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## **NCCIM To Help Locals Penetrate Market In India**

KUALA LUMPUR, Dec 23 (Bernama) -- The National Chamber of Commerce and Industry Malaysia (NCCIM), having help entrepreneurs penetrate the China market by organising various programmes, is eyeing India next year.

Its secretary-general, Datuk Syed Hussein Al Habshee, said the chamber would organise **trade missions to New Delhi, Chennai and Mumbai in March and April next year.**

"The missions will focus on infrastructure projects and consumer products," he told reporters after a briefing on the chamber's plan to hold two seminars in January 2011.

Syed Hussein said **the chamber has set up a one-stop centre to help entrepreneurs penetrate the China market.**

"The centre, managed by Capacity Alliance Sdn Bhd in Jalan Yap Kwan Seng in Kuala Lumpur, offers advice on doing business in China and helps to get business licences.

"We have experts to help fill the forms in Mandarin. The forms will be returned if there are mistakes and it will take at least a year for them to be reconsidered," he said.

He said NCCIM has appointed a biotechnology firm in Melaka to help analyse the chemical contents of the products to ensure they met the requirements of China.

Syed Hussein said through the various services offered by NCCIM, Malaysian entrepreneurs would be able to increase their share of the halal market in China, which has over 50 million Muslims.

"The Muslims there are keen on Malaysian halal products and this is one of the advantages for entrepreneurs," he said.

The chamber, he said, planned to cooperate with the Halal Industry Development Corp to help boost exports to China.

"The market for bird's nest in China is estimated at RM1 billion and Malaysia, which is well-known for its halal products, has a good opportunity to grab a share," he said.

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