
「JICA Supports Obihiro Chamber of Commerce and Industry (OCCI) and Kedah State Development Corporation (PKNK) to Jointly Showcase at Malaysia International Halal International Showcase (MIHAS)」

The Obihiro Chamber of Commerce and Industry (OCCI) and the Kedah Food Valley (KFV) under the Kedah State Development Corporation (PKNK) will jointly showcase their products and services as part of the Kedah Pavilion at the Malaysia International Halal Showcase (MIHAS) from September 12 to 15, 2023 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

This is one of the many results of JICA's Project for Regional Revitalization Through the Promotion of Kedah Food Valley which has been being conducted since 2019 to establish implementation system of Kedah Food Valley and value chain of local resources, and promote agro tourism.

At this year's MIHAS, which is projected to attract a record number of vendors and visitors, 14 companies from KFV, who participated in training in Obihiro city, Japan conducted by OCCI with support of JICA will be participating in MIHAS. These companies are planning to bring their business global while maintaining close contact with their business partners in Obihiro.

Some of these business partners from Obihiro city are also joining MIHAS this year and will be showcasing their products and services, also at the Kedah Pavilion. These companies are from the Tokachi region in Japan which includes Obihiro city and are producers of Hokkaido's premium ingredients and foods.

You are welcomed to visit the Kedah Pavilion, especially Obihiro booth.

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