



# 6TH WORLD HALAL FORUM

4-5 APRIL 2011

KUALA LUMPUR CONVENTION CENTRE  
KUALA LUMPUR, MALAYSIA

## PROGRAMME

TOWARDS A HALAL ECONOMY  
THE POWER OF VALUES IN GLOBAL MARKETS

[WWW.WORLDDHALALFORUM.ORG](http://WWW.WORLDDHALALFORUM.ORG)

# DAY ONE

## SESSION ONE 09.00 – 10.30

- 08.00 Registration Opens**
- 08.45 Arrival Of VIPs**
- 09.00 Qur'an & Du'a**  
Imam Feisal Abdul Rauf, Founder of the Cordoba Initiative
- 09.15 Multimedia presentation**
- 09.20 Welcoming Remarks**  
Hajjah Jumaatun Azmi  
Founder of World Halal Forum
- 09.30 Keynote Address**  
YAB Tun Abdullah Haji Ahmad Badawi  
Former Prime Minister of Malaysia
- 09.45 Launch of SAMI Halal Index**
- 09.55 Tour Of Exhibition Area**
- 10.15 Press Conference**
- 10.30 Networking & Refreshments**



## SESSION TWO 11.30 – 13.00

### ISLAMIC FINANCE AS A DRIVER IN THE HALAL INDUSTRY

*Session Chair: Abdalhamid Evans, Director, World Halal Forum*

- 11.30 Natural Allies – Halal Products and Islamic Financial Services**  
Rafe Haneef  
Executive Director & CEO, HSBC Amanah Malaysia Berhad
- 12.00 The Tipping Point between Halal and Islamic Finance**  
Rushdi Siddiqui  
Global Head, Islamic Finance & OIC Countries,  
Thomson Reuters, USA
- 12.30 Panel Discussion**  
Daud Vicary Abdullah  
Global Leader of Islamic Finance, Deloitte, Malaysia
- Datin Maznah Mahbob  
CEO, AmIslamic Funds Management, Malaysia
- 13.00 Press Conference, Networking & Lunch, Dhuhr Prayer**



## SESSION THREE 14.30 – 16.00

### NEW HORIZONS IN THE HALAL MARKET LANDSCAPE

*Session Chair: Fe Jazzareen Mor Japar Khan*

*Principle Consultant, KasehDia Research & Consulting, Malaysia*

- 14.30 A Halal Agenda For The New Decade**  
Abdalhamid Evans  
Director, World Halal Forum
- 14.55 Redefining Regulatory Procedures In The Halal Industry**  
Darhim Dali Hashim  
Chief Executive Officer,  
International Halal Integrity Alliance
- 15.20 Going Global - Transcontinental Distribution Challenges**  
Jérôme Giraud  
Head of Business Development Department  
Marseille Fos Port Authority, France
- 15.35 Panel Discussion**  
Datu Tahir Lidasan Jr., CESO III  
Director, Office of the President  
National Commission for Muslim Filipinos, Philippines
- Dr Tony Zohrab  
Director, Market Access, Standards Branch  
Ministry of Agriculture and Forestry, New Zealand
- 16.00 Networking & Refreshments**

## SESSION FOUR 16.30 - 18.00

### HALAL VALUES IN THE MAINSTREAM MARKET

*Session Chair: Rafi-uddin Shikoh, Founder, Dinar Standard*

- 16.30 Positioning Halal Values On The Retail Shelf**  
Zahed Amanullah  
Director, American Halal Corporation, USA
- 17.00 Responding to Mainstream Demand for Halal**  
Joohi Tahir  
Vice President of Marketing & Sales,  
Crescent Foods Inc, USA
- 17.30 Risk Management in the Halal Sector**  
Fe Jazzareen Mor Japar Khan  
Principle Consultant, KasehDia Research & Consulting  
Malaysia
- 18.00 Networking & Asr Prayer**



## SESSION FIVE 18.30 - 19.00

### OPENING THE GATES TO CHINA'S HALAL INDUSTRY ~ AN INTRODUCTION TO NINGXIA

*Session Chair: Jin Junke*

*NB. Session will be conducted in Mandarin, with English Translation*

- 18.30 A General Introduction to Ningxia**  
Mr. Wang Jing  
Director General of Ningxia Investment Promotion Bureau  
China
- 18.45 Ningxia Faximu International Halal Industry Company**  
Mrs Ma Xiaoyun  
PhD and Associate Professor,  
School of Economic Management Sciences  
Ningxia University, China
- 19.24 Magrib Prayer**



## THE HALAL JOURNAL AWARDS GALA DINNER

**Location:** Ballrooms 1 & 2, Level 3, KL Convention Centre  
**Dress Code:** Formal

- 20.00 Arrival of Guests**
- 20.15 Arrival of VIP**
- 20.30 Multimedia Presentation**
- 20.35 Dinner is Served**
- 21.00 Welcome Remarks**  
Hajjah Jumaatun Azmi  
Founder and Managing Director, KasehDia Sdn Bhd,
- 21.25 The 6th Halal Journal Awards Ceremony**
- 22.30 Gala Dinner ends**



# DAY TWO

## SESSION SIX 09.30 – 11.00

### MAJOR TRENDS IN THE GLOBAL HALAL MARKETPLACE

*Session Chair: Joohee Tahir, VP Marketing & Sales, Crescent Foods Inc, USA*

- 09.30 Major Market Trends Of The Coming Decade**  
David Smith  
CEO, Global Futures And Foresight, UK
- 10.00 Perceptions and Management of Halal in Secular Countries**  
Jalel Aossef  
Director, Midamar Corporation, USA
- 10.30 Panel Discussion**  
Faisal Masood  
Founder, American Muslim Consumer Conference, USA
- Tina Jamaluddin  
Head of Business Development,  
PAP Marketing Malaysia Sdn Bhd, Malaysia
- 11.00 Networking & Refreshments**



## SESSION SEVEN 11.30 – 13.00

### THE INFLUENCE OF MEDIA & ENTERTAINMENT

*Session Chair: Zahed Amanullah, Director, American Halal Corporation*

- 11.30 Digital Realities In The Muslim Consumer Market**  
Mohamed El-Fatry  
CEO & Founder, Muxlim.Com, Finland
- 12.00 Missing Links - Television With Islamic Values**  
Navid Akhtar  
Founder, Gazelle Media, UK
- 12.30 Panel Discussion**  
Hajjah Jumaatun Azmi  
Managing Director, KasehDia Sdn Bhd, Malaysia
- Rushdi Siddiqui  
Global Head, Islamic Finance & OIC Countries,  
Thomson Reuters, USA
- 13.00 Networking & Lunch, Dhuhr Prayer**



## SESSION EIGHT 14.30 – 16.00

### NEW SECTORS AND OPPORTUNITIES

*Session Chair: David Smith, CEO Global Futures and Foresight, UK*

- 14.30 The Rise Of Halal-Friendly Travel**  
Fazal Bahardeen  
Founder, CrescentRating.com, Singapore
- 15.00 Food Security and Opportunities in OIC Markets**  
Rafi-uddin Shikoh  
Founder, Dinar Standard, USA
- 15.30 The Malaysian Standard on Halal Pharmaceuticals**  
Ustaz Zainal Abidin  
Director, Halal Hub Project, JAKIM, Malaysia
- Dr. Zhari Ismail  
Professor of Pharmacognosy/Pharmaceutical Chemistry  
University of Science Malaysia
- 16.00 Networking & Refreshments**

## SESSION NINE 16.30 – 17.30

### TOWARDS A HALAL ECONOMY – WHAT NEXT?

*Session Chair: Abdalhamid Evans, Director, World Halal Forum*

- 16.30 Thought-Leaders Discussion Panel**  
Leonard Ariff bin Abdul Shatar  
Director, CCM Pharmaceuticals Division, CCM, Malaysia
- Koen De Praetere,  
General Manager, Volys Star, Belgium
- Rushdi Siddiqui  
Global Head, Islamic Finance & OIC Countries,  
Thomson Reuters, USA
- Jalel Aossef,  
Director, Midamar Corporation, USA
- Darhim Hashim,  
CEO, IHI Alliance
- Mohamed El-Fatry,  
CEO & Founder, Muxlim.com, Finland
- David Smith,  
CEO, Global Futures and Foresight, UK
- Rafi-uddin Shikoh,  
Founder, Dinar Standard, USA
- 17.15 Summary & Closing Remarks**  
Abdalhamid Evans  
Director, World Halal Forum
- 17.30 Press Conference, Networking & Refreshments, Asr Prayer**

**WHF 2011 ends**



#### KL PRAYER TIMES 4-5 APRIL

SUBH	05.57
SHURUK	07.14
DHUHR	13.20
ASR	16.21
MAHGRIB	19.24
ISHA	20.33





WHF IS AN INCLUSIVE INITIATIVE  
JOIN IN THE CONVERSATION

JOIN IN  
THE WHF THOUGHT LEADERS DISCUSSION PANEL  
IN SESSION 9 ON DAY 2.

SEND YOUR QUESTIONS & COMMENTS VIA

- \* TWITTER ~ TWEET TO @WORLDHALALFORUM
- \* EMAIL ~ TO INFO@WORLDHALALFORUM.ORG
- \* SMS ~ TO +6016 705 2510
- \* WRITING ~ PASS TO ANY WHF SECRETARIAT MEMBER

HAVE A SAY IN WHAT WHF DOES NEXT

BE PART OF THE FUTURE AGENDA

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