

Detailed Report on

3rd International Halal Conference & Expo 2014

May 22 – 23, 2014

International Expo Centre, Lahore

Jointly Organized by



In association with

PAMCO, UVAS, L&DD and Govt. of the Punjab

“We delivered AS promised”

Conference Secretariat

Punjab Halal Development Agency

4/6 Shaheen Complex, Egerton Road Lahore-Pakistan

04299205436-40, www.halalconference.org, www.phda.com.pk

Punjab Halal Development Agency and Halal Research Council in collaboration with PAMCO & UVAS have successfully organized “3rd International Halal Conference & Expo 2014” on 22nd – 23rd May, 2014 at International Expo Center, Lahore – Pakistan

About Organizers:

The Punjab Halal Development Agency (PHDA) was established by the Government of Punjab, to formalize the Halal sector i.e. Halal Products' Certifications, business projection, capacity building, and compliance regime of Halal food safety standards together with branding Pakistan as “Halal Hub” in the world. PHDA is organizing International Halal Conference every year to attract the international players and to showcase the potential of Pakistan.

Halal Research Council (HRC) is an organization working globally for capacity building so as to cater the needs of food and nutrition agencies and non-food agencies especially in the FMCG sectors. HRC certifies the products with the coordination of its Shariah Supervisory Board.

Sponsors of 3rd International Conference & Expo:



Exhibitors at 3rd Int'l Halal Conference & Expo-2014:

- (1) Shafie Foods Pvt. Ltd
- (2) Tata Best Foods limited
- (3) Halal Meat processing Pvt. Ltd
- (4) Meat Tech Pvt

- (5) Eastern Harbour (Pvt) Ltd.
- (6) Olive Pakistan
- (7) Seven Star
- (8) Multi Vac Pvt Ltd.
- (9) M/s Tazjij Meat Pvt Ltd
- (10) K&N's
- (11) Abedin International
- (12) Shangrilla
- (13) Pak Kuwait
- (14) Al-Baraka Bank
- (15) L&DD Department
- (16) PLDDB
- (17) UVAS
- (18) Al-Shaheer Meat
- (19) PAMCO
- (20) Daily Dunya (Media Partner)
- (21) Such TV (Media Partner)
- (22) Daily Nawa-e-waqat (Media Partner)
- (23) Daily Khabrain (Media Partner)
- (24) Farming Links (Media Partner)
- (25) Weekly Food Journal Int'l (Media Partner)
- (26) Weekly Growth (Media Partner)
- (27) Food Journal (Media Partner)
- (28) Bliss Water
- (29) Penang Malaysia
- (30) JMUIMP Mansoor
- (31) Raziq International
- (32) Zenith Associates
- (33) Agriculture Department of Punjab
- (34) University of Management and Technology
- (35) Meezan Bank
- (36) Allied Bank
- (37) Azhar Corporation
- (38) Pak Linier
- (39) Taha Traders
- (40) Al-Quresh Meat Welfare Association
- (41) Big Bird
- (42) Ministry of Science & Technology
- (43) Bureau Veritas
- (44) Engro Foods
- (45) Vital Tea
- (46) Bouquet Tissue
- (47) Frozen Yogurt
- (48) Cakes & Bakes

- (49) Fri Chicks
- (50) Gloria Jeans
- (51) Al-Minhaj
- (52) Perfect Industries
- (53) Briani Express
- (54) Al-Khan
- (55) Kalifornia Pizza
- (56) PCSIR
- (57) Vocational Training Institute
- (58) Al-Huda
- (59) Perfect Salad
- (60) Rizz Jewler
- (61) Care Starz
- (62) Zoya Asheez
- (63) Chicko Jo
- (64) Dukin Donuts
- (65) Fabrics

(65 organizations reserved 105 stalls)

Objectives of the Conference & Expo:

PHDA had envisioned to achieve definite objectives by holding this International Conference & Expo:

1. To provide a platform, a unique forum to Pakistani Stakeholders, Entrepreneurs, Exporters, Importers and Business houses of not only Mutton/Beef/Poultry but also of the producers of Food and non-Food products of the lucrative International and Domestic Halal market for interaction with the International buyers, Importers and Business houses.
2. To initiate measures for strengthening relationship among the stakeholders of Halal trade and Industry of our region.
3. To emphasize the necessity to comply with the Principles of Shariah in letter and spirit & to create awareness of the Shariah Principles amongst Stakeholders of the Halal Industry.

Proceeding of the 3rd International Halal Conference:

Mr. Bilal Yasin, Minister Food Department Government of Punjab represented the Chief Minister Punjab as he was out of Country. The Inaugural Session commenced with the recitation of Verses of Holy Quran. Mr. Justice Khalil-ur Rehman Khan Chairman Punjab Halal Development Agency in his welcome address expressed gratitude to the renowned Experts, Food Scientists, Business Magnates, Prominent Stakeholders, Exporters, Representatives of Halal Trade and Industry, Government Functionaries, International Organizations and Institutions of Republic of Indonesia, Malaysia, State of Penang (

Malaysia), Royal Thai Government, Kingdom of Saudi Arabia, Bahrain, Kuwait, Oman, Government of Punjab and Government of Islamic Republic of Pakistan for gracing the Conference and making contribution towards realization of objectives of the Conference and sharing their experiences for mutual benefit of the Halal Industry. The Chairman PHDA also thanked the sponsors namely K&Ns, M/s Tazij Meat, Albaraka Bank, Raaziq, Shangrilla, Pak Linier , Azhar & Co., Allied Bank , Big Bird , Ministry of Science & Technology and especially government of Punjab as it was their financial assistance which made the holding of the conference and achieving successfully the objectives of conference. The success of the conference is apparent from the fact that Pakistan Halal Industry in response to our call installed One hundred and five (105) stalls/booths to showcase their profile and their products by 65 organizations. The Chairman added that PHDA cannot forget the Media partners, the print & electronic media which has played prominent role by highlighting the importance of the Conference. The work accomplished by the PHDA in creating awareness amongst the general Public and the stake holders of the Halal industry was briefly explained by the Chairman PHDA.

Mr. Bilal Yasin, Minister Food Department Government of Punjab delivered speech of Mian Shahbaz Sharif the Honorable Chief Minister Punjab. In this speech Honorable Chief Minister emphasized upon the vital role of Livestock in the economy of Pakistan as it accounts for 38.4% of the agriculture value and 9.3% of National GDP. He added that Pakistan has strong comparative advantage in this sector, due to its geographical location which allows it to supply chilled meat to growing markets of GCC countries. He added that to closes the gap in prices and sustain high growth rate, Pakistan needs to focus on improving the quality of its meat, diversify its products and gain access to new markets while improving Halal certification system and its country brand in this sector.

He added that vision of the Govt. of Punjab to make Pakistan “Halal Hub” and Punjab Province as “Kitchen of the World” can be achieved by providing value chain from Farm to Fork as regards provision of Beef, Mutton, and Poultry. The Govt. of Punjab through L & DD Department and PAMCO has taken initiative called “save the Calf scheme” and the Feed Lot Fattening Project”.

The Feed Lot Fattening initiative will now be implemented as the issue of finances needed to effectuate the project has been resolved. The Islamic financial institutions will provide necessary finances to three nucleus Farms of 100, 500 and 1000 cattle’s through Islamic mode of financing. The Islamic Banking Department, State Bank of Pakistan has already been presented these Islamic modules/products of investment.

The Honorable CM in his speech also noticed the efforts of PHDA made to ensure Shariah compliant slaughtering and maintenance of Food safety standards through Local Govt. Department which have notified the Byelaws containing provisions of Shariah Compliant Slaughtering and Food Safety Standards. He also mentioned the program of capacity Building of PHDA for Slaughter men and Veterinary staff. The personal efforts and the hard work of Mr. Justice Khalil ur Rehman in creating awareness amongst the

stakeholders of Halal industry and promoting Shariah compliant food and non-food products was also appreciated.

The Honorable CM observed that the measures being taken by providing necessary legislation, policy guidelines and development economic necessities will IN SHA ALLAH, lead Pakistan to get its due share of the Global Halal market. He also congratulated PHDA, Organizers and Sponsors for holding the 3rd International Halal Conference and Expo and wished them Success in their efforts to promote Halal Trade and industry.

The First session of the Conference was reserved for “Islamic Banking and Finance”. Role of Islamic Banking in promotion of Halal Industry, Halal Financing for Feedlot Fattening Project and Govt. Initiatives for the Development of Halal Industry were discussed in the Panel Discussion moderated by Mr. Hamad Rasool Bhullar, of Al Huda CIBE. The panelists included Mr. Shahfqaat Ahmad, Chief Executive Officer, Al Baraka Bank (Pakistan) Limited, Representative of the Chief Executive of Meezan Bank Ltd, Rizwan Ata, Head of Islamic banking, Bank Alfalah, Mr. Saleem Ullah, Director Islamic Banking Division, State Bank of Pakistan and Justice Khalil-ur-Rehman, Chairman – Punjab Halal Development Agency (PHDA). The panel discussion highlighted the vast opportunities of Investment in the Halal Industry for the Islamic Financial Institutions (Banks and Takaful Companies). The Halal Food and Non Food Products Cover besides others the following articles and items;

- i. Drinks and Beverages
- ii. Dairy and Dairy Products
- iii. Fruit and vegetables
- iv. Halal Meat
- v. Gelatin
- vi. Cosmetics
- vii. Grains and oil seeds
- viii. Ingredients sector
- ix. Pharmaceutical
- x. Tourism-Hotel & Restaurants
- xi. Transportation

It was emphasized that Islamic Banking and Takaful Companies should play their role by making investment in the Halal Industry as utilization of Islamic finances, free from Riba (SOOD) is essential. It is well recognized that a product produced or service rendered despite following Shariah compliant processes of production shall remain Haram if the finances employed & used are Riba (Sood) infested. The Islamic Financial Institutions shall have to play their role in making investment in the Shariah compliant processes of production & services. The Investment in the Feedlot Fattening Project by the Islamic banks was also discussed.

The Second Session on “Halal industry” was chaired by His Excellency Burhan Muhammad, Ambassador of Indonesia. Dr. Javed Awan, Country Head, IFANCA, (America) gave presentation on Halal Slaughtering & Stunning. Prof. Ir. Sukoso, Vice Rector of UB & Director of Halal Thoyyib Centre Indonesia delivered presentation on Indonesian Experiences of Halal Industry. Prof. Dr. Russly A. Rahman, Director, Halal Product Research Institute University, Putra, Malaysia shared his valuable knowledge on the Importance of Shariah and Scientific Analysis in Compliance Enforcement of Halal Standards. Dr. Winai Dahlan, Founder Director of Halal Science Center – Thailand gave presentation on Empirical Integration of Shariah & Science for Authentication of Halal; Thailand Experiences. The Session was wrapped up by souvenir distribution to speakers of the second session by the session Chairman.

Technical Session III covered the panel discussion on Emergence of Halal Industry, Current status and emerging future of Halal efforts to increase availability of Halal food in non Islamic countries, Halal Branding and Taping Halal Market, Analysis of E- Code, Pakistan Emerging as Halal Hub and Halal Slaughtering. This Session was chaired by His Excellency Tomwit Jarnson, Ambassador of Thailand. The Session was Co- Chaired by Mr. Mumtaz Manais, Chairman Board of Directors PAMCO. Discussion Members included Mr. Faqir Anjum, Ex-Director General, National Institute of Food Sciences and Technology, University of Agriculture, Faisalabad, and Mumtaz Khan Manais, shared his experience being himself a Progressive Farmer and the Chairman PAMCO Board Directors. Souvenirs were distributed to the speakers of the session by the session chairman.

The Concluding session was chaired by Malik Sikandar Hayat Khan Bosan, Honorable Minister for National Food Security & Research (MNFSR). Dr. M. Munir Chaudry - President, Islamic Food and Nutrition Council of America (IFANCA) delivered presentation on Global Halal Trends and Opportunities for Pakistan. Mansoor Saeed - Chief Executive Officer, PAMCO was Co-Chairman of the concluding session. Malik Sikandar Hayat Khan Bosan, Minister for National Food Security and Research (MNFSR) gave the closing remarks and said that “The Halal Food Market is a fast growing sector and has opened up enormous opportunities for investment. Pakistan is in the perfect position to tap its lion’s share from the established Halal market as already our GDP constitutes 55.4% of Agriculture and focus of the Federal government is on the uplift of poor especially women and this sector has potential to facilitate our efforts to achieve goals set up for the Agriculture Sector. He added that Federal Government will encourage development of Halal Food Industry in the country through policy interventions and assure its full cooperation to the industry” The Federal Minister added that he is pleased to conclude the Halal Conference while appreciating the cooperation of the internationally renowned speakers who have graciously participated in the Conference, the exporters and Business Magnates of brotherly countries, the domestic market players and stakeholders. The Minister congratulated the organizers on the success of the landmark achievement in Halal industry. Justice Khalil-ur-Rehman, Chairman – Punjab Halal Development Agency (PHDA) announced the Declaration of the conference. Justice Khalil-ur-Rehman and Malik Sikandar Hayat Khan Bosan distributed the souvenirs to the speakers of the session and to the organizers of the Conference, and Mr. Mansoor Saeed, CEO, PAMCO. Souvenirs were received by Mr. Shehzad Iqbal, company secretary, Mr. Zaurez

Afshar, Registrar, Mr. Binyamin Shauqat, Manager Communications and Documentation, Mr. Sohail Hafeez, Manager Accounts, Ms. Insha Nadir, deputy manager commercial, Mufti Saeed Akhtar, Shariah Advisor, Dr. Arif, Monitoring Officer, Muhammad Imran, Data entry operator, Mr. Shahid Amin, Manager accounts, Mr. Rashid Amanat, Data entry operator. That also include the executives and staff of Halal Research Council Mr. Zubair Mughal, CEO, Mr. Hamad Bhullar, Head of Research & Trainings, Ms. Amina Raza, Manager Corporate Communications, Mr. Asif Mehmood, Manager Strategic Planning and Training Services, Ms. Shaguffta, Manager Communications, Ms. Rabia Javaid, Assistant manager, Food Technologist and communications, Mr. Umair Shakeel, Assistant Manager Research and Product Development, Ms. Zaib un Nisa, Manager New Alliances and Trainings, Mr. Imran Ahmed, Assistant Manager Marketing, Ms. Saim Nazir, Manager DLP, Ms. Munashra Malik, Assistant Manager DLP International, Mr. Hassan Raza Zaidi, Internee HRC and Mr. Shayan Naveed, Assistant Manager Research and Trainings.

Opening Ceremony of Expo:

After Inaugural Session of the Conference on 22nd May 2014, Participants assembled for the Opening Ceremony of the Expo. His Excellency Burhan Muhammad Ambassador of Indonesia, Justice Khalil-ur-Rehman Khan Chairman PHDA, Mr. Arshad Jutt Special Advisor to CM Punjab for livestock, Dr. Amir Ahmed Secretary Livestock and Dairy Development Department, Dr. Talat Pasha Vice Chancellor UVAS, Mr. Nabeel Arif CEO PLDDB and Mr. Mumtaz Manais Chairman PAMCO Board, joined to cut the ribbon for opening of the Expo.

The Producers of Meat Mutton, Beef, Poultry & other Food and Non-Food Articles had set up 105 stalls to showcase profile of their Companies & Products. The Expo drew huge number of visitors, both Producers & Consumers.

The highlight of the Second Day was the visit of Haji Abdul Malik Qassim Penang's Religious Affairs Minister & Dr. Afif Baharadin Minister of Agriculture Penang, along with their delegation comprising of Importers of Mutton, Beef, Poultry & other Food Products.

On the sidelines B2B meetings of the domestic traders with International Business Magnates were arranged at the Expo, which resulted into booking of Export orders worth more than 2 Million dollars.

The International guests were taken to PCSIR for visit of PCSIR to get first hand knowledge of the work of PCSIR and its facilities which ensure compliance of quality standards. The visitors were shown state of the art analysis facilities available with PCSIR. The visitors were served lunch by the Director General of PCSIR.

The International Visitors and prominent national Exporters visited Lahore Meat Processing Complex of PAMCO. The International Delegates also had a city tour and visited Lahore Fort. In the evening, CEO PAMCO hosted dinner at Royal Palm, Lahore for the International Delegates, Secretary Livestock and prominent National Exporters & Sponsors of 3rd Halal Conference & Expo. A dinner was hosted on next

night by Mr. Talat Pasha, Vice Chancellor, University of Veterinary and Animal Sciences for delegates & sponsors at the premises of University. The event was a great success and was covered by the prominent newspapers and TV channels of Pakistan and abroad.

Exhibitors' Feedback-Discussion:

Exhibitor's satisfaction was the prime objective for the organizers. During feedback session, 36 % exhibitors responded that the Event was very good, 53 % replied as good Event, 05 % Exhibitors considered it as bad and 05 % as very bad. When asked about the target achieved or not, 72 % exhibitors replied that they have achieved whereas 25 % exhibitors said that they have not achieved their targets. Overall 89 % exhibitors were satisfied whereas 11 % were not happy with the Event due to their own reasons.

Conference Declaration:

The delegates and the participants of the Conference unanimously adopted in the final session of the Conference the following declaration:

We, the Participants appending their signatures to this Declaration made on 22nd May 2014 & unanimously adopted in the 3rd International Halal Conference and Expo 2014. Consider it appropriate to record;

That the Representatives of Halal Trade and Industry, Government Functionaries, Organizations and Institutions of the Republic of Indonesia, Malaysia, State of Penang (Malaysia), Royal Thai Government, Kingdom of Saudi Arabia, Bahrain, Kuwait, Oman, Government of Punjab, Government of Islamic Republic of Pakistan have deliberated the issues of Halal Trade and Industry and the measures needed to promote trade of Halal Industry including food and non-food products.

We accordingly resolve

- To take all measures to strengthen the relationship amongst the stakeholders of Halal Trade & Industry of the world especially of our region by establishing connectivity between National and International Market Leaders through sharing of best practices, market trends & experiences etc.
- To create awareness about Shariah Principles and ensure their strict compliance so as to comply with the message of God Almighty (Rabb-ul-Alamin, One and the only One Lord of the Universe known to mankind as well as not yet comprehended by mankind) and His Messenger the Prophet of Islam (Peace Be Upon Him).

“O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.”

- To discharge the bounden duty of providing Halal & Tayyub food & non-food products necessary mechanism and measures shall be adopted to share with the Halal Industry the Shariah compliant processes as well as quality standards of production of Halal Food & Non-Food products.
- To ensure Halal & Tayyub products & services, it is affirmed that utilization of Islamic finances, free from Riba (SOOD) is essential as it is recognized that a product produced or service rendered by employing Riba infested finances shall remain Haram despite following the Shariah compliant processes of production. The Islamic Financial Institutions shall have to play their role in making investment in the Shariah compliant processes of production & services.
- To strengthen relationship with Market Leaders, Economic Planners, Producers, Consumers, Businesses so as to promote peace, harmony, compassion, kindness & fellow feelings amongst different segments of societies, countries, Muslims & Non-Muslims. This message of peace, love & affection between man & man & for all the living entities including animals, shall be followed & practical shape.
- To take measures for facilitating capacity building of the stakeholders of the Halal Trade & Industry. We undertake to open up our respective facilities to achieve this objective.

Select Examples of PHDA's efforts to promote Halal trade and facilitate PAMCO in international market access & linkages with national/international meat exporters/importers:

- Facilitated local exporters to contract with PAMCO for provision of slaughtering, processing and cold storage services. The major exporting companies facilitated are; Engro Foods; Sitara Meat Company, Cold Crafts, Fresh Pack Meat Company, Taha Traders, etc. In the last six months, meat exporters of these companies have exceeded approximately 3 Million USD. Also started Halal certification process for private sector owned abattoirs and exporters.
- Currently assisting the National Halal Group (UK Based) in investing approximately 124 Million Pounds in the Pakistani Meat Sector. The National Halal Group is looking to setup facilities throughout the Meat Value Chain including retail chains and processing facilities in the major cities in Pakistan. Assistance being provided includes business/investment planning, feasibility study inputs and linkage development with major companies and well capitalized stakeholders.
- Extended assistance and facilitated linkages to seven Pakistani abattoirs in accessing Malaysian Market by getting inspection for approval by the JAKIM/DVS (Malaysian Govt. Regulatory Authorities). The Inspection Visit of Malaysian Delegation was assisted by PHDA and financially supported by TAP/USAID through PHDA.
- Facilitating Seven Pakistani abattoirs in accessing Egyptian Meat Market, this will result in exponential export.
- Developed Islamic Financing Products and assisting the State Bank of Pakistan to introduce these products to mobilize investors especially encouraging the commercial feedlot farms for producing traceable, certified quality Halal meat.

- Proposed Law “Pakistan Halal Development Authority”
MOST finalized for presenting before the National Assembly.
- After enactment by National Assembly-Provincial Law for Punjab Halal Development Agency will be proposed for approval of provincial Assembly.
- Bye Laws under local Government introduced-Notified to ensure Shariah Compliance regarding slaughtering & food Safety.
- Same provisions to be introduced in Jail Manual.
- Capacity building programs to be conducted by PHDA of slaughter Houses of TMO’s & Private Abattoirs.
- Promotion of Islamic Finance & Banking
Necessity to use Islamic Finance in the production of Halal Food & Non Food Products.
Feedlot Fattening Project to be financed by Islamic Banks.
Kachi Abadi Housing Project to be finalized by Islamic banks.
- PHDA is receiving recognition from PNAC & JAKIM Malaysia as a Certification Body.

Income & Expense detail:

The Halal Conference & Expo-2014 has proved to be efficacious in achieving its objectives as it has not only created awareness of Halal concept as well as the importance of Halal Industry in the economy of the country. This conference & Expo has been a lucrative venture for the PHDA. A sum of Rs. **4,145,680** has been collected through the generous sponsorship and reservation of stalls set up by producers and manufacturers of Halal products. Additional revenue of Rs. **286,175** was received from Conference participants. The Government of the Punjab also graciously made a grant of **Rs. 3 million** for holding the Conference & Expo. The overall expenses incurred on different activities related to the Conference & Expo amounted to **Rs. 4,878,568**. By the Grace of Almighty Allah, PHDA has earned and saved **Rs 3 million** which includes Rs. 424,000 to be received from Ministry of Science & Technology. The details of income & expenditures are enclosed: (Annex-A)

**Punjab Halal Development Agency
Income & Expenditure Account
3rd International Halal Conference & Expo**

| | RS |
|--|------------------|
| INCOME | |
| Income From Stall & Sponsorship | 4,145,680 |
| Income From Conference Participation | 286,175 |
| Grant From GOP | 2,996,625 |
| Grant From Federal Ministry of Science & Technology | 424,390 |
| Total Income | 7,852,870 |
| LESS: EXPENDITURE | |
| Advertising & Marketing Media | 890,592 |
| Expo Centre Charges | 2,024,000 |
| Exhibitors Entertainment | 524,176 |
| International Guest Travelling & conveyance | 865,410 |
| International Guest Boarding & Lodging | 424,390 |
| Misc. Expenses | 150,000 |
| Total Expenditures | 4,878,568 |
| Excess of Income over Expenditure | 2,974,302 |