

Tentative Programme: Subject to confirmation



DAY 1	Opening Ceremony
DAY 1	Sessions 1-2
DAY 2	Session 3 - 5 & Resolutions
DAY 1 - Night	Gala Dinner & Awards Ceremony

# World Halal Forum 2010 Kuala Lumpur Convention Center 21<sup>st</sup> and 22<sup>nd</sup> June 2010

## *Global Halal Industry: Regulatory Architecture, Trade and Market Access*

Monday, 21<sup>st</sup> June, 2010

07:00 am - 04:00 pm	Registration
09:00 am - 10:45 am	SESSION 1 Welcome and Industry Panel
09:00 am - 09:10 am	Opening Remarks by MC  Doa Recitation by Imam Faisal Abdul Rauf Founder Cordoba Initiative United States of America
09:10 am - 09:15 am	Welcome Remarks Founder of World Halal Forum Hajjah Jumaatun Azmi Malaysia

All listed VIPs/Speakers/Panellist have been listed on invited basis

09:15 am - 10:45 am	<b>STATE OF THE INDUSTRY PANEL</b>
09:15 am - 10:15 am	<p><b>Industry Leaders Panel</b></p> <p>Dato' Seri Jamil Bidin Chief Executive Officer Halal Industry Development Corporation Malaysia</p> <p>Mr. Darhim Hashim Chief Executive Officer International Halal Integrity (IHI) Alliance</p> <p>Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat/ KasehDia Sdn Bhd Indonesia</p> <p>Mr. Badlisyah Abdul Ghani Executive Director / Chief Executive Officer CIMB Islamic Bank Malaysia</p> <p>Dr. Habib M' Nasria Director McDonalds Middle East-Dubai United Arab Emirates</p> <p>His Eminence Dr. Mustafa Ceric Grand Mufti of Bosnia and Herzegovina Bosnia and Herzegovina</p> <p>His Excellency Sheikh Saleh Abdullah Kamel President Islamic Chamber of Commerce and Industry (ICCI - OIC) Kingdom of Saudi Arabia</p> <p>Mr. Sheikh Saleh Abdullah Lootah Chairman Al-Islami United Arab Emirates</p> <p>Hajj Abdalhamid David Evans Senior Analyst Imarat Consultants</p> <p>YBhg. Tan Sri Dato' Muhammad Ali Hashim Chairman KFC Holdings (Malaysia) Bhd Malaysia</p>
10:15 am - 10:45 am	<b>Questions and Answers</b>
10.45 am - 11.00 am	<b>Networking and Refreshment</b>

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	<b>OPENING CEREMONY AND KEYNOTE ADDRESS</b>
11.00 am - 11.05 am	<b>World Halal Forum Video</b>
11:05 am - 11:20 am	<b>Opening Speech</b>  <b><i>World Halal Forum Chairman</i></b> His Excellency Sheikh Saleh Abdullah Kamel President Islamic Chamber of Commerce and Industry (ICCI - OIC) Kingdom of Saudi Arabia
11:20 am - 11:50 am	<b>Keynote Address</b>  Y.A.B. Dato' Sri Mohd. Najib Tun Haji Abdul Razak Prime Minister of Malaysia
11:50 am - 12:30 pm	<b>MOU Signings &amp; Press Conference, Tour of Sponsors Exhibition Area.</b>
12.45 pm - 02.00 pm	<b>Solat al-Dhuhr, Networking and Lunch</b>

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02:00 pm - 05:00 pm	<b>SESSION 2: REALITIES OF THE HALAL INDUSTRY</b>
02:00 pm - 02:30 pm	<p><i>Perspective from Fiqh on Global Halal Regulation</i></p> <p>Sheikh Yusuf Al-Qaradawi Head European Council for Fatwa and Research Europe</p>
02:30 pm - 03:00 pm	<p><i>Debunking the Myths: Understanding the Facts and Figure of the Global Halal Market</i></p> <p>Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat/ KasehDia Sdn Bhd Indonesia</p>
03:00 pm - 03:30 pm	<p><i>Current Issues &amp; Realities from the Global Trade of Halal Meat</i></p> <p>Mr. Sr. Nildemar Secches Chief Executive Officer Perdigao SA Brazil</p> <p>and</p> <p>Mr. Jan Roelsgaard Chief Executive Officer Dat Schaub International SA Denmark</p>
03:30 pm - 04:00 pm	<p><i>Overcoming Human Capital Gap to Benefits from The Emerging Halal Markets</i></p> <p>Mr. Shigeo Takenaka Secretary-General Asian Productivity Organization (APO) Japan</p> <p>and</p> <p>Dr. Djordjija Petkoski Head of Business Competitiveness and Development Team The World Bank Institute United States of America</p>
04:00 pm - 05:00 pm	<p><b>Panel Discussion:</b></p> <p>Mr. Darhim Hashim Chief Executive Officer International Halal Integrity (IHI) Alliance</p>
05:00 pm	<b>END OF DAY 1</b>
07:45 pm - 10:45 pm	<b>HALAL JOURNAL AWARDS GALA DINNER</b>

Tuesday, 22<sup>nd</sup> June, 2010

09:00 am - 10:45 am	<b>SESSION 3: CAN HALAL BE USED AS A NON-TARIFF BARRIER?</b>
09:00 am - 09:20 am	<p><i>Can Halal be Used as a New Form of Non-Tariff Barrier?</i></p> <p>His Excellency Marc Barety Ambassador of France in Malaysia Embassy of French in Malaysia</p>
09:20 am - 09:40 am	<p><i>Importance of an Updated Global Regulatory Framework for the Use of Terms ‘Halal’</i></p> <p>Dr. Karen Hulebak Chairperson Codex Alimentarius Commission Italy</p>
09:40 am - 10:00 am	<p><i>Example of Trade Loss from Variation in Implementing Halal Concept</i></p> <p>Representative from Government of New Zealand/ Australia</p>
10:00 am - 10:30 am	<p><b>Panel Discussion</b></p> <p>YBhg. Tan Sri Abdul Rahman Mamat Secretary General Malaysia of International Trade Industry Malaysia</p> <p>YBhg. Dato’ Dr. Aziz Jamaluddin Director General of Department Veterinary Services Ministry of Agriculture and Agro based Malaysia</p> <p>Representative from European Commission</p> <p><u>Other Panellists (to be confirmed)</u></p>
10:30 am - 10:45 am	<b>Press Conference, Networking and Refreshment</b>

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10:45 am - 12:45 pm	<b>SESSION 4: STANDARDISATION, ANIMAL WELFARE AND ETHICS</b>
10:45 am - 11:15 am	<b><i>IHI Alliance Standards Development Updates</i></b>  Mr. Darhim Hashim Chief Executive Officer International Halal Integrity (IHI) Alliance
11:15 am - 11:45 am	<b><i>Learning from Other Initiative: Example of GFSI to Harmonize Food Safety Program</i></b>  Ms. Catherine François Director Global Food Safety Initiative (GFSI) France
11:45 am - 12:15 pm	<b><i>Development of Ethical Equipment for Animal Production</i></b>  Dr. Temple Grandin Professor of Animal Science Colorado State University United States of America
12:15 pm - 12:45 pm	<b>Panel Discussion</b>  Hajj Abdalhamid David Evans Senior Analyst Imarat Consultants  <u>Other Panellists (to be confirmed)</u>
12:45 pm - 02:00 pm	<b>Solat al-Dhuhr, Press Conference and Lunch</b>

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02:00 pm - 03:30 pm	<b>SESSION 5: A TRANSFORMATION: FROM NICHE TO MASS MARKET</b>
02:00 pm - 02:20 pm	<p><i>Halal Foods Assurance System for Worldwide Humanitarian/ Relief Efforts</i></p> <p>Representative of Red Cross</p> <p>and</p> <p>Mr. António Guterres High Commissioner United Nations High Commissioner for Refugees (UNHCR)</p>
02:20 pm - 02:40 pm	<p><i>Ensuring Systematic Supply of Halal Foods for Global Sports Events</i></p> <p>Mr. Joseph S. Blatter President Federation of International Football Association (FIFA) Switzerland</p>
02:40 pm - 03:00 pm	<p><i>“Muslim Meals’ or ‘Halal Foods’?: Ensuring Halal Assurance System in Global Airline Catering</i></p> <p>Mr. Giovanni Bisignani Director General and Chief Executive Officer International Air Transport Association (IATA) Canada</p>
03:00 pm - 03:30 pm	<p><b>Panel Discussion:</b></p> <p><u>Panellists (to be confirmed)</u></p>
03:30 pm - 03:45 pm	<b>Press Conference, Networking and Refreshment</b>

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03:45 pm - 04:45 pm	<b>SESSION 5: RESOLUTION FORMATION</b>
03:45 pm - 04:45 pm	<p><b>Resolution Formation</b></p> <ul style="list-style-type: none"> <li>• Toward Formation of Global Halal Regulatory System &amp; Architecture             <ul style="list-style-type: none"> <li>• Issues and Challenges: Local, Regional and Global</li> <li>• Collaboration with Multinational Institutions                 <ul style="list-style-type: none"> <li>• Issue of Non-Trade Barriers</li> </ul> </li> </ul> </li> <li>• Accelerating Global Halal Trade and Ensuring better Market Access</li> </ul> <p><b>(Representatives from WHF, Various Agencies and Industries Stakeholders to Confirmed)</b></p>
04:45 pm - 05:00 pm	<p><b>Closing Remarks</b></p> <p><i><b>World Halal Forum Chairman</b></i>          His Excellency Sheikh Saleh Abdullah Kamel          President of the Islamic Chamber of Commerce and Industry (ICCI - OIC)          Kingdom of Saudi Arabia</p>
05:00 pm - 05:30 pm	<p><b>Solat al-Asr, Press Conference, Networking &amp; Refreshment</b></p>
<b>F O R U M   A N D   C O N F E R E N C E   E N D</b>	