



NOT hogwash when Malaysia gold arowana fish species or fish dragon (dragon bonytongues), Malayan bonytongue or arowana will be standard ISO Sirim.

It was a resounding success for the past 30 years the species would not be ignored, if only to be arrested even preserved fish by population in northern Perak.

This may sound awkward but this ISO standard DOF actively planned and SIRIM Berhad to ensure the birth of Malaysia's unique fish have patent and copyright branding itself.

Obviously many people do not realize the gold arowana Malaysia contributed RM151 million to the local ornamental fish export value last year and this value is expected to increase further.

In fact, the Department was confident the industry growing arowanas active throughout the country to contribute more than RM600 million to the Gross National Income (GNI) by 2020.

Profit prospects of gold arowana fish need to be supported through the provision of ISO standards thus inspiring confidence in the quality and importing countries 'brand' fish birth land, Malaysia.

To date, gold arowana fish identified does not exist in any other location in the world besides the wild in Bukit Merah Lake, Taiping and River Kerian, Perak.

This makes gold arowana Malaysia or scientific name *Scleropages Formosus* very unique and can be lifted animal heritage needs to be preserved.

Fisheries Department with the help of SIRIM Berhad recently trying to give a new dimension to the poultry industry and Malaysia's golden arowana fish export to create a special standard that can be applied all the ornamental fish industry players.

This is consistent with the recognition of Malaysia as the largest producer of ornamental fish in the world.

ISO standard known as Standard Department Of Fisheries (DOF Stan 1:2012) is the first step to make sure the Department of Fisheries and Sirim unique DNA of Malaysia's gold arowana fish are protected and not plagiarized by any foreign country.

SIRIM Berhad Chief Executive, Dr Mohd Yusof Zainal Abidin said the standards to be introduced no later than early next year to ensure that Malaysia continues to superior products and big profits for the economy.

Obviously, this Malaysia product competition from other ornamental fish producing countries including Indonesia. However, many do not realize that the only country Malaysia have arowana fish species scaly pure gold.

"Malaysia's golden arowana fish more beautiful the scales will turn into gold sheen when

cooked over red arowana fish produced Indonesia.

"This makes Malaysia arowana fish like 'king' of all freshwater fish species," he said.

This factor makes the DOF Stan 1:2012 so important in outlining requirements and quality standards in line with Malaysia's golden arowana fish that had been identified in previous physical.

Standards are being introduced this will emphasize aspects of grading, tracking, packaging and labeling, compliance with legal requirements and standards for gold arowana Malaysia.

Additionally, SIRIM Berhad is now being actively developed special tools Biosensor gold arowana Introduction Malaysia is expected to be completed next year.

"This unique tool is like 'forensic facility' which allows the DNA and the unique characteristics of gold arowana Malaysia identified thus assist in the branding of high value fish," he said.

Zainal interviewed in workshop quality golden arowana Malaysia in Bukit Merah Laketown Resort, Taiping acknowledge the existence of the Biosensor sensors facilitate ornamental fish breeders and exporters to identify specific physical specifications golden arowana fry Malaysia and the color produced when adult.

He said that many complaints were received in connection with the fraud when her golden arowana fish that supposedly originated from Malaysia and sold at high prices rather switch to another color when mature.

"Biosensor detectors created that can overcome this scam besides providing solid backup to Stan DOF 1:2012," he said.

Task of producing this unique tool is not impossible for SIRIM Berhad distinguished as a leading research and technology organization globally recognized either in standard or conformity assessment. Proactive measures to develop the aquaculture sector is fully supported the Director General of Fisheries, Datuk Ahamad Sabki Mahmood who believe gold arowana fish farming industry Malaysia will step new dimension besides ornamental fish producers dominate the world.

Statistics show the value of ornamental fish exports from Malaysia including gold arowana worldwide reach a value of RM444 million last year.

This is enough to prove the ability Malaysia called 'heroes' production of ornamental fish breed match other countries. Besides gold arowana, Malaysia has been recognized as the world's leading manufacturers including ornamental fish in the Cichlid fish (Discus fish and Angle Fish), Poecilids (fish Guppy, Swordtail and Molly), Cyprinid (goldfish, koi and tiger barb) and Characins (Tetra fish).

He said the high hopes to see Malaysia remains in the forefront of this sector is attributed to 130 arowana fish farmers an area of □□ about 800 hectares across Malaysia.

Unfortunately this can certainly reaped profits doubled if gold arowana Malaysia including gold fish and Koi fish 'locally' is not allowed to enter the European Union (EU) and the United States.

This restriction is related to the alleged actions damaging Malaysia gold arowana fish populations in their natural habitat to result in the extinction of the species.

This issue is related to the aquaculture sector tomahan Malaysia ignoring animal welfare and not 'caring' in the livestock business, operation and maintenance of livestock cause of ornamental fish is restricted from entering the international market.

In fact, the Department has been facing the responsibility to comply with the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITIES) signed since 1978.

By stringent conditions every arowana fish farm must be registered under this CITES Convention and Fisheries Department must ensure transactions golden arowana and Malaysia meet CITES permit the issue of arrest, ownership, marketing, breeding, trafficking, illegal importation and exportation of countries that banned trade. However, out of 130 gold arowana breeders Malaysia, only 33 operators identified only registered farms in parentheses with the CITES secretariat in Geneva, Switzerland and the rest still sit on their hands.

Many challenges facing the least do not release these goals and direction of the Department of Fisheries put confidence to the private sector as an industry leader ornamental fish in the world.

At the same time the Ministry of Agriculture and Agro-based Industries will continue to create a business friendly environment through policies, programs and support incentives to retain Malaysia as the number one producer of ornamental fish world.

In fact, the government has put high expectations on the business potential of ornamental fish under the National Economic Areas when the field is listed as a business opportunity that could contribute about RM600 million to the Gross National Income as well as create more than 100,000 jobs by the end of 2020.

As Malaysians, we are proud of the achievements of one extraordinary golden arowana this Malaysia managed to push the name of the country to compete globally without us.

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