

# INDUSTRY

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The IAT program was created is to develop entrepreneurs in the field of food processing who emphasize the development and improvement of product quality to the global market. In this regard, we focused on few aspects such as promotion, marketing, financing and technology as a catalyst towards achieving the objectives of this program. IAT is a fast growing sector where it involves the processing of agricultural products to diversify the downstream agriculture-based industries such as crops, livestock and aquaculture. Emphasis is also given to processing or value -added activities and developing integrated national agro -based industry entrepreneurs towards increasing income to the farming community.

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In an effort to make the program a success, the Ministry in collaboration with the Department of Agriculture also planned several major programs through the following strategies:

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#### Five strategies such as

- 1. Increasing human capital,
- 2. Increasing manufacturer capacity,
- 3. Product quality improvement,
- 4. Product development and expansion
- 5. Branding development, promotion and marketing.

### GOALS AND OBJECTIVES

1. To develop and expand processing activities or value-added agro-food products by increasing the involvement of entrepreneurs in agro-based processing activities or value-added agro-food products.

2. To strengthen the product quality to penetrate the global market and network through modern processing technology, innovative packaging which meet the needs of consumers as well as local and foreign markets. These efforts are taken to strengthen traditional markets and penetrate new markets based on compliance with international requirements such as halal certification, GHP, GMP, HACCP, MQAS and VHM.

3. Increase the income of entrepreneurs, farmers with more serious involvement of individuals and groups of entrepreneurs, farmers in agro -based processing activities. We emphasis high value added through additional activities, which can generate additional income for them





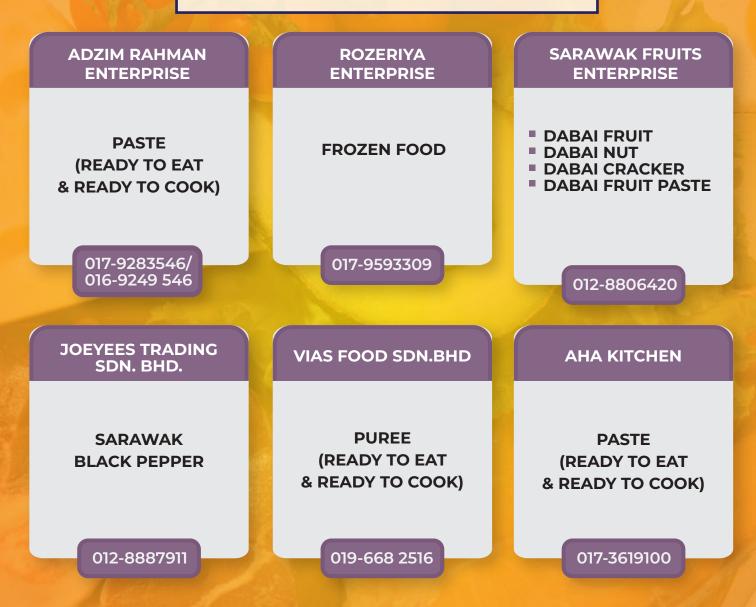
#### LIST OF AGROBASED INDUSTRY

MADINA FOOD	BR HERBA	DH FRESH FOOD
DRIED FRUITS (MANGGO : SALA & HARUMANIS )	EXTRACT POWDER : WHITE TURMERIC	VEGETABLES
016-4493119	019-4265833	012-5101077
SHAHRINIE FOOD INDUSTRIE	ROSCORN SDN BHD	MARHAS TRADING
COCONUT BISCUITS	FROZEN SWEET CORN	JACK FRUITS & BANANA CHIPS
019-5102968	013-6861051	012-2110956
HOUSE OF KENDAL	DAHLIA DUTA UTAMA (M) SDN BHD	MAMA NOURLY SDN BHD
COFFEE	ORGANIC ACTIVATOR & ORGANIC ADDITIVE	COOKIES
017-2344501	019-7122709	012-7733799/ 019-278 0987





#### LIST OF AGROBASED INDUSTRY











CAVINS

VIAS



GARLIC PURD





TRIO ESPRESSO KOPI TIGER, ITAMANIS & MERANTI

100g

#### Please email to us for further information at iathqdoa@gmail.com