

**PRESS CONFERENCE:  
ANNOUNCING WORLD HALAL FORUM 2007  
“Harmonising The Global Halal Market”**

**Speech By:  
Encik Khairy Jamaluddin, Chairman, World Halal Forum  
Tuesday, December 19, 2006**

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**SALUTATIONS:**

Assalamualaikum warahmatullahi wabarakatuh and good morning,

Yang Berbahagia Dato' Jamil Bidin, Chief Executive Officer of HDC;

Puan Jumaatun Azmi, Managing Director of KasehDia Sdn Bhd;

Distinguished guests and sponsors of the forum;

Members of the media; Ladies and Gentlemen.

On behalf of The World Halal Forum Secretariat, I would like welcome all of you today and thank you for your presence and support at this morning's event. With this press conference, we begin the early preparations for the Second World Halal Forum, scheduled to take place in five months time on May 7 and 8, 2007.

**INTRODUCTION:**

Ladies and gentlemen,

The inaugural World Halal Forum which took place in May this year was established precisely at the time it was needed. It was the right event, in the right place, at the right time.

The Halal market is evolving at a rapid pace, and because of its global extent, the rate and nature of this evolution differs in each country and even in each industry sector.

Because of the rapid and complex evolution of this market, the global Halal industry players and stakeholders - the farmers, producers, manufacturers, logistic providers,

and retailers of this industry – all need an arena for collaboration, regulation and development of the market. And, whether we like it or not, all eyes are on Malaysia to lead the way. So let us hereby confirm that we intend to take up the challenge to lead the development of the Halal industry for the benefit of the all.

**Contents:**

Ladies and gentlemen,

The inaugural World Halal Forum created a paradigm shift on what constitutes Halal and its applications. For the first time ever, a platform was created that enabled the world to understand ‘Halal’ from a different perspective, and it was, in many ways, the birth of the term ‘Halal Industry’.

The WHF saw the participation of a broad cross-section of local and international delegates from various business backgrounds and disciplines. For three days in May, the country was the focal point of the Halal market, bringing together individuals, corporations and government representatives, Muslims and non-Muslims. International experts representing renowned international companies and brands, deliberated and shared views on Halal-related issues and applications. It was a ground-breaking event.

Allow me to share some statistics related to the World Halal Forum 2006.

In total, 730 people attended the forum, with 463 delegates from 27 countries as well as an impressive representation from the media, both local and international. It is interesting to note that 70 per cent of the attending delegates were from the business sector and, even more significantly, 75 per cent represented the middle and senior management sectors. With such high-level participation, even in its inaugural year, the WHF achieved its goal of being the foremost arena for the decision-makers in the global Halal industry.

With participation from such industry giants as Nestlé, Tesco and McDonald’s, plus MISC, Port of Rotterdam, Westports, LSG-Skychefs-Brahims, as well as CIMB Islamic, WHF 2006 sent a clear message that Halal is a major industry with enormous potential; it’s big, and its getting bigger!

Needless to say, the WHF captured the attention of the mainstream media the world over, with representatives from Bloomberg, BBC, Asian Wall Street Journal, Australia's ABC, UK's The Guardian, news agencies from France, Iran, China, Turkey and even Israel. A total of 242 news reports on the WHF were monitored, in print, on-line, radio and TV with a total audited media value of RM3.8 million, sending ripples out from KL all over the world.

Far from sitting back and relaxing on the laurels of this success, the WHF secretariat has not stopped working. As part of the programme to develop WHF 2007, we have initiated a series of smaller localised events, the 'WHF Industry Dialogues', which have been held in Thailand, Brunei, Melbourne and shortly in Dubai.

These WHF Industry Dialogues have gathered key people from government, industry and academia to look in-depth into the Halal market issues faced by that particular country, and to ensure that the main WHF 2007 really addresses matters that are relevant to the global market.

As we have stated before, the WHF is not an arena that just deals in theories; we are an industry forum, concerned with the applications of Halal across the global market arena. In this respect the WHF is unique, and along with our wider Halal agenda, represents a tangible application of Islam Hadhari, of Islam as a developmental force that brings real benefits – jobs, trade, wealth, knowledge, food safety, investment opportunities, scientific research – real benefits to societies all around the world.

Ladies and gentlemen,

The World Halal Forum 2007 will be staged at the prestigious Kuala Lumpur Convention Centre on May 7 and 8, working around the theme 'Harmonising The Global Halal Market'. It also marks the start of a new initiative, Halal Malaysia Week, as the Fourth Malaysian International Halal Showcase, MIHAS 2007, will be staged from May 9 to 13, 2007, right after the WHF.

Both these events, running back-to-back in the same venue, underline and emphasise Malaysia's strong commitment towards nurturing all sectors of the Halal industry, and also confirm Malaysia's leadership role in developing the Halal market.

Besides presentations by guest speakers, the two-day forum will be a combination of plenary and breakout sessions covering a diverse range of industry-related topics.

These include:

- The role of new Halal Ingredients and manufacturing processes for the Halal market
- Ground-breaking developments in Halal Science, not just to in detection, but also new research showing that Halal is healthier and safer
- New initiatives for integrating Logistics, Distribution & International Halal Trade
- Islamic Investment models for the emerging Halal Market Economy
- Shariah perspectives on key issues, such as stunning, thoracic sticking, istihala (i.e. changes of state, such as with gelatine) and food additives
- Business opportunities in the growing Halal Retail, Hospitality and Travel sectors, and last and most importantly,
- Global Halal Standards, guidelines and industry best practices. This is the key issue that has been raised all over the world, at all levels of industry and government, and we are taking it as the central theme for the WHF 2007.

We have gone to considerable lengths to ensure that we will bring real industry experts to talk on these subjects, and from our research since WHF 2006, we are confident that the deliberations and initiatives during WHF 2007 will indeed form the cutting edge of this rapidly developing market.

In addition to all the talking, there will again be the presentation of the increasingly prestigious Halal Journal Awards that will be given to individuals and corporations for their contribution, commitment and innovation in the Halal industry.

We have received confirmation that the Prime Minister himself, in addition to giving the keynote address on the opening morning, will be gracing the Gala Dinner to present the Halal Journal Awards to the worthy recipients.

Ladies and gentlemen,

On this note, I would also like to say that as a Muslim and a Malaysian, I am proud to see the initiatives that the Malaysian Government has put in place to take a leading role in the development of the Halal industry.

As a Muslim country, the establishment of the Halal platform is something that is long awaited. With the Government making it a key component of its 15-year master plan, it speaks volumes about how central this agenda is to the development and progress of our country.

Apart from our current well-respected position in the Muslim world as the head of the OIC, Malaysia too has the requisite credibility to evolve as a regional Halal hub for the production and supply of a range of Halal products, services and guidelines.

Hence, it is our interest, both politically and commercially, to develop the global Halal market, to understand and solve the challenges faced by the Halal industry, to address the need for harmonised Halal guidelines for the industry and also create networking events to facilitate trade between the different players in the Halal market arena.

**Closing:**

Ladies and gentlemen,

The World Halal Forum 2007 stands to address the key topics that will affect the onward development of the entire global Halal supply chain. It is THE essential link for Halal players, big and small, local and global, as it addresses international best practices and at the same time provides the clues to enabling the local industry players to tap the enormous business opportunities that await them.

Finally, in closing, may I say that the WHF Secretariat is extremely pleased to announce that the World Halal Forum 2007 will be hosted by the newly-created Halal Industry Development Corporation HDC; and on that note, I will leave you in the capable hands of Dato Jamil Bidin, the HDC's Chief Executive officer, to bring you his perspective on the WHF 2007.

As Salamu alaikum Wa Rahmatu'llahi wa Barakatu and Thank You.

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