



What's next in Halal Industry?

Content that tells and explains

Produced by



Channel Partners





Content



1.0 About Kinihalal

Kinihalal Channels

2.0 Program I: **The Halal Story**

Format: **Special Reporting Video (Halal Entrepreneurship & Halal Zoom)**

Publication: **Kinihalal** Website & FB + **Malaysiakini** Website & FB + **KiniTV** Bulletin News

3.0 Program II: **Kinihalal Talkshow**

Panel Discussion (30-45 min) (Language: EN, BM)

Broadcast as **LIVE on Facebook & Youtube**

Proposed Topics & Scopes:

Halal Entrepreneurship, Syariah Business

Islamic Finance & Economy

Halal Health & Wellness, Lifestyle

Halal Tourism, Halal Foods etc

4.0 Kinihalal Content Partnership Packages

1.0 About Kinihalal



Educational awareness on ethical, syariah business and muslim lifestyle

Kinihalal is a contemporary program tracking changes in the halal industry, islamic economy and finance, and muslim lifestyle. We believe that halal products are healthy and ecological, serving the needs of the conscious consumer. Its appeal is now growing beyond the traditional islamic community into the mainstream.

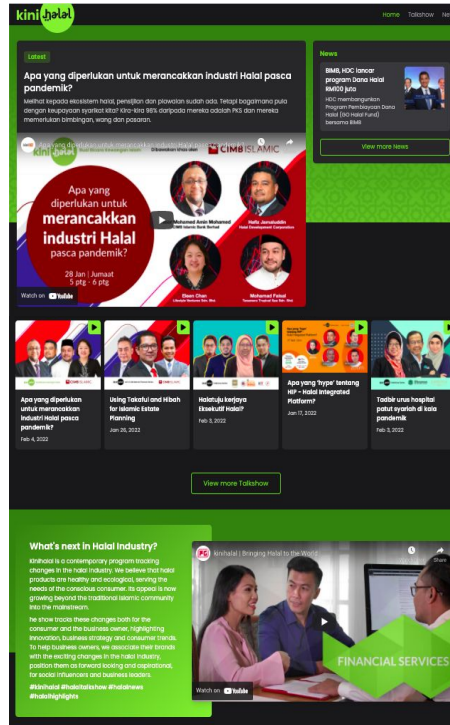
The show tracks these changes both for the **consumer and the business owner, highlighting innovation, business strategy and consumer trends**. To help business owners, we associate their brands with the exciting changes in the halal industry, position them as forward looking and aspirational, for social influencers and business thoughts leaders.

Programmes lined-up in **Kinihalal** are;

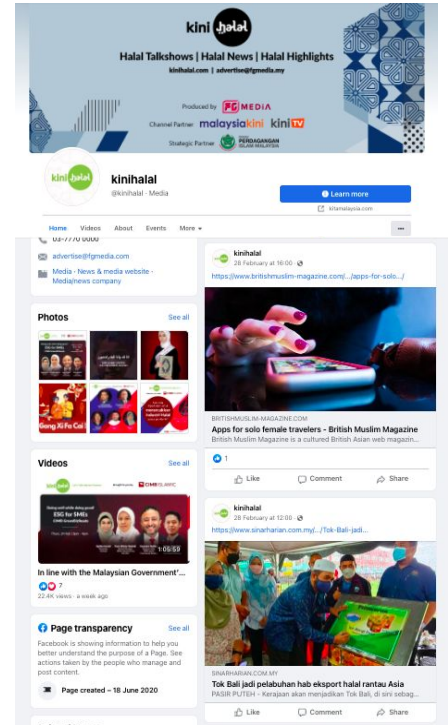
- Program I: The Halal Story
- Program II: Kinihalal Talkshow

Kinihalal Channels

Kinihalal Website



Kinihalal Facebook



1.1 Kinihalal Hosts



Syilda Ismail

Producer, News Anchor, Host, Emcee

Having more than 20 years knowledge and experience in news and broadcasting, Syilda Ismail has the right combination of distinctive vision, editorial judgment, creative writing and storytelling in the media industry.

Started her career as a broadcast journalist and news anchor while working at recognised television stations such as NTV7, Bernama TV and Astro AWANI. Currently Syilda is the Executive Producer/ Moderator for Kinihalal talk show discussing and dissecting issues and innovations on halal.



Mastura Malak

Journalist, News Anchor, Host, Emcee

Equipped with over 13 years of experience in the media and journalist also broadcast journalist, I am always passionate to maximise my full potential.

As a journalist, host and producer more than 3 years now, I am available to variety of hosting jobs, script writing and commercial voice overs. I am in my 30s, a proud mom of two and I have a cafe with my business partner Ohh Bakery & Cafe at Denai Alam.

Showreels:

[Gebang Getaran | PRN Melaka](#)

[Wawancara Isu Semasa | Bicara Najib Razak](#)

[Insight Talki Ada Apa Dengan KWSP](#)



Deen Madian

Radio Announcer, DJ, Host, Emcee

Deen, 34, is an ex-radio announcer at Malay radio station, Hotfm. Currently Music Director at Buletin FM. He is married with one child.

Very committed and focus with his career. Has been with Hot FM since 2010 and 2021 is his 11th year in Hot FM.

Leading a healthy lifestyle. Loves badminton, swimming and dodgeball are also his passion.

Showreels:

[kinihalal | Prudential BSN Takafu](#)

[kinihalal | Prudential BSN Takafu](#)



Program I: The Halal Story

Approach to help promote sales/increase followers -
SME Skewed

- Facilitate companies looking to grow their business capability and capacity by producing content that tells and explains.
- Convince consumers on trust and credibility of halal services and products.
- Empowering local producers on halal products.

2.0 Program I: The Halal Story



HALAL STORY

Format : **Special Report**
(Branded Content)

Duration: 2-3 min
Language: EN/BM
(subtitle)



ENTREPRENEURSHIP

Halal SMEs telling their background & progress story chronicle, issue related & vision/mission of company.
Focus on product development & strategies in keeping their company uphold their halal brand as a whole.



REEL HALAL

To showcase the latest and most viralled halal products, foods, islamic friendly places to go and technology and services.



PUBLICATION

Kinihalal FB
Malaysiakini (EN/BM) FB, TW, IG
KiniTV (EN/BM) FB, YT
KiniTV Bulletin News
(Branded Capsule)

Target Result:
>10,000 Views per video

2.1 The Halal Story : Example Videos

Media Reporting



[microLEAP gives new hope to micro traders in conjunction with Hari Raya Aidilfitri](#) microLEAP



[microLEAP - small steps, BIG IMPACT - microLEAP](#)



[Syarikat pengeluar mi segera Vit's komited pastikan halal sejak 1975](#)
Vit's Noodle



[PEMULIH diharapkan dapat bantu usahawan PKS dalam meredakan kekangan aliran tunai perniagaan MOF \(PEMULIH\)](#)



[PPZ-Maiwp : Kutipan zakat melebihi sasaran, golongan asnaf baharu kategori mudah miskin turut meningkat](#)
PPZ Maiwp



[McDonald's Malaysia semarakkan bulan kemerdekaan dengan Karnival Pandu-Lalu](#)
McDonald Malaysia



Program II : **Kinihalal Talkshow**

- Talkshow: Topics & Scopes
- Kinihalal Talkshows
- Kinihalal Media Interview
- Kinihalal Event Coverage



Theme: **What's next in Halal Industry?**

Moderator: **Kinihalal**

Guest Panelists: **2-3 Speakers**

- **Industry Key Players, Government Stakeholders** to discuss and dissect issues and trends of **halal industry, islamic economy and finance, and muslim lifestyle.**

Target Audiences:

- **Local and international halal PMEB** (Professionals, Managers, Executives , Businessmen)
- **Mass Audience & Halal Consumers**

Format: **Online/Virtual Talkshow (ZOOM) & Live Stream** (Facebook & Youtube)

Live-stream across:

- **Kinihalal Facebook**
- **Malaysiakini Facebook**
- **KiniTV Facebook**

Duration: **30 - 45 mins** per talkshow

Language: **English / Bahasa**

Production frequency: **By-Weekly**

Target Result: **>15,000 Views** per talkshow

3.1 Kinihalal Talkshow : Proposed Topics

Timeline	Topic	Scopes <i>(*Topics and dates are proposed & subject to changes.)</i>
Q2 - Q3 2022	<p>Islamic Finance</p> <p>Islamic banking, financial management, and risk management in line with Islamic principles.</p>	<p>Economic philosophy and perspectives that Islamic economics should adopt, economic and monetary policy, and how economic policies fare under different economic conditions.</p> <p>Islamic financial assets, and customer perception of Islamic finance services and products.</p> <p>Topics related to Islamic governance and morality. Approach on corporate governance and social responsibility, as well as Shari'ah compliant contracting and legal enforcement, and principles and practice</p>
	<p>Islamic Social Finance</p> <p>Islamic Social Finance in reviving the Economy During COVID19 Pandemic Crisis</p> <p>WAQF in the wake of pandemic</p>	<p>The role of zakat, waqf, sukuk, and crowdfunding in helping customers, producers, and governments in helping those affected by the crisis as well as increasing the economic activities which in turn would help reduce unemployment and revive the recession faced by many countries throughout the world during this pandemic crisis.</p> <p>Effectiveness of zakat management and strategies during pandemic, how the organisation leverage on digitalisation. Increase of collection during pandemic, what are the formula to success?</p> <p>Success of peer to peer investment in helping the company, is this the next of investment, how do we invest in donation?</p>

3.1 Kinihalal Talkshow : Proposed Topics



Timeline	Topic	Scopes <i>(*Topics and dates are proposed & subject to changes.)</i>
Q3 & Q4 2022	Halal Entrepreneurship To explore the business opportunities in different sectors of the global halal industry for the Halalpreneurs to tap.	Opportunities for Halalpreneurs in the field of modest fashion. Challenges in positioning halal brand into the market. How do brands stay competitive and brand awareness?
	Islamic Lifestyle	How halal modesty competing with fast fashion and ways fashion labels finding support from local Halal cosmetics demand is on the rise, giving opportunities for local beauty and health entrepreneurs to compete in the market. What are the do's and don'ts of halal cosmetics that a manufacturer needs to know.
	Halal Foods Discussion make halal products more readily available, affordable and sustainable for year 2021 and to see opportunities to calibrate and reinvent programmes towards a more sustainable future	Cross-contamination in processing, packaging, storage, and transport in halal supply chain. How to survive in the highly competitive market as well as getting maximum economic profit, dishonest labeling of Halal foods is frequently occurring. How can Malaysia achieve halal food security and self-sufficiency?

3.2 Kinihalal Talkshows



Kinihalal Talkshows 2021

Talkshows FB Playlist

kini.halal Let's Talk Islamic Finance Brought to you by **CIMB ISLAMIC**

Doing well while doing good!
ESG for SMEs
CIMB GreenBizReady

Thurs, 24 Feb | 3pm - 4pm

Speakers: Syaida Ismail (MIWA), Fara Ellissa Rashid (MIWA Manufacturing), Hussam Sultan (CIMB Islamic Commercial Banking), Azmir Abdullah (CIMB Islamic Commercial Banking)

[Doing well while doing good! ESG for SMEs CIMB GreenBizReady](#)
Speakers: **CIMB Islamic, MIWA Manufacturing**

kini.halal Talkshow Series Bekerjasama dengan **HDC** dan **UPM**

Adakah peluang pekerjaan sektor halal semakin diperlukan?
Apa potensinya?
23 Ogos | 3pm - 4pm

Pekwang memenangi Baucer Grab Tawaran **GRAB** Jika daftar sebagai ahli MIP

Speakers: Mohd Azzal (HDC), YR Raja Nur Izzah (UPM), Assoc. Prof. Tu. Dr. Mohd Nasir Mohd Shuaib (Selangor Kerjaya), Noriham (Flavorista), Moderator: Syaida Ismail (kini.halal)

[Adakah peluang pekerjaan sektor halal semakin diperlukan? Apa potensinya?](#)
Speakers: **HDC, UPM, Selangor Kerjaya, Flavorista**

kini.halal Talkshow Series Bekerjasama dengan **HDC**

PKS: Peningkah pensijilan halal di kala pandemik?
9 Ogos | 3pm-4pm

Speakers: Syaida Ismail (kini.halal), Mohd Yusoff (Bank Islam), Dr. Khalid Anwar (Dietlicious), Moderator: Syaida Ismail (kini.halal)

[PKS: Peningkah pensijilan halal di kala pandemik?](#)
Speakers: **HDC, Bank Islam, Dietlicious**

kini.halal Talkshow Series

Islamic Fintech in Malaysia
Why Islamic fintech is more relevant than ever amid COVID-19

17 JULY | FRIDAY | 9PM

Speakers: Syaida Ismail (Moderator), Yusoff Yusoff (Wahed Invest), Nur Hafizah (MicroLEAP), Nur Hafizah (MDEC), Mohd Usaf Farid bin Anwar (MDEC)

[Why Islamic Fintech is more relevant than ever amid Covid-19](#)
Speakers: **Wahed Invest, MicroLEAP, MDEC**

kini.halal Talkshow Series Bekerjasama dengan **PERDAGANGAN ISLAM MALAYSIA**

Kebolehpasaran kosmetik halal, apakah Malaysia sudah bersedia?
25 Jun | Jumaat | 9 mlm
18:09

Menangi hadiah bernilai hampir RM1,000 tajaan **HAUS** **GRAND|HYATT** KUALA LUMPUR

Speakers: Noor Mohamed Amin Mohamed (CIMB Islamic Bank Berhad), Eyma Jali (Haus Cosmetics), Syaida Ismail (kini.halal Moderator), Mohd Dhaliff Ghass Mohd Anwar (HDC Development Corporation (HDC))

[Kebolehpasaran kosmetik halal, apakah Malaysia sudah bersedia?](#)
Speakers: **HAUS, CIMB Islamic, HDC**

kini.halal Talkshow Series Bekerjasama dengan **PERDAGANGAN ISLAM MALAYSIA**

Tadbir urus hospital patut syariah di kala pandemik
27 Ogos | Jumaat | 8 pm

Speakers: Dr. Khamiah Muda Pengasas, **ANDORRA** Women and Children Hospital, Dr. Izzah Mee'ud Pakar Perubahan (Gastroenterologi), Pengarah, Hospital Pakar Al-Islam, Moderator: Syaida Ismail (kini.halal)

[Tadbir urus hospital patut syariah di kala pandemik](#)
Speakers: **Andorra, Hospital Pakar Al-Islam**

3.3 Kinihalal Media Interview & Event Coverage

Kinihalal Media Interviews



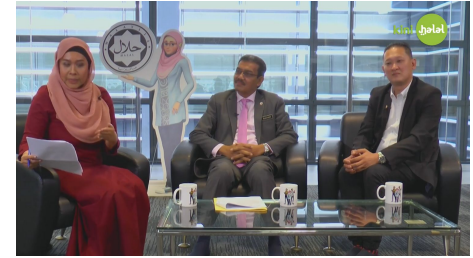
[IMFAN bantu usahawan mikro dapat sijil halal](#)

Guest: Zulkarnain Shah, Ketua Pegawai Operasi **Aspire Flagship**



[Halal SME's - What's in it for them?](#)

Guest: Azrin Abd Ajib, Head of Halal Integrated Platform, **Halal Development Corporation**



[Halalkah penapis air anda?](#)

Guests: Tn. Bukhari Md Akhir, Peng. Bhg. Pengurusan Halal **JAKIM** & Ho Shiao Kiat, Peng. Urusan, **Panaxy Group**

Kinihalal Event Coverage



#KinihalalNews

[CSR Campaign : Grand Hyatt KL helps the unfortunate, embracing the spirit of Ramadan](#)



#KinihalalNews

[Muslim Friendly Hotels recognised by Islamic Tourism Centre](#)



#KinihalalNews

[Can Malaysia be potentially an Islamic flourishing Fintech Ecosystem?](#)

4.0 Kinihalal Content Partnership Packages



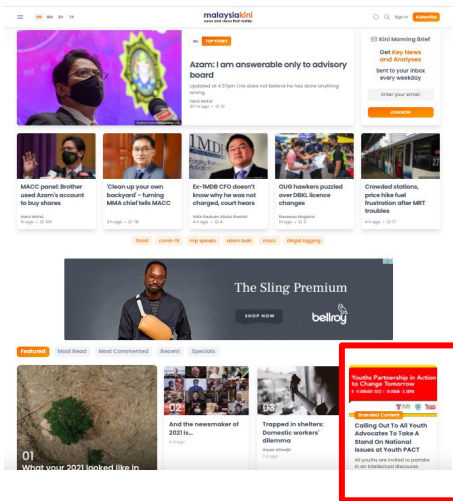
Program	Ad Item & Description	Inventories	Package Options with Est. Results	
<p>The Halal Story (Branded Video)</p>	<p>Format: Special Report (Branded Video) Topic: Entrepreneurship/Media Reporting (Product/ Service) Length: 2-3 mins (EN/BM) <i>*Video's copyright is mutually owned with client.</i></p> <p>Video Circulations:</p> <ul style="list-style-type: none"> ● Kinihalal Facebook ● Malaysiakini (EN/BM) Facebook, Twitter, Instagram ● KiniTV (EN/BM) Facebook 	<p>1 Video (Included video production)</p> <p>10 Posts (Any page/s)</p>	<p>Option 1: Halal Story Video</p> <p>RM 15,000 Est. Result: >10,000 Views</p> <p><i>(Worth: RM25,000) Discounted -40%</i></p>	<p>Option 3: Halal Story Video & Kinihalal Talkshow</p>
<p>Kinihalal Talkshow (Online Talkshow & Livestream)</p>	<p>Format: Kinihalal Talkshow Length: 30-45 mins (EN/BM) Format: Online/Virtual Talkshow (Zoom/Streamyard) Live-Stream (Facebook & Youtube)</p> <p>Live-Stream Pages:</p> <ul style="list-style-type: none"> ● Kinihalal Facebook, ● Malaysiakini (EN/BM) Facebook ● KiniTV (EN/BM) Facebook <p><i>*Service included: Talkshow organising, content development, speakers invitation, A&P items for Pre-During-Post talkshow. *Talkshow content's copyrights are mutually owned with client.</i></p>	<p>1 Talkshow (Customise Topic) (Organising & Publicity Included)</p> <p>Live-stream Across 3 FB Pages (Pin-on-top)</p> <p>A&P Items included (Refer Slides 15-18)</p>	<p>Option 2: Kinihalal Talkshow</p> <p>RM 20,000 Est. Result: >15,000 Views</p> <p><i>(Worth: RM50,000) Discounted -60%</i></p>	<p>RM 30,000 Est. Result: >10,000 Views & Est. Result: >15,000 Views</p> <p><i>(Total Worth: RM75,000) Discounted -60%</i></p>

4.1 Halal Press Release Publication Package

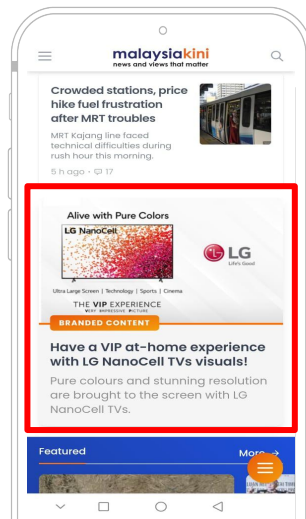


Ad Item & Description	Inventories	Package Cost
<p>Press Release Publication Language: EN/BM Length: 800 - 1,000 Words *Article & images are provided by client. <i>*Services included: Article page design, article hosting on Mkini.</i></p> <p>Publication Platforms:</p> <ul style="list-style-type: none">● Malaysiakini (EN/BM) Desktop & Mobile: Branded Content● Kinihalal Facebook● Malaysiakini (EN/BM) Facebook	<p>1 Article (Provided by client)</p> <p>3 Days 2 Posts 2 Posts</p>	<p>RM 5,000</p> <p>(Total Worth: RM10,000) Discounted -50%</p>

Malaysiakini Desktop Branded Content



Malaysiakini Mobile Branded Content



Malaysiakini Facebook Posting



Pre-Talkshow: ZOOM Registration Page Example



ZOOM: (Topic) Adakah peluang pekerjaan sektor halal semakin diperlukan? Apa potensinya?



Topic	Adakah peluang pekerjaan sektor halal semakin diperlukan? Apa potensinya?
Description	<p>Tanggungjawab mengendalikan pengurusan halal industri dalam syarikat perlu menambah nilai ilmu pengurusan pensijilan halal dan industri halal.</p> <p>Sungguhpun sesuatu syarikat dimiliki bukan Islam, ia bukan bermakna mereka menjalankannya secara mutlak, tetapi terpaksa bergantung tenaga dan kepakaran Muslim bagi menjayakan pengeluaran industri halal. Maka peluang pekerjaan dalam industri ini terbuka luas, mengapa tidak ramai yang tidak berminat?</p> <p>Penting graduan itu dilatih tambah nilai ilmu pengurusan pensijilan halal dan industri halal. Jom dengarkan bagaimana kita perluaskan kerjaya ini dan apa potensinya dalam pasaran kerjaya halal.</p> <p>Daftar sebagai ahli Halal Integrated Platform di sini untuk rebut peluang pekerjaan dan juga memenangi baucar GRAB bernilai RM10 tajaan Jom Settle https://forms.office.com/r/mRGE3e2Ae2</p>

Tarikh: 23 Ogos 2021 (Isnin)
Masa: 3 pm

* Required information

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email Address *	Confirm Email Address *
<input type="text"/>	<input type="text"/>
Phone	Industry *
<input type="text"/>	<input type="text" value="Choose One..."/>
Organization	Job Title
<input type="text"/>	<input type="text"/>

Adakah anda telah daftar sebagai ahli Halal Integrated Platform (HIP)? *

Ya
 Tidak

Adakah anda setuju untuk menerima buletin/berita/informasi dari pihak HDC? *

Ya
 Tidak

(CTA for Topic-Partner)
Click YES to received marketing newsletter from Partner..

Adakah anda setuju untuk menerima buletin/berita/informasi dari pihak Kinihalal? *

Ya
 Tidak

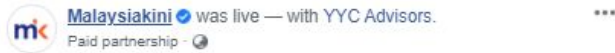
Questions & Comments

Information you provide when registering will be shared with the account owner and host and can be used and shared by them in accordance with their Terms and Privacy Policy.

Register

During-Talkshow: FB Live-Stream

MK EN FB



Episode 1 of Tax Made Easy provides you valuable insights on what SME's and corporations should pay attention to in order to successfully navigate through a tax audit or investigation process. Do you have doubts about the tax audit process? Let us know in the comment section below!

Tackling Tax: How to Handle a Corporate Tax Audit features host Amanda Koh and the speakers:

- 1) Zen Chow (税务教主 Tax Guru Zen Chow) , Tax Executive Director, YYC Group (YYC Advisors)
- 2) Dato Tony Looi, National Vice President, SME Association of Malaysia
- 3) Pennie, CEO and Founder of HOMA2u

Need more tax-saving knowledge? Register your interest for TaxPOD at: bit.ly/taxpodmk1

#TaxMadeEasy



KiniTV EN FB



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Need more tax-saving knowledge? Register your interest for TaxPOD at: bit.ly/taxpodmk1

#TaxMadeEasy



Talkshow Report

Client: YYC Advisors

Total Views	> 23.5k Views
Total Reach	> 94k Reach
Total Reactions	> 690 Reactions
Total Clicks	> 3.6k Clicks

(CTA for Topic-Partner)

URL link insert in FB description message.

Post-Talkshow: EDM & Balloon Rectangle



Industri halal dalam mendepani cabaran ekonomi baharu di kala krisis Covid.

Mengapa PKS harus ambil peluang keemasan ini menerajui perniagaan halal? Apakah halangan PKS?

Jom ikuti diskusi eksklusif bersama Syilda Ismail dan panelis kami.

Tarikh: 9 Ogos 2021 (Isnin)
Masa: 3 pm

Daftar secara percuma sekarang

Panelis

1. Dhaliff Anuar

Ketua Khidmat Rundingan & Nasihat Halal (HDC)

2. Rizal Bin Mohd Yusof

Ketua Perbankan PKS, Bank Islam Malaysia Berhad (BIMB)

3. Mustapha Kamal Bin Omar

Pengasas Bersama Dietlicious

Jom kita manfaatkan jadi ahli HIP!



Memperluaskan jangkauan pasaran ahli dan keupayaan perdagangan dari dalam negara ke peringkat global.

Sertailah platform baru Halal Development Corporation - Halal Integrated Platform sekarang!

Daftar sekarang

You received this email because you subscribed to our list. You can unsubscribe at any time.

No. 9, Jalan 51/205A, off, Luning Tandang 51/204b
Petaling Jaya
46050
Malaysia

Powered by EmailOctopus



EDM

Blast to Registered Audience to watch recorded talkshow video.

(CTA for Topic-Partner)

URL link insert in EDM

Balloon Rectangle (1 week)

Replay recorded talkshow video.

(CTA for Topic-Partner)

URL link to client's website

Grow your halal brands with

kini **halal**

Aisha Ridzuan

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Syahirah Ibrahim

syahirah@malaysiakini.com | 017 619 0307

Minhalina

minhalina@malaysiakini.com

No 9, Jalan 51/250a, Off Jalan Tandang, 46050 Petaling Jaya, Selangor

