



For immediate release

## **INTEL & TRACETRACKER TO DELIVER MOBILE HALAL FOOD TRACEABILITY DEVICE**

### **Strategic collaboration will ensure better quality control for the global Halal food industry**

23 April, 2009 – Intel Technology Sdn. Bhd. (Intel) and TraceTracker Innovation ASA (TraceTracker) through their Malaysian subsidiary TraceTracker Malaysia Sdn Bhd recently signed a Teaming Agreement to develop a low cost mobile Halal food traceability device. This strategic collaboration will bring significant benefits to the Halal industry in Malaysia as the country continues to progress towards becoming a Global Halal Hub and secure the confidence of 1.8 billion Halal consumers around the world.

“With the Halal market growing rapidly, we believe that it is crucial to have a low cost mobile Halal food traceability device that will be accessible by farmers, suppliers, processing houses, retailers and consumers to collect, upload and download data that will comply to the global traceability and Halal standard,” said Atul Bhargava, Managing Director of Intel Technology Sdn. Bhd.

“We are working very closely with TraceTracker and we’re in the midst of developing the proof of concept of the Halal food traceability mobile device.” added Bhargava.

Intel will provide a reference design for the device based on Intel Architecture which would enable users to connect real time wirelessly to download, upload data and information remotely into GTNet® and – a web platform traceability solution for purposes of tracing the movement of Halal food products along the supply chain.

Meanwhile, TraceTracker will provide the software application that will be installed on the device. This software application is compatible with GTNet® for Halal traceability and is also compliant with global traceability standards. TraceTracker, a global food industry information exchange provider has recently signed a joint venture with CIMB Private Equity to launch Global Halal Traceability Network in Malaysia.

“TraceTracker is excited with the collaboration with Intel as both companies have both the combined intellectual horsepower and financial muscle required to target this opportunity and make our planned project a huge success. With the Halal food traceability mobile device, it will



enable suppliers to understand how a particular produce has been prepared,” said Amran Abdul Wahab, Chief Executive Officer of TraceTracker Malaysia Sdn.Bhd.

“We have made investments in the Agro businesses ranging from Aquaculture to Livestock upstream in the supply chain. We have already seen first-hand how traceability can play a key role in ensuring that these Malaysian businesses can actually export their products to the region and the EU. So as we fund a lot of businesses in this sector, we are also aware of how important traceability is and right now it has become very critical for other businesses to have it,” said Puan Darawati Hussain, CEO of CIMB Private Equity & Venture Capital.

En Farid Hamid, Vice President Operations of Halal Industry Development Corporation (HDC) who witnessed the signing ceremony said that the initiative to ensure Halal is preserved along the supply chain can lead towards elevating the Malaysian Halal industry to the next level as well as underlining the nation’s status as a global Halal hub.

“Through this traceability solution, we can build the trust and confidence of consumers on Malaysian Halal products and for Halal Malaysia to be the premier Halal brand that is accepted widely across the world,” he added.

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*Notes for editors*

**About Intel**

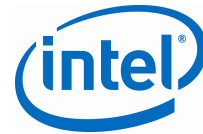
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**TraceTracker Innovation ASA** is a leading developer of traceability solutions such as the TraceTracker Global Traceability Network (GTNet). Using the GTNet, supply chain partners upload product data to an online network which provides quick, secure, and efficient access for customers or authorities. Users can enter individual product codes to see a complete chart of the product’s supply chain and origin, along with quality data or reports. Today TraceTracker



has experts based in offices across Africa, Asia, Europe and North America that work with key players in the food industry to create innovative solutions. Please visit [www.tracetracker.com](http://www.tracetracker.com) for more information.

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