

**Detailed Report
On**

4th International Halal Conference & Expo 2014

March 10 & 11, 2015

Faletti's Hotel Lahore

“We delivered AS promised”

Punjab Halal Development Agency (PHDA) in collaboration with USAID - The Punjab Enabling Environment Project (PEEP) and Halal Research Council (HRC) has successfully organized “4th International Halal Conference & Exhibition, 2015” on 10th & 11th of March 2015 at Faletti’s Hotel, Lahore – Pakistan

About Organizers:

The Punjab Halal Development Agency (PHDA) has been 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.

The Punjab Enabling Environment Project (PEEP) is a five-year project funded by the United States Agency for International Development (USAID) to support the Government of Punjab in improving business environment for the livestock, dairy, and horticulture subsectors. PEEP’s interventions are meant to improve the business environment by supporting policy and regulatory reforms through private sector-led advocacy. These reforms should spur investment in the target subsectors and result in fast-paced employment generation

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 4th International Conference & Exhibition, 2015:



Supporters of 4th International Conference & Exhibition, 2015:



Media Partners of 4th International Conference & Exhibition, 2015:



Logistics Partner of 4th International Conference & Exhibition, 2015:



Exhibitors at 4th International Conference & Exhibition, 2015:

1. Abedin International
2. Al-Baraka Bank
3. Al-Huda
4. Anis Associates (Pvt) Ltd
5. Azhar Corporation (Pvt) Ltd
6. Big Bird Group
7. Bureau Veritas
8. CAPRICE Designer Clutches
9. Co Co Traders
10. Eastern Products (Pvt) Ltd., VITAL TEA

- | | |
|--|---|
| 11. Farming Links | 12. Fauji Fresh n Freeze Ltd |
| 13. Halal Research Council | 14. M.A. Enterprises |
| 15. Meat DUKAN | 16. Meezan Bank |
| 17. National Bank | 18. Nawai-e-Waqat |
| 19. Olive Pakistan | 20. Punjab Halal Development Agency |
| 21. Punjab Oil Mills Limited | 22. Raziq International |
| 23. Sitara Chemicals | 24. SMIIC-OIC |
| 25. Sufi Group of Companies | 26. Tazij Meat & Food |
| 27. The University of Veterinary and Animal Sciences | 28. University of Management Technology |
| 29. USAID Punjab Enabling Environment Project (PEEP) | 30. Vet. News & Views |

(30 organizations reserved 55 stalls)

Objectives of 4th International Conference & Exhibition, 2015:

PHDA had envisioned to achieve **the following** objectives by holding this International Conference & Exhibition:

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.
2. **To facilitate interaction between the International buyers, Importers and Business houses of the lucrative International and Domestic Halal market.**
3. To initiate measures for strengthening relationship among the stakeholders of Halal trade and Industry of our region.
4. 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.

Proceedings of 4th International Conference & Exhibition, 2015:

Mr. Sikandar Hayat Khan Boson, Federal Minister for National Food Security and Research was invited as a Chief Guest while Ch. Muhammad Arshad Jutt, Special Assistant to Chief Minister on Livestock & Dairy Development, Punjab represented the Chief Minister, Punjab. 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, 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 Trade. The Chairman PHDA also

thanked the sponsors namely M/S Azhar Corporation, Sufi Group, SR Foods, Albaraka Bank, Meezan Bank, Raaziq International, Big Bird, Sitara Chemicals and Ministry of Science & Technology and especially USAID PEEP as it was with their financial assistance that made holding of the Conference & Exhibition a success story. The success of the conference is apparent from the fact that Pakistan Halal Industry in response to our call installed Fifty five (55) stalls/booths to showcase their profile and their products by 30 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 specially its continuous struggle for establishment of legal framework for Halal trade in Pakistan at national level and in creating awareness amongst the general Public and the stake holders of the Halal industry was briefly explained by the Chairman, PHDA.

The honorable chief guest in his address observed that Pakistan can serve as "Halal Kitchen" of the world and noting that the Conference was being attended by prominent stakeholder & leading national and international companies, he assured support of the government to promote the Halal industry. He added that exchange of National, regional and global experiences will not only enhance the knowledge but will also equip the participants with information which would ultimately help them in improving and strengthening the Halal sector. The worthy Minister stressed that Halal standards need to be introduced in all the chains of Halal products for their promotion and that to achieve that objective a Halal Authority is being constituted for regulation of Halal Trade at Federal level. The Honorable chief guest in his speech also noticed the efforts being made by PHDA to ensure Shariah compliant slaughtering and maintaining of Food safety standards through Local Govt. Department which has notified the Byelaws containing provisions relating to 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.

Mr. Miles Toder USAID Provincial Director for Punjab while addressing the participants stated that "Today's conference and exhibition is an excellent platform for developing business linkages, and will give us all an opportunity to reflect on the international trade and investment potential of Pakistan's Halal industry. The U.S. Government, through USAID's Punjab Enabling Environment Project, is providing support for the livestock, dairy and horticulture sectors to help boost investment and create jobs". He further added "The Memorandum of Understanding being signed today between USAID Punjab Enabling Environment Project and PHDA will help promote new investments in the Halal Meat Industry and open doors for new business areas leading to broad-based economic growth."

There after following MOUs were signed:

- Between Punjab Halal Development Agency (PHDA) & The Punjab Enabling Environment Project (PEEP); and
- Between Punjab Halal Development Agency (PHDA) & Halal Agriculture Research Council (HARC).
- Between Punjab Halal Development Agency (PHDA & World Life organization (WLO), Al-Kata, Oasis Feedlot Fattening Farm, Azhar & Co or Nilibar Agriculture Association.

The **First session** of the Conference was chaired by Dr. Talat Pasha, Vice Chancellor, University of Veterinary & Animal Sciences (UVAS), Lahore. The presentations on **emerging** halal trade issues were:

- **“Trends & opportunities in Global Halal Markets,”** presentations made by Mr. Asad Sajjad, CEO Gulf Halal Centre and Mst Camille Silla Paldi, CEO, Franco American Alliance for Islamic Finance (FAAIF), UAE. The presenters explained the opportunities, potential, trends, growth prospects and major markets of Halal Trade.
- **“Success factors of Major Suppliers in Global Halal Supply Chains,”** presentations were made by Mr. Mohammad Lawal Shuaibu, CEO LCM Consulting, Nigeria, Mr. Yasin Zulfikaroglu, Standards & Methodology International Islamic Countries (SMIIC), Turkey and Mr. Farhan Tufail, Swiss Halal Certification, Switzerland. The presenters emphasized on Major halal trade players and success stories with focus on key success factors and lessons for Pakistan to achieve exponential growth in halal trade.
- **“Overview of Halal Development in Pakistan,”** presentations were made by Dr. Ghulam Habib, Livestock and Dairy specialist, USAID- PEEP and Dr. Javed Awan, Country Head Islamic---- (IFANCA). The presenters mainly focused on Halal trade potential and Halal supply chain in which through institutional capacity building Pakistan can get its due share in global Halal sector.

The **Second Session** on “Halal industry” was chaired by Dr. Saeed Ahmed, Deputy Governor, State Bank of Pakistan (SBP) and was comprised of panel discussions as follows:

- **“Universal Halal Standards”** the panelists included Mr. Yasin Zulfikaroglu, SMIIC Turkey, Mr. Lotfi Ben Said, SMIIC, Turkey, Mufti Najeeb Khan & Dr. Fasieh Tallah of Halal Awareness & Research Council, Pakistan. The panel discussion was moderated by Mr. Khalid Watto, Human & Institution Capacity Development Specialist, USAID- PEEP. The main focus of the discussion was establishment of uniform and harmonic single set of Global Halal standards and the role of SMIIC, OIC in this regard.
- **“Investment Opportunities in Halal Meat Value Chain in Pakistan”** the panelists included Dr. Zamir Iqbal, World Bank Global Islamic Finance Development Centre, Turkey, Mr. Ijlal Alvi, CEO International Islamic Financial Market (IIFM), Bahrain, Mr. Akram Lal Din, International Shariah Research Academy for Islamic Finance (ISRA), Malaysia, Brother Rafick Nabee Muhammad, Albarak Multi- purpose Cooperative Society, Mauritius, Dr. Dilshad Hussain Ripah University, Lahore and Dr. Faqir Anjum, GC University, Faisalabad. The panel discussion was moderated by Mr. Imran Chaudhry, Investment Specialist, USAID- PEEP. The discussion covered Islamic Banking in Meat Value Chain, Islamic Financing modes, value addition opportunities and E- coding of Halal ingredients
- **“Enhancing Quality Pakistani Livestock Products”** the panelists included, Ms. Renee Stickland, US Livestock Exporters Association, Dr. Martin Sieber, US Genetics Exports Association, Mr. Matthew Brown, USA and Mr. Mumtaz Khan Manais, Chairman, Punjab Agriculture and Meat Company (PAMCO). The panel discussion was moderated by Ch. Usman Ali, Economist, Global Assets Management Associates. The discussion was focused on export of livestock animals, impact of better genetics on Pakistan’s Halal Food sector and potential of commercial dairy farms in Pakistan. The

discussion covered Islamic Banking in Meat Value Chain, Islamic Financing modes, value addition opportunities and E- coding of Halal ingredients.

- **Concluding Session** was moderated by Mr. Asad Zahoor, Business Enabling Environment Specialist, USAID- PEEP. The panelists include Ms. Aqeela Mumtaz, CEO Meat tech, Mr. Hassan Raza, Secretary General, All Pakistan Meat Exporters Association, Mr. Ahmad Sajjad, CEO, Dairy & rural development foundation and Mr. Nadeem Khan, CEO Cold Chain Association. The focus of discussion was on scaling production, Enabling globally compliant processing, creating value through “Halal Pakistan” branding and services to Halal segment (Supply Chain).

Deputy Governor State Bank of Pakistan Mr. Saeed Ahmad in his closing remarks informed the participants of the measures taken by the State Bank of Pakistan (SBP) to address the key challenges facing Islamic Banking sector. Mentioning the resolve and commitment of the Government of Pakistan for promoting Islamic banking in the country on sound foundations the Deputy Governor shared with the audience progress of the National Steering Committee on Islamic Finance. He further congratulated Organizers for successful holding of this national event.

Opening Ceremony of Exhibition:

After Inaugural Session of the Conference on 10th March, 2015, Participants assembled for the Opening Ceremony of the Exhibition. The chief guest Mr. Sikandar Hayat Khan Boson, Federal Minister for National Food Security and Research, Ch. Arshad Jutt Special Advisor to Chief Minister, Punjab for Livestock & Dairy Development, Justice Khalil-Ur-Rehman Khan Chairman PHDA, Dr. Talat Pasha Vice Chancellor UVAS, Mr. Mumtaz Khan Manais Chairman PAMCO Board, Mr. Junaid Chief of Party, USAID- PEEP, USAID Provincial Director for Punjab Miles Toder joined to cut the ribbon for opening of the Exhibition.

The Producers of Meat Mutton, Beef, Poultry & other Food and Non-Food Articles had set up 55 stalls to showcase profile of their Companies & Products. The Exhibition drew huge number of visitors, both Producers & Consumers. On the sidelines B2B meetings of the domestic traders with International Business Magnates were arranged.

The reception dinner was hosted by PHDA & USAID- PEEP for the International Delegates, National Exporters & Sponsors of the Event. The International Delegates had a city tour on 11th March, 2015 and Chairman, PHDA hosted dinner at Freddi’s, Lahore. 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, 62 % exhibitors responded that the Event was excellent, 19 % rated it as very good, 15 % considered it as good and 4 % as satisfactory. When asked as to whether the target was achieved or not, 100 % exhibitors replied that they

have achieved their targets and this event should be held annually. Overall exhibitors were satisfied with the arrangements and facilities provided.

Conference Declaration:

The following Declaration was adopted in concluding session;

We the Representatives of Trade and Industry, Organizations and Institutions of Switzerland, Malaysia, Bahrain, UAE, Mauritius, USA, Islamic Republic of Pakistan, and Govt. of Punjab participating in the 4th International Halal Conference & Exhibition, 2015 have given serious consideration to the challenges faced and the emerging issues of Halal Trade and Industry of Pakistan and also to the measures needed to promote trade of Halal Food and Non-Food Products.

2. We the participants of the 4th International Halal Conference and Expo 2015 in the final Session of the Conference held on 10th March 2015, consider appropriate to record and unanimously adopt, the following Declaration;

- That necessary legal base be provided by framing and enforcing necessary Federal and Provincial legislations in the interest of Halal Trade and Industry.
- That special measures be taken to strengthen relationship amongst the stakeholders of Halal Trade and Industry especially of ASEAN and OIC member countries.
- That creating awareness about the concept of Halal and Tayyub as ordained by ALLAH SWT and His Messenger, the Prophet of Islam, is essential to ensure strict compliance of the related Shariah Principles.
- That Muslim countries particularly members of OIC should have harmonized Shariah Standards for Food & Non-Food Products and Services instead of each Muslim country having its own Shariah Standards.
- Halal standards for non-food items should be developed for the following:
 - Medicines & supplements.
 - Cosmetics and personal care products.
 - Manufacturing of dress/clothing items especially leather based items.
 - Logistics and Tourism

3. We recommend to SMIIC that while preparing and developing Halal Standards the concerned committee should give due consideration to the following:

- i. Views of all the stakeholders, manufactures, traders, technologists, scientists, Shariah Experts and consumers should be sought, examined and incorporated in the proposed Standards.
- ii. The committee should have well reputed experts from each related field e.g. Shariah experts, food scientists, pharmacists and so on.
- iii. The standards should be such as to be acceptable to majority of the Muslims or these should be flexible enough to allow all the sects of Muslims to adapt them for their respective schools of thought.

- iv. SMIIIC should amend the standards which allow stunning of poultry birds or cattle and large Halal animals since stunning is not allowed by Shariah.
5. It is recommended that the subject of Halal Laws be introduced into the curriculum at all levels. Furthermore, a separate Degree Program of Halal Science should be initiated at University level.
6. The message of peace, love and affection between man and man and all the living beings and entities including animals should be spread over in all communities and practical measures be taken for achieving this aim.