

PICORP-ZAIYADAL TIE-UP

Supporting nation's halal drive

SHAH ALAM

PROGRESSIVE Impact Corporation Bhd (Picorp) is driving a transformative initiative to strengthen Zaiyadal Group as a trusted halal partner by integrating its services, solutions and operational facilities, simultaneously supporting Malaysia's initiative to maintain its momentum as a global halal hub.

Recognising its diverse business operations, including halal digital solutions, lab testing services, and a halal warehouse and food processing centre, Picorp is working to create a seamless halal value chain through this strategic synergy.

"In today's market, consumers are seeking brands they can trust," Picorp group executive director Datuk Dr Lukman Ibrahim said.

"For Picorp, integrating the right activities is crucial to helping Zaiyadal become that trusted brand."

Halalan Toyyiban Lab Testing Services for Product Integrity Pi-

corp, through its subsidiary ALS Technichem (Malaysia) Sdn Bhd (ALSM), utilises its laboratory capabilities to ensure Zaiyadal's products meet all halal requirements.

ALSM, a panel lab accredited by Malaysian Islamic Development Department (Jakim), conducts a wide range of tests for halal verification, following the Skim Akreditasi Makmal Malaysia accredited test methods.

Digital halal solutions for process efficiency

Beyond lab testing, Picorp, as the authorised global distributor and deployer of Serunai Commerce Sdn Bhd (SCSB)'s Integrated Digital Halal Ecosystem solutions, is also assisting Zaiyadal in the transition and implementation of SCSB's VH Smart — a digital solution designed to enhance the halal assurance system.

The digitalised halal assurance system streamlines the management of halal documentation, ingredient details and halal com-



A photo montage of Progressive Impact Corporation Bhd (Picorp) group executive director Datuk Dr Lukman Ibrahim briefing Raja Muda of Selangor Tengku Amir Shah (top) and Selangor Menteri Besar Datuk Seri Amirudin Shari (bottom) about the Zaiyadal halal value chain at the Selangor International Halal Convention recently. PIC FROM PICORP

mittee records, positioning the group for a seamless process in applying for, renewing and maintaining its halal certification with halal authority like Jakim.

"A digital system helps us stay on top of everything, from documentation to certification renewals."

Halal warehouse and food processing centre

In addition to the services and solutions, Picorp also highlighted Zaiyadal's halal-compliant ware-

house and food processing centre, further strengthening its efforts to become a trusted halal partner for consumers.

"By owning and operating our own halal-certified warehouse and food processing centre, we can ensure complete control over the sourcing, processing, and certification of our products.

"This not only guarantees the authenticity and quality of the products we provide but also supports our commitment to safeguarding

consumer trust and adhering to the highest halal standards," he added.

Through this partnership, Picorp and Zaiyadal are building a strong halal value chain that strengthens Malaysia's position in the global halal market.

By combining reliable services and advanced technology, they are setting a new standard for halal assurance, boosting consumer trust, and supporting the growth of the halal industry.