Warring Farmers raking in fans

NUS students get cracking on Facebook projects

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She is one of the developers behind FarmWars II, a Facebook game about warring farmers that is raking in some fans – 6,000 at its peak — but it is a nice Facebook game that had 840,000 contacts and experience.

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The company, which is opening a fifth restaurant soon, said sales have gone up by 70 per cent since it turned halal in 2005.

Another business that has seen the benefits of halal-certification is Qi Ji, which is known for its hawkers-style fare. Even though Qi Ji still has its eye firmly on the Singapore market for the time being, it said that being certified will definitely open doors if it moves overseas.

Mr Alan Lau, operations director of Qi Ji, said: “In fact, we have offers from overseas business partners for joint ventures in Dubai, Indonesia and Brunei.”

Ms Dewi Hartaty Suratty, head of Halal Certification Strategic Unit from Majlis Ugama Islam Singapura (Muis), said: “Many manufacturers want to export their products to Muslim countries like the Middle East, Indonesia and Malaysia. These countries would require them to have a halal certificate.”

Muis said for the past few years, it has seen a 10 per cent growth every year in the number of applicants for halal-certification and it expects this growth to continue going forward.

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