



## **Camelicious Camel Milk Products Awarded with Malaysian Halal Certificate**

### **UAE- based camel milk brand obtains the Malaysian halal certification and commences export of camel milk products to Malaysia in cooperation with Malaysian distributor TAQA Tropica**

**Dubai, 10 November 2014-** Emirates Industry for Camel Milk & Products (EICMP), producer of the camel milk brand Camelicious, announced that the company has been granted the official Malaysian halal certification issued by the country's Department of Islamic Development. This certification marks a new milestone in the growth of the company as well as in the progress of the growing camel milk industry in UAE.

Commenting on the new development, Mr. Mutasher Al Badry, Deputy General Manager & Business Development Manager At EICMP, said: "After receiving the EU export permit and the permit to enter the Malaysian markets for our products in summer 2013 supported by this Halal Certificate, those certifications shows the tremendous potential of our industry and it opens the door to future growth in the Malaysian and other Muslim economies around the world.

"This achievement also reflects the advancement of our products in quality and natural purity, matching highest standards in food production and fulfilling the stringent halal regulations of the Malaysian authorities. Receiving the halal certification for such an important market as Malaysia also underlines the increasing awareness for camel milk products globally," he continued.

Preparing itself for the prospected increase of export opportunities, EICMP is currently participating in the 5<sup>th</sup> OIC Muslim World Biz Exhibition inaugurated in Kuala Lumpur on Nov 10<sup>th</sup>. The UAE camel milk producer is introducing its product range to the wider audience in the South East Asian markets and is creating new business ties with potential partners for future ventures and expansion into the region.

"The participation in this year's OIC Muslim World Biz is a meaningful step forward in our efforts to reach out to the global consumers and particularly to Muslim populations all around the globe." Al Badry added.



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“We are certain that with our camel milk products we can make a significant contribution to the global halal food sector. This sector is of great importance for us, as a lot of Muslim consumers are already aware of the virtues of camel milk. We are excited and very optimistic about the potential of camel milk on the international markets and Muslim economies and we are looking forward to what the future hold for us,” Al Badry added.

EICMP recently established a successful business module with a leading Malaysian whole sale supplier for health goods “TAQA Tropica” exporting fresh camel milk products and camel milk powder to Malaysia.

The 5<sup>th</sup> OIC Muslim World Biz Exhibition & Conference is held from November 10<sup>th</sup> – 14<sup>th</sup> in Kuala Lumpur and hosts around 1,200 exhibitors of the halal product sector from more than 35 countries. The exhibition is recognized as one of the most efficient and powerful trade platform enhancing intra-trade among Muslim countries and providing a sphere for governments, international investors and industry players to explore joint ventures, investment and trade opportunities in the Muslim World.

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### **EMIRATES INDUSTRY FOR CAMEL MILK & PRODUCTS (EICMP)**

Over 25 years ago, the idea of a camel-milking facility was born at the Central Veterinary Research Laboratory (CVRL) in Dubai. Research commenced with the specific aim to obtain scientific proof of the outstanding health benefits of camel milk. The ultimate goal was to introduce camel milk to the markets and by doing so, making it accessible to a large number of consumers.

After the completion of the research in 2003, Emirates Industry for Camel Milk & Products (EICMP) was established. By 2006, the milk production facility was completed and the first camel milk products under the brand name Camelicious hit the UAE shelves in August of the same year.

With technology up to latest standards and more than 4,200 camels, EICMP runs the most advanced and first fully integrated camel milk production facility in the world. The EICMP processing facility, housed within the camel farm, is the world's first sophisticated camel milking plant, incorporating state-of-the-art technology and camel research.

Milk production at the EICMP facilities is closely monitored and matching highest international standards. The operation obtained ISO 22000 certification for both, the farm facilities and the



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dairy processing, fulfills the strict EU requirements for export into the European Union and follows HACCP procedures.

Pioneering in developing a strong camel milk industry, EICMP, in coordination with the Ministry of Environment and Water, Dubai Municipality and CVRL was listed the first camel milk production facility in the Middle East to receive EU Commission approval to export its products to the EU zone in 2013. Also the export permit to Malaysia has been granted the same year.

To date, the local and international demand for camel milk products is higher than the supply. EICMP is determined to grow production and to build a strong and sustainable camel milk industry in the UAE as a leading country worldwide.

**For further information please feel free to contact us:**

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