

Tanmiah Signs MoU with Tradewinds Berhad to Cooperate on Halal Protein Production

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Tanmiah Food Company, one of the Kingdom's leading vertically integrated poultry and food producers, signed a Memorandum of Understanding (MoU) with Tradewinds (M) Berhad, a leading Malaysian food company, at the Malaysia International Halal Showcase (MIHAS).

The MoU sets out a framework for the two companies to cooperate on halal protein production, importation, processing, branding, and distribution across Malaysia and the wider APAC region. Through the partnership, Tanmiah aims to establish a direct presence in Malaysia and grow its exports to markets across the wider APAC region, meeting rising global demand from consumers of all backgrounds who choose halal as a trusted standard for quality, food safety, and animal welfare, while advancing its vision of becoming the leading global provider of halal, sustainable, and healthy protein.

Under the framework of the MoU, the two companies will explore a range of opportunities, including the export of Saudi-produced chicken products for which there is strong demand in Malaysia; joint investment in a Malaysian further-processing facility; leveraging Malaysia as a regional production and export hub to support APAC expansion; and the assessment of potential future investments across the poultry value chain, including farming, hatcheries, and poultry processing operations. In parallel, the two companies intend to develop a global halal, sustainable, and healthy protein brand, supported by dual halal certification.

Zulfiqar Hamadani, Group Chief Executive Officer of Tanmiah, said: "This partnership marks an important step forward in our journey to become the leading global provider of halal, sustainable, and healthy protein. Malaysia is one of the most respected halal markets in the world and a natural gateway to the wider Asia-Pacific region, making it a strategic priority for Tanmiah's next phase of growth. Together with Tradewinds, we see a compelling opportunity to bring the quality and integrity of Saudi-produced halal protein to millions of consumers across the region, while laying the foundations of a truly global halal brand supported by dual certification. This ambition also directly supports Vision 2030's goals of growing Saudi non-oil exports and establishing the Kingdom as a leading exporter of high-value halal food products."