



STATE OF THE INDUSTRY :  
MARKET ACCESS & INTERNATIONAL TRADE

Kuala Lumpur Convention Centre  
21<sup>st</sup> and 22<sup>nd</sup> June 2010

DAY 1	Opening Ceremony
DAY 1	Sessions 1-2
DAY 2	Session 3 - 4 & Resolutions
DAY 1 - Night	Gala Dinner & Awards Ceremony
Day 2	Parallel Session & Workshop

DAY 1 - 21<sup>st</sup> June 2010

07:30 am - Onwards	<b>Registration</b>
09:30 am - 11:30 am	<b>SESSION 1 OPENING CEREMONY &amp; KEYNOTE ADDRESSES</b>
09.30 am - 09.40 am	<i>Arrival of the Prime Minister of Malaysia</i> Y.A.B. Dato' Sri Mohd Najib Tun Abdul Razak
09:40 am - 09:50 am	<i>Opening Remarks by MC</i>  Doa Recitation by  Dr. Mohammad F.M.S. Al Motairan Kuwait University Kuwait
09:50 am - 09:55 am	World Halal Forum Video Presentation
09.55 am - 10.05 am	<i>Welcome Remarks</i> Founder of World Halal Forum Hajjah Jumaatun Azmi Malaysia
10.05 am - 10.25 am	<i>Keynote Address</i> Prime Minister of Malaysia Y.A.B. Dato' Sri Mohd Najib Tun Abdul Razak
10:25 am - 10:35 am	Witnessing of MOU Signings
10:35 am - 10:50 am	Tour of Sponsors Exhibition Area
10:50 am - 11:00 am	Press Conference
11:00 am - 11:30 am	Networking & Refreshments
11:30 am	<b>F O R U M   B E G I N S</b>

11.30 am 01.00 pm	<b>STATE OF THE INDUSTRY : PANEL DISCUSSION</b>
11.30 am 12.30 pm	<p>Mrs. Hakimah Mohd Yusoff Deputy Director/ Halal Hub JAKIM, Malaysia</p> <p>YBhg. Dato' Seri Jamil Bidin Chief Executive Officer Halal Industry Development Corporation Malaysia</p> <p>Mr. Darhim Hashim (Moderator) Chief Executive Officer International Halal Integrity (IHI) Alliance</p> <p>Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat Indonesia</p> <p>Mr. Badlisyah Abdul Ghani Executive Director / Chief Executive Officer CIMB Islamic Bank Malaysia</p> <p>Dr. Cedomir Nestorovic Associate Professor, Management Department ESSEC Business School Paris France</p> <p>Dr Haluk Anil DIALREL Project Cardiff University United Kingdom</p>
12.30 pm 01.00 pm	<b>Questions and Answers</b>
01.00pm 02.00pm	<b>Networking and Refreshment</b>

02:00 pm - 05:00 pm	<b>SESSION 2: CURRENT REALITIES OF THE HALAL INDUSTRY</b>
02:00 pm - 02:30 pm	<i>Perspective from Fiqh on Global Halal Regulation</i>  Dr. Mohammad F.M.S. Al Motairan Kuwait University Kuwait
02:30 pm - 03:00 pm	<i>Debunking the Myths: Understanding the Facts and Figures of the Global Halal Market</i>  Mr. Irfan Sungkar Industry Advisor, World Halal Forum Secretariat Indonesia
03:00 pm - 03:30 pm	<i>Variations In Halal Rules and Practices, Consumer Demands And Certification</i>  Dr. Haluk Anil DIALREL Project Cardiff University United Kingdom
03:30 pm - 04:00 pm	<i>Industry Issues and Challenges ; Perspective from Halal Certifying Agency</i>  Mr. Ali Chawk Director/ Food Division Australian Halal Food Services, Australia
04:00 pm - 05:00 pm	<p>Panel Discussion:</p> <p>Mr. Darhim Hashim (Session Chair) Chief Executive Officer International Halal Integrity (IHI) Alliance</p> <p>Mr. Tamer Fawzi Mansor General Supervisor Central Islamica Brasileira de Alimentos Halal (CIBAL) Brazil</p>
05:00 pm	<b>END OF DAY 1</b>
07:45 pm 10:30 pm	<b>HALAL JOURNAL AWARDS GALA DINNER</b>

21<sup>st</sup> June 2010

<b>HALAL JOURNAL AWARDS GALA DINNER</b>	
07:45 pm 08:30 pm	Arrival of Guest & Reception
08:30 pm 08:45 pm	Arrival of the Former Prime Minister of Malaysia Y.A.Bhg Tun Dato' Seri Abdullah Ahmad Badawi
08:45 pm 08:50 pm	The Halal Journal Multimedia Presentation
08:50 pm 09:15 pm	Dinner served
09:15 pm 09: 25 pm	Welcome Remarks Hajjah Jumaatun Azmi Founder & Managing Director, KasehDia Sdn Bhd / World Halal Forum
09:25 pm 09:45 pm	Talk by Dr Naif Al- Mutawa Creator of the Highly Acclaimed 'The 99' Comic & TV Series
09:45 pm 10:30pm	The 5 <sup>th</sup> Halal Journal Awards Ceremony
10:30 pm	<b>G A L A D I N N E R E N D S</b>

2<sup>nd</sup> DAY - 22<sup>nd</sup> June 2010

09:00 am - 10:45 am	<b>SESSION 3:INTERNATIONAL TRADE &amp; REGULATION IN GLOBAL HALAL INDUSTRY</b>
09:00 am - 09:25 am	<i>Regulatory Framework for Halal Industry in New Zealand</i>  Dr. Tony Zohrab Director - Market Access New Zealand Food Safety Authority New Zealand
09:25 am - 09:50 am	<i>The Needs of Standardization to Ensure Competitiveness Industry</i>  Mr. Rafaiq Bakri Zakaria Director of Strategic Management Division Standards Malaysia Malaysia
09:50 am - 10:30 am	Panel Discussion  Mr. Darhim Hashim (Session Chair) Chief Executive Officer International Halal Integrity (IHI) Alliance  YBhg. Dato' Dr. Aziz Jamaluddin Director General of Department Veterinary Services Ministry of Agriculture and Agro based Malaysia  YBhg. Prof. Dato' Dr. Muhamad Muda Professor Universiti Sains Islam Malaysia Malaysia  Hajj Ishag Shiao-chi Secretariat General Chinese Muslim Association Taiwan
10:30 am- 10:45 am	Press Conference, Networking and Refreshment

10:45 am - 02:00 pm	<b>SESSION 4: HALAL ASSURANCE TO CATER MASS MARKET</b>
10:45 am- 11:05 am	<i>Halal Foods Assurance System for Worldwide Humanitarian/ Relief Efforts</i>  Mr. Hisham Harun Hashim Member of Governing Board International Red Cross & Crescent Societies Geneva
11:05 am - 11:25 am	<i>Ethics &amp; Corporate Responsibility in Halal Industry : Case of CCM Group</i>  Mr. Leonard Ariff bin Abdul Shatar Director, Pharmaceuticals Division Chemical Company of Malaysia Berhad Malaysia
11:25 am - 11:45 am	<i>Integrating Multimodal Transports &amp; Production Chain for Halal Industry</i>  Mr. Dirk Becquart Director for Development & Chief Commercial Officer Port of Marseille France
11:45 am - 12:00 pm	Panel Discussion:  Mr. Irfan Sungkar Industry Advisor World Halal Forum Secretariat Indonesia  Dr. Cedomir Nestorovic Associate Professor, Management Department ESSEC Business School Paris France  Mr. Wang Xihui Chairman China Council for the Promotion of International Trade (CCPIT) Qinghai Provincial Committee China

<p>12:15 pm - 12:45 pm</p>	<p><b>SESSION 5: RESOLUTION FORMATION</b></p>
<p>12:15 pm - 12:30 pm</p>	<p style="text-align: center;"><b>Resolution Formation</b></p> <ul style="list-style-type: none"> <li>• Accelerating the growth of Regional &amp; Global Halal Industry             <ul style="list-style-type: none"> <li>• Accelerating Halal Trade</li> </ul> </li> <li>• Ensuring Better Market Access in bilateral and multilateral trade             <ul style="list-style-type: none"> <li>• Collaboration with Multinational Institutions</li> </ul> </li> <li>• Issues and Challenges: Local, Regional and Global Halal Industry</li> <li>• Halal as Integration of Values, Animal Welfare, Ethics &amp; Consumer Interest             <ul style="list-style-type: none"> <li>• The Way Forwards</li> </ul> </li> </ul> <p style="text-align: center;"><b>(Representatives from WHF, Various Local, Regional &amp; Global Agencies and Industries Stakeholders to Confirmed)</b></p>
<p>12:30 pm - 12:45pm</p>	<p style="text-align: center;"><b>Closing Remarks</b></p> <p style="text-align: center;"><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>
<p>12.45 pm - 02.00 pm</p>	<p style="text-align: center;"><b>Press Conference, Networking and Refreshment</b></p>

2.00 pm - 5.00 pm		<b>B R E A K O U T S E S S I O N</b>					
02:00 pm 05:00 pm	<b>WORKSHOP : MARKETING HALAL PRODUCT</b>	02:00 pm 05:00 pm	<b>PARALLEL SESSION: GENETICALLY MODIFIED CROPS &amp; HALAL</b>				
02.00 pm 02.10 pm	<b>Welcome Remarks</b> Mr. Irfan Sungkar Workshop Leader World Halal Forum Secretariat Indonesia	02.00 pm 02.10 pm	<b>Welcome Remarks</b> Dr. Anwar Nasim Organization of Islamic Conference Standing Committee on Science and Technology (COMSTECH) Pakistan				
02:00 pm 02:30 pm	<b>Module 1</b> Overview and The Rise of Muslim Consumers	02:10 pm 02:30 pm	<b>The Rise of GMO Crops And Their Impact</b> Dr. John Bennett Honorary Senior Research Fellow, Institute of Biochemistry, Molecular Biology and Biotechnology, University of Colombo Sri Lanka				
02:30 pm 04:00 pm	<b>Module 2</b> Understanding Global Market Requirements and Consumer Behavior	02:30 pm 02:45 pm	<b>Global Status of Biotech Crops: Benefits to Developing Countries</b> Dr. Behzad Ghareyazie Member, Higher Council of Biotechnology Head, New Technologies Div, Strategic Research Center, Iran				
		02:45 pm 03:00 pm	<b>Islam &amp; GMO</b> Dr. Hani Al-Mazeedi Associate Research Scientist Kuwait Institute for Scientific Research, Kuwait				
		03:00 pm 04:00 pm	<b>PANEL DISCUSSION</b>  <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"> <b>Dr. Anwar Nasim</b>                      Organization of Islamic Conference Standing                      Committee on Science and Technology (COMSTECH)                      Pakistan                 </td> <td style="width: 50%; text-align: center;"> <b>YM Tengku Tan Sri Dato' Sri Ahmad Rithaudeen Tengku Ismail</b>                      President                      Malaysia Islamic Chamber of Commerce (DPIIM)                      Malaysia                 </td> </tr> <tr> <td style="text-align: center;"> <b>Mrs. Hakimah Mohd Yusoff</b>                      Deputy Director/ Halal Hub                      JAKIM, Malaysia                 </td> <td style="text-align: center;"> <b>Dr. Mohammad F.M.S. Al Motairan</b>                      Kuwait University                      Kuwait                 </td> </tr> <tr> <td style="text-align: center;"> <b>Mrs. Mariam Abdul Latif</b>                      Vice President - Halal Integrity                      Halal Industry Development Corporation                      Malaysia                 </td> <td></td> </tr> </table>	<b>Dr. Anwar Nasim</b> Organization of Islamic Conference Standing Committee on Science and Technology (COMSTECH) Pakistan	<b>YM Tengku Tan Sri Dato' Sri Ahmad Rithaudeen Tengku Ismail</b> President Malaysia Islamic Chamber of Commerce (DPIIM) Malaysia	<b>Mrs. Hakimah Mohd Yusoff</b> Deputy Director/ Halal Hub JAKIM, Malaysia	<b>Dr. Mohammad F.M.S. Al Motairan</b> Kuwait University Kuwait
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<b>Mrs. Mariam Abdul Latif</b> Vice President - Halal Integrity Halal Industry Development Corporation Malaysia							
04:00 pm 04:15 pm	<b>REFRESHMENTS &amp; NETWORKING</b>						
04.15pm 04.45 pm	<b>Module 3</b> Halal Values & Product Price Premium	04:15 pm 05:00 pm	<b>Statement on the Islamic Stance on GM Foods</b>				
04.45pm 05.00pm	<b>Module 4 (Summary)</b> Other Issues on Marketing Halal Products & Concluding Remarks						
05.00pm 05.30pm	<b>Q&amp;A Session</b>						
<b>F O R U M &amp; W O R K S H O P S E N D</b>							