB) Integrated Digital Halal Ecosystem (IDHE) solutions.

The collaboration will focus on delivering halal certification and accreditation services within the agreed territory by utilising SCSB's IDHE solutions, which include the Certification Bodies Master System (CBMS) and the digitalised halal assurance platform, VH Smart.

PICORP Group Executive Director Dato' Dr. Lukman Ibrahim stated, "The MoU underscores the commitment of both parties to facilitating and advancing halal assurance by combining frontier technology with skilled human resources."

He noted that the collaboration is a strategic move for the company, reflecting its efforts to grow IDHE's global footprint.

"For PICORP, introducing our holistic and innovative IDHE portfolio to the Indian market is a strategic growth step, building on the strong connection we have with JUH. This aligns with our goal to expand the global presence of IDHE and supports our overarching vision of facilitating halal assurance," he said.

He further emphasised that the collaboration represents a mutually beneficial partnership, enabling both parties to achieve their respective and collective objectives within the halal industry.

The integration of IDHE solutions with JUH's manpower will enhance the efficiency of halal certification processes and strengthen its integrity and assurance.

"Our technological expertise and solutions will streamline JUH's halal certification processes whilst they provide the necessary qualified manpower to give out the certificates and audit services," he added.

He also noted that with JUH's globally recognised halal certificates, including those in Malaysia, Indonesia, Thailand, and Singapore, open the doors to replicating the efforts into other markets.

Advancing Halal Assurance.

Through this MoU, the companies aim to tackle one of the most pressing challenges in the global halal industry: the proliferation of fake halal certifications. This widespread issue undermines consumer trust and threatens the integrity of halal products in international markets.

"This is more than just a business collaboration; it is a step towards protecting the integrity of the global halal industry," said Dato' Dr. Lukman.

Supported by solutions such as CBMS and the digital halal assurance platform VH Smart, the collaboration provides an end-to-end solution that enables businesses to seamlessly manage their halal assurance system, whilst allowing authorities to easily manage, track, and store halal application data.

"This streamlined approach empowers businesses to apply for, renew, and maintain their halal certification with maximum efficiency,"

"At the same time, authorities benefit from an advanced, secure cloud-based system that simplifies halal application management and supports compliance at every stage" he added.

He further highlighted that the signing is not only synergistically beneficial for both parties but also has promising potential in bolstering India's economic activity.

"We believe this MoU has a far-reaching effect beyond the parties. Halal industry is a significant industry for India, and we are positive it will help promote Indian exports and tourism, particularly to their key trade partners in OIC countries and Southeast Asia," he said.

New Environmental Solutions Prospect in Indonesia.

In Indonesia, PICORP is seizing and exploring promising opportunities to expand its environmental solutions in the Indonesian market, building on its proven capability and good track record as an environmental solutions provider in Malaysia.

On 19 September 2024, PICORP announced the signing of an MoU between its subsidiary, PT ALS Indonesia (PT ALS), and an East Java state-owned company, PT Surabaya Industrial Estate Rungkut (PT SIER), under which they aim to collaborate and assist in environmental conservation efforts within industrial areas developed and managed by PT SIER.

The wide-ranging areas of potential cooperation include environmental monitoring and consultancy services, water and wastewater treatment solutions, and laboratory testing services.

Commenting on the MoU signing, Dato' Dr. Lukman said, "We are poised to help PT SIER realise its vision of creating green industrial areas."

He acknowledged that SIER's industrial areas have been key contributors to Indonesia's manufacturing growth whilst also emphasising their ongoing transition to becoming green industrial areas, driven by growing investor demands for ESG standards.

Dato' Dr. Lukman also commended PT SIER's significant strides in sustainability, highlighting initiatives such as the Zero Liquid Discharge (ZLD) programme for wastewater management and the construction of Wastewater Treatment Plants (WWTP), both of which represent important milestones in their green journey.

However, despite these noteworthy achievements, he explained that the transition to green and sustainable industrial areas is not without its hurdles.

"Transitioning to green industrial areas is a complex task," he mentioned.

"It often entails substantial capital expenditure (capex), advanced technology, and careful planning. And in the current economic climate, many companies struggle and find it difficult to allocate the necessary resources for initiatives related to sustainability."

He went on to highlight that the company is ready to bring its comprehensive environmental solutions designed to address the challenges faced by industrial zones in their sustainability journey.

"This is where we can make a real difference. Our goal is to bring cost-effective, green technology solutions that can be tailored to our customers' unique needs in this promising market. In doing so, we aim to help our clients minimise capital costs whilst maximising their positive environmental impact,"

"Moreover, we foresee significant growth for environmental solutions in Indonesia, driven by stricter regulations and ESG demands, such as in industrial areas where many investors, especially foreign ones, that are keen to choose factory locations that prioritise sustainability factors" he said.

In navigating the challenges of bringing their environmental solutions abroad, the company takes into account the regulatory complexity and other market-specific factors.

"By partnering and forming strategic collaborations with local companies, such as with PT SIER, we are better equipped to navigate the challenges" Dato' Dr. Lukman concluded.

Looking ahead, PICORP views both signings as a stepping stone for scaling its business presence in both digital halal solutions and environmental solutions to broader markets.

The company aims to continue expanding its global footprint whilst actively seeking new opportunities both domestically and internationally.



The MoU signed by Progressive Impact Corporation Berhad and Jamiat Ulama-i-Hind was exchanged in the presence of Malaysia External Trade Development Corporation personnel during Malaysia International Halal Showcase (MIHAS) 2024.

(From left) Malaysia External Trade Development Corporation Deputy Chief Executive Officer (Exporters Development) Mr. Mansor Shah Wahid; Progressive Impact Corporation Berhad Senior General Manager (GED Office) Pn Nadzrah Hashim; Malaysia External Trade Development Corporation Chairman YB Dato' Seri Reezal Merican Naina Merican; Jamiat Ulama-i-Hind Halal Trust Chief Executive Officer Mr. Niaz Ahmad Farooqui; Malaysia External Trade Development Corporation Chief Executive Officer Ybhg Datuk Mohd Mustafa Abdul Aziz.



(From left) Progressive Impact Corporation Berhad Group Executive Director Ybhg Dato' Dr. Lukman Ibrahim exchanging the MoU with PT Surabaya Industrial Estate Rungkut President Director Bapak Didik Prasetyono.