

Headline	FRIM to organise expo on herbs		
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FRIM to organise expo on herbs

THE Forest Research Institute Malaysia (FRIM) will organise an exhibition to showcase the country's herbal products and traditional knowledge from May 23 to 25 at the Putra World Trade Centre (PWTC), Kuala Lumpur.

The aim of Herbal Malaysia 2014, themed: Herbs and Traditional Knowledge: National Heritage, is to encourage collaboration on research, development and commercialisation between entrepreneurs, product manufacturers and researchers; to showcase the latest technology and innovation; and to enhance public confidence in herbal products through improved quality, safety and efficacy.

The exhibition is expected to attract researchers, academicians, herbal industry participants, entrepreneurs, manufacturers, importers and exporters, relevant government agencies and policy makers.

FRIM will also promote its research and development findings in fields such as natural products, herbal clones and quality planting material developed through tissue culture and genetic studies; testing facilities and other services including identification and confirmation of medicinal and herbal plants.

Apart from showcasing various herbal products, research and testing services from all over the country, there will also be cooking demonstrations by celebrity chefs on the latest recipe using herbs.

In conjunction with Herbal Malaysia 2014, FRIM will also organise a seminar on Traditional Knowledge (TK) Conservation and Empowerment, themed: "Preserving the Legacy of Our Traditional Knowledge" at the same venue from May 23 and 24.

The key speakers include FRIM Deputy Director General, Dr Norini Haron; Prof Emeritus Datuk Dr Hood Salleh of Universiti Kebangsaan Malaysia; Prof Gurdial Singh Nijar (Universiti Malaya); Dr Shamsul Khamis (Universiti Putra Malaysia); Dr Abdul Ghani Hussain (Herbwalk Consultancy) and Dr Nik Musa'adah Mustapha of FRIM.

For more information on the seminar, go to www.frim.gov.my or contact Intan Nurulhani Baharuddin (intannurulhani@frim.gov.my), Norshakila Yusof (norshakila@frim.gov.my) or Nurul Husna Zaidi (nurulhusna@frim.gov.my) at tel: 03-62797496

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1 The mas cotek (*Ficus deltoidea*) plant has been identified as one of the Malaysian herbs that have the potential to be developed for the local herbal industry.

2 The dukung anak (*Phyllanthus niruri* Linn) plant has the potential to be developed for the health industry.

