

# **Welcome Address – GOAL 2010**

## **October 18, 2010 – Kuala Lumpur, Malaysia**

**Y. B. Dato' Wira Mohd Johari Bin Baharum**  
**Deputy Minister of Agriculture and Agro-Based Industry Malaysia**

Bismillahirrahmanirrahim  
Assalamualaikum Warrahmatullahi Wabarakatuh,  
and a very good afternoon.

Dr. George Chamberlain  
President  
Global Aquaculture Alliance

Dato' Ahmad Sabki Mahmood  
Director General of Fisheries Malaysia

To our participants from various countries who have come all the way from their respective countries to participate in this conference, I would like to wish you “Selamat Datang” or Welcome to Malaysia and “Salam One Malaysia.”

Distinguished Guests and Speakers,

First of all, on behalf of the Ministry of Agriculture and Agro-based Industry Malaysia, I would like to thank the organizers for inviting me to be present here among prominent global aquaculture and seafood leaders. It is indeed a great honor for me to be part of GOAL 2010, “the top international aquaculture seafood marketing conference.”

We've come together here to discuss the future of the global aquaculture industry. At this meeting, we have a unique opportunity to drive this industry forward in a way that meets our economic and environmental needs. Aquaculture can be one of the new sources of growth for food production in the world. We need a framework that fosters innovation, investment and trade. With the gathering of experts and key industry players here today, I am sure that these expectations can be realized.

The hosting of GOAL 2010 in Kuala Lumpur this year is very timely because Malaysia is embarking on the New Economic Model and 10<sup>th</sup> Malaysia Plan from 2011 to 2015, in which aquaculture has been identified as a National Key Economic Area with huge potential in the global market. This conference will help us in achieving our position as a global market player.

Ladies and Gentlemen,

Many countries have embarked on aquaculture projects as a source of fish supply and export earnings. Asia, led by China, Thailand, Indonesia and Vietnam is the major supplier of food fish and accounts for a large majority of the global fish supply. Traditional and industrial aquaculture in Asia are contributing a large portion of global demand. Increasing aquaculture production has given rise to major issues and challenges that need to be addressed urgently. Amongst such issues are market competition, trade, production and sustainability.

Food production systems will need to accommodate changing demands from consumers, both domestically and internationally. The various demands have significant impacts on food trade. There has been an increase in regulations and standards with which aquaculture food producers have to comply. In addition, increasing trade liberalization has resulted in non-tariff measures, giving greater importance to the issues of market access. The challenge is to keep up with the standards by being well prepared to manage these trends and developments or risk losing access to the markets.

In this regard, fully traceable products which meet international standards and certified according to the requirements of the world's top retailers are important prerequisites in the marketplace. Many top producers in the region have been able to meet these requirements, but this has become a hurdle for small and medium-scale enterprises, which make up the majority in the Asia-Pacific Region.

Ladies and Gentlemen,

Malaysia will continue to develop and expand the market for our aquaculture produce and fish-based products globally. We recognize that our products must meet the stringent international standards of food safety and quality to successfully penetrate the world market.

In response to market requirements, the government established the Fisheries Bio-security Division in the middle of 2008 to ensure a sustainable aquaculture industry and food safety. The main role of this division is to implement official control along the supply chain, starting from primary production to the final process. It is also responsible for standard and international requirements for food quality, such as CODEX, SPS and EU requirements, and also for aquatic animal health based on OIE standards. The Fisheries Bio-security Division also provides laboratory services covering analysis for public health and aquatic animal health.

In the interest of meeting the market requirements in the developed world, the Ministry of Agriculture and Agro-Based Industry Malaysia fully supports the Global Aquaculture Alliance endeavor to promote responsible aquaculture and Best Aquaculture Practices across the aquaculture production chain. The ministry also welcomes the initiative of GAA to promote its third-party certification program for the Malaysian seafood industry with the expectation of better market access to the developed world.

Ladies and Gentlemen,

Lastly, on behalf of the government of Malaysia, let me express our thanks again to the Global Aquaculture Alliance for choosing Malaysia as the host for GOAL 2010. It is my sincere hope that this GOAL will provide Malaysia the opportunity not only to share our experience but also to learn from others in our quest to meet our goals. I believe the quality inputs from speakers and interactive sessions among participants from the major players in global fish trade will be beneficial to facilitate more cross flows of trade between countries.

To our foreign guests, I hope you have a pleasant stay here, make the most of your visit here and experience the many truly Asian food and beautiful sights available in Malaysia.

Wabillahitafik Walhidayah Wassalamualaikum Warahmatullah Hiwabarakatuh

Thank you.