

Tentative Programme: Subject to confirmation



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| 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 Centre

21st and 22nd June 2010

State of Industry: International Trade & Market Access

Monday, 21st June, 2010

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| 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

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| 09:15 am - 10:45 am | STATE OF THE INDUSTRY : PANEL DISCUSSION |
| 09:15 am - 10:15 am | <p>Opening Remark Y.B. Dato' Mukhriz Tun Dr. Mahathir Deputy Minister Ministry of International Trade and Industry, Malaysia</p> <p>Teymoor Nabili (Moderator) Anchor, Al-Jazeera Network</p> <p>YBhg. Dato' Wan Mohamad bin Dato' Sheikh Abdul Aziz Director General, JAKIM, Malaysia</p> <p>YBhg. 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>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 Foods/ S.S. Lootah Group, UAE</p> <p>YBhg. Tan Sri Dato' Muhammad Ali Hashim Chairman, KFC Holdings (Malaysia) Bhd, Malaysia</p> <p>Dr. Djordjija Petkoski Head of Business Competitiveness and Development Team The World Bank Institute, USA</p> <p>Dr. Karen Hulebak Chairperson, Codex Alimentarius Commission, Italy</p> <p>Dr. Cédomir Nestorovic Associate Professor, Management Department ESSEC Business School Paris, France</p> |
| 10:15 am - 10:45 am | Questions and Answers |
| 10.45 am - 11.00 am | Networking and Refreshment |

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| | OPENING CEREMONY AND KEYNOTE ADDRESS |
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| 11.00 am - 11.05 am | World Halal Forum Video |
| 11:05 am - 11:20 am | Opening Speech <i>World Halal Forum Chairman</i> 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 | Keynote Address Y.A.B. Dato' Sri Mohd. Najib Tun Haji Abdul Razak Prime Minister of Malaysia |
| 11:50 am - 12:30 pm | MOU Signings & Press Conference, Tour of Sponsors Exhibition Area. |
| 12.45 pm - 02.00 pm | Solat al-Dhuhr, Networking and Lunch |

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| 02:00 pm - 05:00 pm | SESSION 2: CURRENT REALITIES OF THE HALAL INDUSTRY |
| 02:00 pm - 02:30 pm | <i>Perspective from Fiqh on Global Halal Regulation</i> Representative Islamic Scholars / IHI Alliance Advisory Panel |
| 02:30 pm - 03:00 pm | <i>Debunking the Myths: Understanding the Facts and Figure of the Global Halal Market</i> Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat/ KasehDia Sdn Bhd Indonesia |
| 03:00 pm - 03:30 pm | <i>Current Issues & Realities from the Global Trade of Halal Meat</i> Mr. Sr. Nildemar Secches Chief Executive Officer Perdigao SA Brazil |
| 03:30 pm - 04:00 pm | <i>Industry Issues and Challenges ; Perspective from Halal Certifying Agency</i> Mr. Tamer Fawzi Mansor General Supervisor Central Islamica Brasileira de Alimentos Halal(CIBAL) Brazil |
| 04:00 pm - 05:00 pm | Panel Discussion: Mr. Darhim Hashim (Session Chair) Chief Executive Officer International Halal Integrity (IHI) Alliance |
| 05:00 pm | END OF DAY 1 |
| 07:45 pm - 10:45 pm | HALAL JOURNAL AWARDS GALA DINNER |

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Tuesday, 22nd June, 2010

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| 09:00 am - 10:45 am | SESSION 3:INTERNATIONAL TRADE & COMPETITIVENES OF GLOBAL HALAL INDUSTRY |
| 09:00 am - 09:20 am | <p style="text-align: center;"><i>Ensuring Competitiveness of Halal Food Industries</i></p> <p style="text-align: center;">Dr. Djordjija Petkoski Head of Business Competitiveness and Development Team The World Bank Institute United States of America</p> |
| 09:20 am - 09:40 am | <p style="text-align: center;"><i>Regulatory Framework for Halal Industry</i></p> <p style="text-align: center;">Dr. Karen Hulebak Chairperson Codex Alimentarius Commission, FAO UN Italy</p> |
| 09:40 am - 10:00 am | <p style="text-align: center;"><i>The Needs of Standardization to Ensure Competitiveness Industry</i></p> <p style="text-align: center;">Mr. Darhim Hashim Chief Executive Officer International Halal Integrity (IHI) Alliance</p> |
| 10:00 am - 10:30 am | <p style="text-align: center;">Panel Discussion</p> <p style="text-align: center;">Mr. Mohd Shukri Abdullah (Session Chair) Chief Executive Officer Malaysia International Halal Showcase Malaysia</p> <p style="text-align: center;">YBhg. Dato' Dr. Aziz Jamaluddin Director General of Department Veterinary Services Ministry of Agriculture and Agro based Malaysia</p> <p style="text-align: center;">Representative from Belgium Embassy in Malaysia & IDB</p> |
| 10:30 am - 10:45 am | Press Conference, Networking and Refreshment |

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| 10:45 am - 02:00 pm | SESSION 4: HALAL ASSURANCE TO CATER MASS MARKET |
| 10:45 am - 11:05 am | <p><i>Halal Foods Assurance System for Worldwide Humanitarian/ Relief Efforts</i></p> <p>Representative of Red Crescent</p> <p>Hisham Harun Hashim Deputy National Chairman, Red Crescent Malaysia</p> |
| 11:05 am - 11:25 am | <p><i>Benchmarking : Food Safety Assurance for Mass Market</i></p> <p>Ms. Catherine François Director Global Food Safety Initiative (GFSI) France</p> |
| 11:25 am - 11:45 am | <p><i>Integrating Multimodal Transports & Production Chain for Halal Industry</i></p> <p>Mr Dirk Bequart, Director for Development & Chief Commercial Officer Port of Marseille, France</p> |
| 11:45 am - 12:00 pm | <p>Panel Discussion:</p> <p>Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat/ KasehDia Sdn Bhd Indonesia</p> <p>Dr. Cédomir Nestorovic Associate Professor, Management Department ESSEC Business School Paris France</p> |
| 12.00 pm - 02.00 pm | Press Conference, Networking and Refreshment |

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| 02:00 pm - 05:00 pm | SESSION 4: DETERMINE FACTORS IN HALAL STANDARDS, ANIMAL WELFARE, ETHICS & TRANSPARENT RULES |
| 02:00 pm - 02:30 pm | <i>Malaysian Halal Standard & Animal Welfare Issues</i> Mr. Rafaiq Bakri Zakaria Strategic Management Division Standards Malaysia Malaysia |
| 02:30 pm - 03:00 pm | <i>Regulating Halal in New Zealand</i> Dr. Tony Zohrab Director (Market Access) New Zealand Food Safety Authority New Zealand |
| 03:00 pm - 03:30 pm | <i>Ethics & Corporate Responsibility in Halal Industry : Case of CCM Halal Pharmaceutical</i> YBhg. Dato' Dr. Mohd Hashim Ahmad Tajudin Group Managing Director Chemical Company of Malaysia Berhad Malaysia |
| 03.30 pm - 03:45 pm | Panel Discussion Mr. Darhim Hashim (Session Chair) Chief Executive Officer International Halal Integrity (IHI) Alliance <u>Other Panellists</u> |
| 03:45 pm - 04:15 pm | Solat al-Dhuhr, Press Conference and Refreshment |

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| 04:15 pm - 05:30 pm | SESSION 5: RESOLUTION FORMATION |
| 04:15 pm - 04:45 pm | <p>Resolution Formation</p> <ul style="list-style-type: none"> • Accelerating the growth of Regional & Global Halal Industry <ul style="list-style-type: none"> • Accelerating Halal Trade • Ensuring Better Market Access in bilateral and multilateral trade <ul style="list-style-type: none"> • Collaboration with Multinational Institutions • Issues and Challenges: Local, Regional and Global Halal Industry • Halal as Integration of Values, Animal Welfare, Ethics & Consumer Interest <ul style="list-style-type: none"> • The Way Forward <p>(Representatives from WHF, Various Local, Regional & Global Agencies and Industries Stakeholders to Confirmed)</p> |
| 04:45 pm - 05:00 pm | <p>Closing Remarks</p> <p><i>World Halal Forum Chairman</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>Solat al-Asr, Press Conference, Networking & Refreshment</p> |
| F O R U M A N D C O N F E R E N C E E N D | |