

**FOR THE EYES OF HONORABLE CHIEF MINISTER, PUNJAB  
(Seeking Guidance & Instructions)**

**Detailed Report  
On**

**6<sup>th</sup> International Halal Conference & Expo 2017**

**April 10 & 11, 2017  
Faletti's Hotel Lahore**

## “We delivered AS promised”

Punjab Halal Development Agency (PHDA) has successfully organized “6th International Halal Conference & Exhibition, 2017” on 10<sup>th</sup> & 11<sup>th</sup> of April 2017 at Faletti’s Hotel, Lahore – Pakistan

### About Organizer:

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.

### SPONSORS & SUPPORTERS OF IHCE-2017



### **Exhibitors at 6th International Conference & Exhibition, 2017:**

- |                                    |                                                |
|------------------------------------|------------------------------------------------|
| 1. National Bank of Pakistan (NBP) | 16. Marhaba Laboratories                       |
| 2. K&N's Foods                     | 17. Amanah International                       |
| 3. Raziq International             | 18. Punjab Livestock & Dairy Development Board |
| 4. Sufi Group                      | 19. Pak China Joint Chamber of Commerce & I    |
| 5. Azhar Corporation (Pvt) Limited | 20. Bunny's Bread                              |
| 6. Addinol Pakistan                | 21. Albarka Bank                               |
| 7. Alaadin Pakistan                | 22. Al-Huda                                    |
| 8. Punjab oil                      | 23. University of Veterinary & Animal Sciences |
| 9. Zenith                          | 24. USAID-Punjab Enabling environment Project  |
| 10. Tazij Meat                     | 25. SMIIC – OIC                                |
| 11. Meezan Bank                    | 26. AMD                                        |
| 12. 6 Brothers                     | 27. MEATEX                                     |
| 13. Olive Pakistan                 | 28. COTHM                                      |
| 14. Guard Group                    | 29. Livestock & Dairy Development Department   |
| 15. Anis Associates                | 30. Punjab Halal Development Agency            |

### **Objectives of 6th International Conference & Exhibition, 2017:**

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 Halal Food and non-Food products.
2. To facilitate interaction between the International Halal Business magnates enabling the Pakistani producers to access International Halal market.
3. To help formulate institutional reforms to facilitate Halal trade through sectoral reforms.
4. To initiate measures for strengthening relationship among the stakeholders of Halal trade and Industry of our region.
5. 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.

6. To develop an international platform for intellectual capacity building of the Halal Industry stakeholders through sharing of ideas to harness international halal trade opportunities.

#### **Proceedings of 6th International Conference & Exhibition, 2017:**

Mr. Asif Saeed Manais. Minister for Livestock & Dairy Development Department, Punjab represented the Chief Minister, Punjab the Chief Guest of the event. 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 mega event 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, Albaraka Bank, National Bank, Raaziq International, Big Bird, K & N, and especially USAID AMD 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 50 stalls/booths to showcase their profile and their products by 30 organizations. 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. Till date PHDA is successful in institutional policy making reforms through promulgation of Federal Halal Authority Law as well as Provincial Halal Agency Act.

Tan Sri Syed Jalaluddin from Malaysia in his Key note address shared the International Halal vision for Pakistani business community to increase its business prospects in multi dimensions through innovation and utilization of advanced technology and announces to operate in multimillion dollar online web based trading portal by the style of M/S Alladin Group in Pakistan through which Pakistani traders can access greater national and international market share in Halal trade.

The honorable chief guest in his address congratulated PHDA in organizing such mega event which has been intended to create enabling environment for Pakistani traders to tap its due share in the International Halal Market. He further expressed that such mega event shall help Pakistan to serve as "Halal Kitchen" of the world and he also assured support of the government to promote the Halal trade. 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 Honorable chief guest in his speech also noticed the efforts being made by PHDA to ensure Shariah compliant slaughtering and maintaining 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 appreciated the capacity Building initiatives of PHDA for Slaughter men, Veterinary staff and halal stakeholder's community. 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.

In the vote of thanks Mr. Peter Dickerell, Chief of party USAID- AMD project expressed his confidence that the conference and exhibition is an excellent platform for establishing linkages among national and international business community to spur new investment in the Halal trade sector.

The **First session** of the Conference was chaired by Haji Malik Abdul Kassim, Minister for Trade & Religious affairs Penang, Malaysia wherein Dr. Talat Pasha, Vice Chancellor, University of Veterinary & Animal Sciences (UVAS), Lahore Co- chaired the session. The presentations on Global Halal Trade- Key to Food Security & Economic Development were:

- ***“International Halal Trade- Opportunities & Challenges,”*** presentation was made by Dr. Hamid Jalil which explained the opportunities, potential, trends, growth prospects and major markets of Halal Trade.
- ***“Imperatives of Global Food Security in perspective of Halal,”*** presentation was made by Haji Malik Abdul Kassim, Minister for Trade & Religious affairs Penang, Malaysia. It was emphasized in the presentation that Halal certification system needs continuous improvement for supply of Halal produce and a mechanism to be devised for continuous interaction among Halal stakeholders related to food business.

The **Second Session** on “Compliance & Harmonization of Halal Standards” was chaired by Mr. Denis Valeyev, Deputy Minister, and Ministry of Industry & Trade of the Republic of Tatarstan. The presentations were:

- ***“Role of SMIIC in Harmonization of Standards”*** by Mr. Yasin Zulfikaroglu, SMIIC Turkey was focused on the establishment of uniform and harmonic single set of Global Halal standards and the role of SMIIC, OIC in this regard. He appreciated the role of Chairman, PHDA in guidance to SMMIC, OIC in development of uniform Halal standards.
- ***“Effect of Halal Slaughtering- Stunning & No- stunning”*** the presentation was made by Mr. Zulkifli Idrus, University of Putra, Malaysia in which issues related to stress- linked hormones in broiler chickens were highlighted.
- ***“Halal Integrity & Authentication”*** the presentation was made by Mr. M Yazid Abd Manap, University of Putra, Malaysia in which issues related to adoption of scientific methods in Halal certification system were highlighted and it was emphasized that integrity of Halal Certification System should be warranted.

The **Third Session** on “Halal Trade in ASEAN Region” was chaired by Tan Sri, Syed Jalal Uddin, Malaysia. The presentations were:

- ***“Winning Hearts & Minds through Halal Trade”*** by Tan Sri, Syed Jalal Uddin, Malaysia it was emphasized that inter relationships among ASEAN countries need to be strengthened to increase Halal trade.
- ***“Development of Halal Bridge in ASEAN”*** the presentation was made by Mr. Ahmed Lokman, HDC Malaysia in which it was emphasized to develop a Halal Corridor among ASEAN countries to

increase volume of Halal trade and to exploit opportunities to expand businesses in new dimensions.

- **“Potential & Opportunities for Pakistan in Global Halal Trade”** the presentation was made by Mr. Asad Sajjad which emphasized on potential of Pakistan to tap its share from International halal Trade. al Certification System should be warranted.
- **“Role of National Culture”** the presentation was made by Mr. Khamerki Vladimir Kirrilovich in which it was emphasized that quality of life can be improved through innovations in developing national culture to cater for the changing paradigm in lifestyles.

The **Forth Session** on “Halal Trade in CPEC Perspective” was chaired by Mrs. Elena Michaelovna Kholod, Russia. The presentations were:

- **“Update on CPEC & Opportunities for Pakistan”** the presentations was made by Mr. Hassan Dawood, Project Director CPEC in which the trade potential for Pakistan was highlighted keeping in view the strategic location of Pakistan and CPEC being the game change in the region.
- **“The Concept of Islamic Tecno- Park”** the presentation was made by Mr. Ibatullin Rostem Emirovich in which the concept of establishing Halal Parks in the region was introduced and importance of utilization of advanced technology in this regard was highlighted.

The **Fifth Session** on “Islamic Finance & Banking” was chaired by Michael Altai Michaelovich, Director Finance, Russia. The presentations were:

- **“Status of Russia- Pakistan Banking Relationship”** the presentations was made by Mrs. Elena Michaelovna Kholod, Russia in which it was emphasized that strong banking relationship between Russia & Pakistan is a must for initiating trade relationships.
- **“The Prospects of Islamic Banking”** the presentation was made by Michael Altai Michaelovich, Director Finance, Russia in which the prospects for establishing of Islamic Banking system in Russian federation were highlighted.
- **Concluding Session** include panel discussions with the Presidents of various banks to discuss the Islamic banking prospects in Russian federation.

### **Opening Ceremony of Exhibition:**

After Inaugural Session of the Conference on 10<sup>th</sup> April, 2017, Participants assembled for the Opening Ceremony of the Exhibition. The chief guest Mr. Asif Saeed Manais, Minister for Livestock & Dairy Development, cut the ribbon for opening of the Exhibition.

The Producers of Halal food manufacturers & producers including Mutton, Beef, Poultry & other Food and Non-Food Articles had set up 50 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- AMD for the International Delegates, National Exporters & Sponsors of the Event. The International Delegates had a city tour on 11<sup>th</sup> April, 2017 and Lahore Chamber of Commerce & Industries hosted Lunch which was followed by the B2B meetings and the dinner gala on 11<sup>th</sup> April, 2017 was hosted by VC, UVAS to introduce tastes of Paksitan.

On 12<sup>th</sup> of April, 2017 the lunch for the foreign delegates was hosted by SUFI group of Industries and dinner was hosted by M/S Anis Associates.

**Halal Food Safety Training Program** was organized by PHDA on 11<sup>th</sup> April, 2017 in which more than 400 persons from leading halal industry and academia participated.

**Pakistani Food Cooking Competition** was organized by PHDA in collaboration with COTHM & K& N Foods in which more than 50 participants from different colleges & universities participated. It was a big vaganza enjoyed by local & international participant.

**The delegation from Russian Federation and the Republic of Tatarstan** Consequent to the meeting of Chairman, PHDA with Mr. Rustam Minnikhanov, President, Tatarstan during his visit to Lahore earlier in March, 2017 it was agreed to exchange high level delegates between Pakistan and Russian Federation and the Republic of Tatarstan for promotion of Halal trade sector. President Tatarstan invited Chairman, PHDA to participate in the Kazan Summit 2017 to be held in May, 2017 along with Pakistani Business magnates for unlocking cooperation potential in development of Islamic Financial Institutions and to explore Halal trade potential in Russian federation.

The high level delegation from Russian Federation and the Republic of Tatarstan who have actively participated in the mega event and B2B meetings comprised of:

#### **Russian Federation**

1. Dr. Zahid Ali Khan,  
Executive Director, Russian Business Council for Cooperation with Pakistan, Federation Chamber of Commerce & Industry of Russian Federation
2. Mirza Abdul Aziz,  
General Director JSC, Mirza Enterprises Moscow Russia
3. Dr. CHOMERKI VLADIMIR KIRRILIOVICH  
Doctor of Economics, Chairman of the Board, Association of the "United Supporters of the President's Program & Initiatives" Trusted Person of the President of Russian Federation
4. Mr. MIKHAIL ALTAI MICHAELOVICH-OGLI,  
Finance Director, LLC "NASHA GERZAVA" expert in Credit & Investment, Independent Expert of Alternative Financing and "Islamic Banking"
5. Mrs. ELENA MICHAELOVNA KHOLOD  
Executive Secretary, Chamber of Commerce & Industry Russian Federation, Croatia Business Council, Financial Expert Financing

6. IBATULLIN RUSTEM EMIROVICH  
Deputy General Director of ITA project", Islamic Techno-Park of TATARISTAN.
7. MS. IBATULLINA ROSALIA HANUKAEVNA  
General Director of "ITA project, Islamic Techno-Park of TATARISTAN.

#### **Republic of Tatarstan**

8. Denis VALEYEV, Deputy Minister, Ministry of Industry and Trade of the Republic of Tatarstan
9. Svetlana KHALFIYEVA, Head of the protocol, Protocol department of the Tatarstan Investment Development Agency

#### **Delegation Visiting Moscow / Kazan.**

A high level delegation comprising Chairman PHDA, President and Members of Lahore Chamber of Commerce, Two Executive of Bank of Punjab and Members of Honorary Consulate of Russian Federation in Pakistan on invitation of President of Tatarstan are participating in the Kazan Summit 2017 and also having meetings with Chamber of Commerce of Russian Federation and of Moscow as well as Ministry of Trade of Russian Federation. Two MOUs with AK Bars Bank and Tatarstan Investment Agency are also proposed to be signed by Executives of Bank of Punjab with the view to facilitate commencement of Islamic Finance & Economic System in Tatarstan.

The report of this visit will be submitted in due Course.

#### **Conference Declaration:**

The following Declaration was adopted in concluding session;

We the Representatives of Trade and Industry, Organizations and Institutions of UAE, Malaysia, Tataristan, Russia, Indonesia, Islamic Republic of Pakistan, and Govt. of Punjab participating in the 6th International Halal Conference & Exhibition, 2017 have given serious consideration to the rising trend of Halal Sector and CPEC role as a strategic game changer in the region with particular emphasis on developing Halal Theme Parks to promote trade of Halal Food and Non-Food Products.

1. We the participants of the 6th International Halal Conference and Expo consider appropriate to unanimously adopt, the following Declaration;
  - That necessary statutory legal framework shall be developed to promote Halal Trade Sector. Policy makers shall work to provide institutional support to spur investment in Halal sector.
  - 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 uniform and harmonized Shariah Standards for Food & Non-Food Products and Services instead of each Muslim country having its own Shariah Standards.
2. It is recommended that all the OIC member countries should adopt interventions made by SMIIC, OIC by implementing unified Halal Standards.
  3. It is recommended that the Halal Theme Parks be developed in OIC member countries incentivizing Halal Industries to spur investment and create employment opportunities in Halal Trade sector.
  4. It is recommended that sectoral reforms policies of OIC member countries be aligned with promotion of Halal sector.

**Mr. Justice Khalil-ur-Rehman Khan**  
**Chairman**  
**Punjab Halal Development Agency**

**Secretary, Livestock & Dairy Development Department**

**Secretary to Chief Minister Punjab**