

Bismillahirrahmanirrahim.

Assalammualaikum Warahmatullahi Wabarakatuh,
A very good morning and Salam Sejahtera.

The Honorary Ambassadors, Trade Consulate, Head of Mission,

Distinguish Guest,
Yang saya muliakan Remee Yaakub
Director of Halal, Food & Beverages & Agro-based Section Access
Division.,
guests and invitees, ladies and gentlemen.

I am very pleased to be here today, for the soft launch of Herbal Asia 2023 which is now marking its 16th anniversary. Thank you all for coming and joining us here today. We are pleased to be able to welcome those of you that have been with Herbal Asia for some time now as well as those of you who are new.

I would also like to welcome all members of the committee, fellow environmentalists, and members of the press to this occasion.

This year's exhibition will be exceptional. Many of you are already aware that we have been working hard over the past few months to be able to get to where we are today and be ready to kick off Herbal Asia 2023.

Ladies and gentlemen,

The year of 2023 marks our 16th anniversary of the trade show and conference and we are delighted to say that it will be more focus and engaging with industry players and professionals, with even serious topic on post covid impact. We are also very honoured to have MATRADE, Halal Development Corporation,

Federal Agricultural Authority < FAMA> to officiate today's soft launch as well as for giving us the support we need to bring local herbal industry on par with other prominent industries. We also hope to seek more agencies to continuous assistance in getting Sabah and Sarawak to join forces with us in being more involved in our green and natural medicines initiatives especially on ethnic herbs.

Herbal Asia have come a long way since its first installment in 2004. When we first started, our very own agenda was to gather all the industry professionals across Asia under one roof, in the heart of Kuala Lumpur, Malaysia which is country known for its abundant of herbs, unique culture practice, its many other green offerings. Year after year, our goals become clearer and we want nothing more than to make Malaysia the herbal trade hub in the region of South East Asia as it is well positioned to be a key global player in the industry.

Thanks to Herbal Asia marketplace, local and international market are starting to open their eyes in realizing that there is a huge opportunity in tapping the herbal resources. With sufficient awareness, our richness in biodiversity are going to be explored and commercialized in a sustainable manner.

As the organizer and herbal activist , we have been emphasizing that an annual business event of this nature is vital as a platform for all herbal entrepreneurs, producers, manufacturers and researchers in herbal medicine, health supplements and functional foods to meet, establish networking and to be able to interact closely to move the Malaysian herbal industry forward. Since 2017 we zero in more to B2B , this offering 100-150 booth space for exhibition and 7 great clusters, we are set to attract trade buyers, exporter, distributors, brand owner and more, for 2day trade event , Educational program & Herbal Tour and Technical Visit over the course of 2 days.

Not only we want to attract and convince the younger generation of the real benefits of herbs, we also aim to pave the way for them to explore this promising industry and make it a great way of life. For many generations, the usage of local herbal products are etched into our identity and we must not lose it over time, through cultural practice. I am also very proud to have been a part of something that empowers women to be in the industry that is synonym to us. With more employment and business opportunities for women, we are making ourselves the new frontier of global economy.

In today's lifestyle, it is good to see the younger generations adapting to a healthier trend like eating raw and organic foods or making their food intake as green as possible. This is where Herbal Asia is happy to continue set the trend for youngsters for many more years to come. On the other hand, we urge manufacturers, marketing promoters, innovators, researchers industrialists will come together as a supply chain to further contribute into setting a good practice for everyone.

Ladies and gentlemen,

To make Herbal Asia 2023 even more special, we are launching HAGA 2023, also known as Herbal Asia Green Awards in conjunction with our 16th anniversary. This is to recognize the endless contribution of the industry's over achievers and their achievement. With this, we hope to continue moving forward together and set the bar higher.

Our sponsors and partners are to benefit from this award segment as they will have the capacity of accessing a wide range of audiences such as decision makers in herbal business, government entities, and of course customers. It is

beneficial for companies that take part in Herbal Asia 2023, because sponsorships transcend cultural and eventually heighten their brands' visibility.

I wish to reiterate that all of us has a role to play in biodiversity conservation, with each and every one of us having different roles and a range of capacities to support and complement one another's efforts. I would like in particular to appeal to members of the press to continue to support and complement the Government's efforts in promoting public awareness at all levels of society, in making herbal as a way of life for many generations to come.

With this note, it is with great pleasure for me to again welcome all of you to embark on a new journey of exploration with us, at Herbal Asia 2023. I cannot thank you enough for being with us today and we hope to see you at the event.

Thank you.