



**Press Release by**

**YB Dato' Abdul Halim Hussain  
Penang State EXCO for Trade, Industry & Entrepreneurial Development  
(Chairman Penang Halal International)**

**In conjunction International Inspirasi Khadijah Virtual 2020  
(18<sup>th</sup> -20<sup>th</sup> December 2020)**

**25<sup>th</sup> November 2020**

“The International Inspirasi Khadijah Virtual 2020” is an innovative cross border e-trade or e-commerce platform which will be held from 18<sup>th</sup> – 20<sup>th</sup> December 2020. The virtual platform program is an initiative effort of PHI and it is supported by the Penang State EXCO for Trade, Industry & Entrepreneurial Development. The program is aimed to support the development of entrepreneur by connecting and matching businesses through the Cross-Border e-Commerce platform specifically targeting on businesses of goods and products made by women for women.

In the effort to fight the Covid-19 pandemic the New Normal give new perspective to virtual event and activities such as “International Inspirasi Khadijah Virtual 2020” bringing merchants to connect virtually. The virtual event is also supported by a few federal and government agencies and Halal Certification Authority such as Jabatan Hal Ehwal Agama Islam Pulau Pinang (JHEAIPP).

The official launch of IIKV 2020 will be held on 19<sup>th</sup> December 2020 to be officiated by The Right Honourable Mr. Chow Kon Yeow, Chief Minister of Penang accompanied by YB Dato’ Abdul Halim Hussain, the Penang State EXCO for Trade, Industry & Entrepreneurial Development whom is also Chairman of PHI and Puan Aida Lim Abdullah as the Chief Executive Officer (CEO) of PHI. The official launch is set to be attended by exclusive companies whom are the “e-exhibitors” participating for the IIKV 2020 program.

In conjunction with the virtual event, various sub programs to be held such as Conference, Entrepreneur Forum, industry briefings by government agencies as well as interesting product demo by the “e-exhibitors” of IIKV 2020.

IIKV 2020 sets to target about 80 “e-exhibitors” comprising of companies and industry players to showcase variety of exclusive and quality products and services ranging from food and beverages, organic products, health and beauty, fashion, tourism and hospitality as well as logistics.

The virtual event will set to witness a big pavilion showcase such as Malaysian Technology Development Corporation Sdn. Bhd. (MTDC), Suruhanjaya Koperasi Malaysia (SKM) and The Northern Corridor Economic Region (NCER). Other participating agencies and company include Zakat Pulau Pinang, National Farmers Organization (NAFAS) and any other agencies yet to confirm their participation.

Participation is still up for grabs and PHI warmly welcomes all private and government entitles to join together the IIKV 2020 towards a successful virtual event to be held.

For more information on IIKV 2020, kindly browse into [www.iikv.penanghalal.international](http://www.iikv.penanghalal.international).

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## Kenyataan Media oleh

**YB Dato' Abdul Halim Hussain**  
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**(Pengerusi Penang Halal International)**

**Bersempena**  
**Program “International Inspirasi Khadijah Virtual 2020 “**  
**(18<sup>th</sup> -20<sup>th</sup> Disember 2020)**

**Rabu, 25<sup>th</sup> November 2020**

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“International Inspirasi Khadijah 2020 Virtual” (IIKV 2020) merupakan satu platform teknologi inovatif e-Dagang yang akan berlangsung pada 18<sup>th</sup> – 20<sup>th</sup> Disember 2020. Program “International Inspirasi Khadijah 2020 Virtual” merupakan sebuah inisiatif oleh Penang Halal International (PHI) dengan sokongan daripada EXCO Perdagangan, Industri dan Pembangunan Keusahawanan. Matlamat utama program ini adalah untuk menyokong pembangunan keusahawanan dengan memadan dan menghubungkan perniagaan melalui platform E-Dagang Rentas Sempadan khusus untuk perniagaan dan barangan serta produk yang dibuat oleh wanita atau untuk wanita.

Dalam usaha memerangi pandemik Covid-19 dan seiring dengan norma baharu, “International Inspirasi Khadijah 2020 Virtual” akan dijalankan berkonsepkan secara atas talian atau maya (*virtual*). Program ini juga mendapat sokongan daripada pelbagai agensi kerajaan serta Bahagian Pengurusan Halal, JHEAIPP.

Majlis pelancaran IIKV 2020 dijadualkan berlangsung pada 19<sup>th</sup> Disember 2020 yang akan dirasmikan oleh YAB Tuan Chow Kon Yeow, Ketua Menteri Pulau Pinang bersama-sama YB Dato' Hj. Abdul Halim Hussain, EXCO Perdagangan, Industri dan Pembangunan Keusahawanan merangkap pengerusi PHI dan Puan Aida Lim Abdullah, Ketua Pegawai Eksekutif PHI. Majlis ini turut disertai oleh para pemamer yang turut serta mengambil bahagian dalam program IIKV2020.

Sepanjang tempoh IIKV 2020 berlangsung, pelbagai program telah dijadualkan seperti persidangan, forum keusahawanan, taklimat bersama agensi kerajaan dan demostrasi produk oleh para pemamer IIKV 2020.

Program ini mensasarkan penyertaan sebanyak 80 pemamer yang terdiri daripada pengusaha dan syarikat yang akan memperagakan pelbagai produk dan perkhidmatan berkualiti tinggi seperti produk makanan dan minuman (*food & beverage*), produk organik, kecantikan dan kesihatan, fesyen, perkhidmatan hospitaliti, pelancongan dan logistik.

IIKV 2020 turut menyaksikan penyertaan besar “Pavilion” oleh para pemamer iaitu Malaysian Technology Development Corporation Sdn Bhd (MTDC), Suruhanjaya Koperasi Malaysia (SKM) dan The Northern Corridor Economic Region (NCER). Antara syarikat dan agensi ternama yang akan menyertai IIKV 2020 ini termasuk Zakat Pulau Pinang dan National Farmers Organization (NAFAS) dan agensi-agensi lain .

Penyertaan masih dibuka dan pihak PHI amat mengalu-alukan penyertaan daripada semua pihak untuk menjayakan IIKV 2020 ini. Maklumat lanjut berkenaan IIKV 2020 ini boleh didapati dengan melayari laman sesawang [www.iikv.penanghalal.international](http://www.iikv.penanghalal.international) .

Untuk maklumat lanjut, sila hubungi pihak PHI:-  
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