



WORLD HALAL FORUM 2006

REPORT & SUMMARY

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Background

Background to the World Halal Forum

8-10 May 2006

The idea and concept for The World Halal Forum was born from KasehDia's direct involvement and interaction with the players in the Halal market arena.

Since 2004, it has become increasingly clear that the stakeholders in the Halal market - the producers, processors, manufacturers, logistics providers, retailers and others - actually constitute an industry in their own right; a diverse, complex, yet integrated industry with global reach.

The Halal industry intersects and shares common ground with many other industry sectors, and yet it has a unique set of issues and concerns that are specific to the Halal market.

It became evident that there was a need for a dedicated Halal industry forum that would enable the stakeholders in the Halal market to gather on a regular basis. The Halal market is evolving at a rapid pace, and because of its global extent, the rate and nature of this evolution differs considerably from one country to the next, and from one industry sector to the next. Much of the impetus for the development of the Halal industry comes from shifts of awareness and perception; consequently, many of these developments are happening at a rapid pace, and entirely new industry sectors, such as in the field of logistics and security, are emerging almost overnight.

Consequently, KasehDia's decision to stage the World Halal Forum as an industry-specific focal point came at precisely the time it was needed. Response from all quarters - governments, industry players both large and small, NGO's, certification agencies, academics - and from all corners of the world confirmed our assessment.

The Halal industry has come of age.

Participants

The Participants of the World Halal Forum

Organisers

Organisation & Secretariat:	KasehDia Sdn Bhd
Marketing & Registration:	The Exporters Club Sdn Bhd
Public Relations & Media Secretariat:	Asia Public Relations Consultants Sdn Bhd
Travel Agency:	Indalucia Travel Sdn Bhd
Venue:	Crowne Plaza Mutiara, Kuala Lumpur
Official Airline:	Malaysia Airlines

Sponsors

Platinum Sponsor:	CIMB Islamic
Gold Sponsor:	Wesports
Silver Sponsor:	Prima Agri-Products Sdn Bhd
	MISC Integrated Logistics Sdn Bhd
	Limkokwing University College
	Protemp Sdn Bhd
Event Sponsors:	Nestlé Malaysia Berhad
	Microlink Solutions Berhad
	SICPA Holding SA
	Royal Selangor
	OCBC Bank
	Islamic Development Bank
	Dindings Poultry Processing Sdn Bhd
	Aron Halal Products Sdn Bhd
	Fraser & Neave
	T H Properties Sdn Bhd
	Kuwait Finance House
Supported by:	The Prime Minister's Office
	The Department of Standards Malaysia
	Dewan Bandaraya Kuala Lumpur

Speakers & Panelists

The primary objective in choosing the speakers and panelists for the inaugural World Halal Forum was to demonstrate the overall strength and power of the Halal industry, as well as the 'farm-to-fork' nature of the market. Thus, we focussed on the roles played by the Multinational companies in the Halal sector, covering every aspect of the value chain.

In addition, the presence of the Malaysian Prime Minister to deliver the keynote address at the Gala Dinner confirmed Malaysia's commitment to its Halal Hub project, and allowed him to outline broad plans for the coming years.

The presentations were divided into six sessions, each covering a key sub-sector within the Halal industry, namely:

- **Global Halal Market Overview**
- **Halal Meat & Poultry - the Halal market's cutting edge**
- **The Halal Food Manufacturing Sector**
- **Fast Food & Supermarkets**
- **Halal Logistics**
- **The Road Ahead**

Day One: YAB Dato' Seri Abdullah Ahmad Badawi, Prime Minister of Malaysia

En Khairy Jamaluddin, WHF Chairman



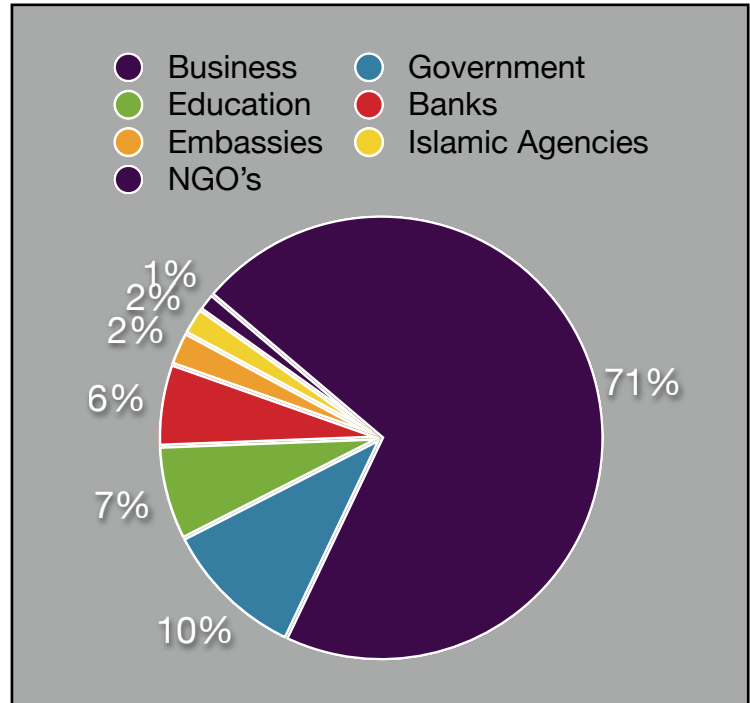
Day Two:

Pn Jumaatun Azmi, KasehDia
En Badlisyah Abdul Ghani, CIMB Islamic
Mr Ahmed Hariri, Islamic Development Bank
Mr Daud Abdullah Vicary, Hong Leong Islamic Bank
Mr Rashid Kadimi, Allana Group
Professor John Edwards, Murdoch University, Perth, Australia
Bahri Ouzariah, Export Director, IDENA Nutrition Animale, France
Dato' Dr. Mohd Nordin Bin Mohd Nor, Prima Agri-Products
Mohamed A Rahman, Australian Federation of Islamic Councils (AFIC)
Sullivan O'Carroll, Managing Director, Nestlé (Malaysia) Berhad
Dato' Ibrahim Badawi, Chairman, LSG Sky Chefs-Brahim's
Mustapha Jassim, Al Islami Foods, Dubai
Dato' Dr. Hj. Kardin Bin Haji Shukor, Dindings Poultry Processing Sdn Bhd
Muhammad Hakim See, Cargill Palm Products Sdn Bhd
Michael Ong, Intertek Testing Services, Singapore

Day Three:

Dr. Habib M'nasria, McDonalds Middle East & Africa
Mr Terry Babbs, Tesco Plc,
Bill Aossey, President, Midamar Foods, USA
Tan Sri Datuk G. Gnanalingam, Westports
En Hilmi Mohd Nashir, MISC Integrated Logistics Sdn Bhd (MILS)
Capt. Kees Weststrate, Port of Rotterdam
Syed Mohamed Syed Ibrahim, TH Properties Sdn Bhd
Dr. Winai Dahlan, Director, Halal Science Centre, Chulalongkorn University, Thailand
Dr. Mohamed Sadek, President, Islamic Food and Nutrition Council of America IFANCA, USA
Alain Marchand, Director, SICPA Holding SA, Switzerland

Table 2 Delegates Distribution by Sector



The distribution of the WHF delegates by sector indicates an achieved objective of drawing together the business sectors within the Halal industry.

Business 71%

Business & Banking 77%



Media

From the outset, we recognised the importance of getting effective media coverage for the inaugural World Halal Forum, and consequently every effort was made to ensure that the media attended in large numbers and were very well catered for. The members of the media had their own dedicated registration area, workspace with online pc's, and an area permanently set up for press events. Well-attended press conferences were held after each of the six conference sessions, and the resulting media coverage for the sponsors, speakers and the event generally was exceptionally good. Overall media coverage has been valued at RM3.79 million.

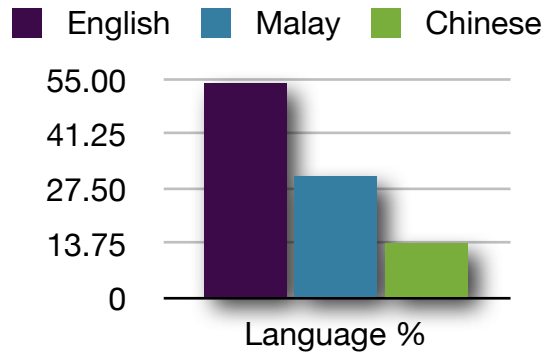


Table 4 PR Value from media coverage

Media Coverage Summary

March:	39 news reports (14 print, 23 online, 2 TV)	PR Value RM541, 338.63
April:	39 news reports (11 print, 17 online, 1 TV)	PR Value RM1,150,886.67
May:	164 news reports (55 print, 99 online, 10 TV)	PR Value RM2,110,345.18
Total:	242 news reports (80 print, 139 online, 13 TV)	PR Value RM3,793,570.63

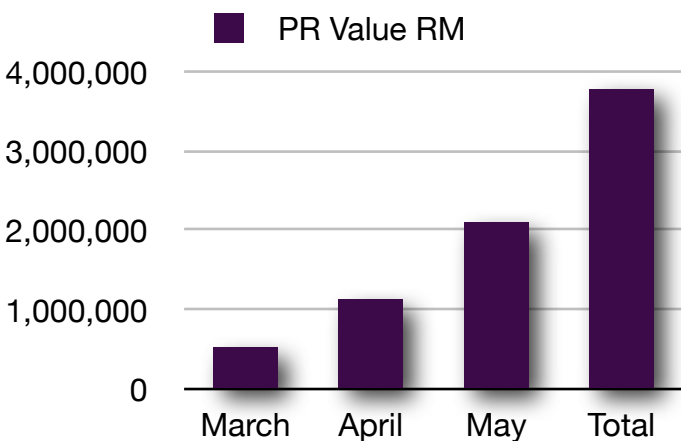


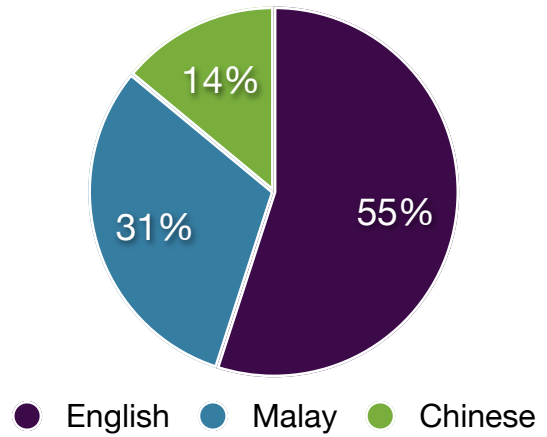
Table 4 PR Value from media coverage

The RM3.79 media value of the public relations and promotional programme of the World Halal Forum indicates that this was a highly successful PR event for all concerned, particularly for the Sponsors.

Language Distribution

Media coverage in the three main languages was as follows

English: 55%
Malay: 31%
Chinese: 14%



List of Media in attendance

Print Media

- Asian Wall Street Journal
- Utusan Malaysia
- Nanyang Siang Pau
- The Star
- The Star World News
- New Straits Times
- Business and Finance
- Nona
- Kosmo!
- Beritah Harian
- Harian Metro
- Sin Chew Daily
- Oriental Daily
- The Edge
- Dewan Ekonomi
- Women Magazine
- Usahawan Sukses
- The Halal Journal



Online Media

Guardian Online

AMEinfo.com

Yahoo News

DinarStandard.com

BBC News On line (English, Chinese, Indonesian)

AFP News

The Edge Daily

Halaljournal.com

Bernama.com

Business Times Online

The Star Online

Utusan Online

Berita Harian Online

Harian Metro Online

People's Daily Online

Nanyang.com

China Press

Poultres.com

Daily Express News Online

AP-Dow Jones

TMCnet.com

AP-foodtechnology.com

Nanyang.com

Malaysian Franchise Association

New Straits Times Online

Malaysia Today Online

Sinchew.com



MIDA News Online

Dept of Veterinary Services, Perak

Westports Malaysia Online

IFANCA Online

Islamonline

BizNews Databank.com

MeatProcess.com

Nutraingredients.com

Singapore Chinese Chamber of Commerce & Industry Online

Chamber of Information, Economics & Trade Jakarta

Angloinfo.com

People.com

South Asia Women's Forum

IRIB News

SNNI.org

SkyscraperCity Forums

Yahoo News India

TFOL.com

ZJ.com

Xinhuanet.com

The Peninsula

iBN.net News

China Broadcast.com

Salaam online

Shippingline.biz

Muslim Guardian online

Kabobfest.blogspot.com

Iran News Agency

Zawya Online



Yahoo Finance

TMCnet.com

China View

WTOP Online

Television & Radio

Al Jazeera

Nightline, TV3

Warta Pagi, TV1

Buletin Utama, TV3

Warta 1, TV1

Buletin Pagi, TV3

Buletin 1.30, TV3

Radio Free Europe

The International News Hour

Radio Australia

Hawaii Public Radio

TRAXX FM

Nasional FM

Astro Prima

Astro Ria



Promotional Activities

A variety of promotional activities were undertaken in addition to the Media Launch and the Official Launch. Special media events were undertaken by the WHF Chairman, Khairy Jamaluddin, in conjunction with CIMB Islamic and also MISC Integrated Logistics which generated effective media coverage for the companies concerned.

In addition, overseas promotional trips were undertaken by WHF Secretariat members to Indonesia, Singapore, Australia and Dubai to generate international interest in the World Halal Forum.



Halal Journal TV

Halal Journal TV was also used as a promotional platform for the World Halal Forum. Screened at 5.30pm on Saturdays on TV3, the 13-part Halal Journal TV was an integral component of the promotional build-up to the WHF.

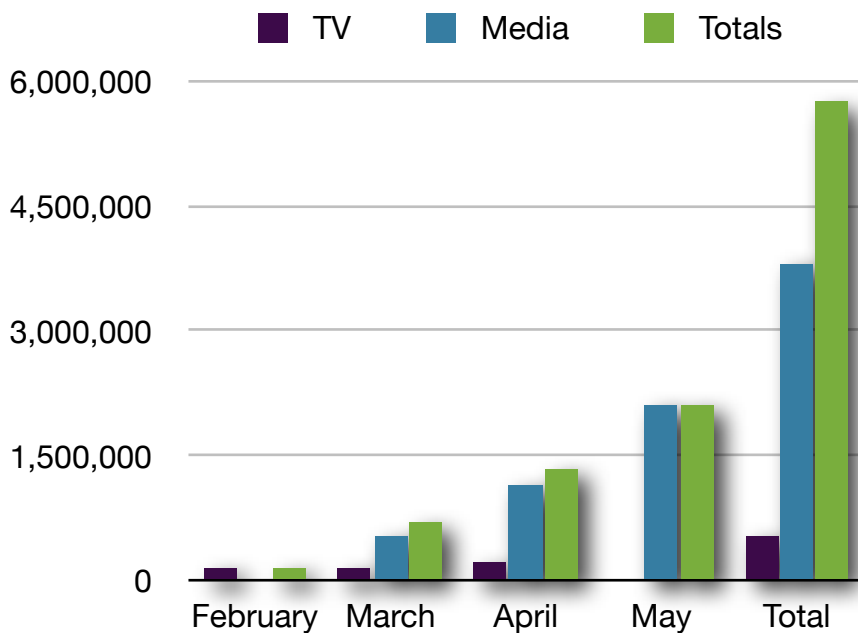
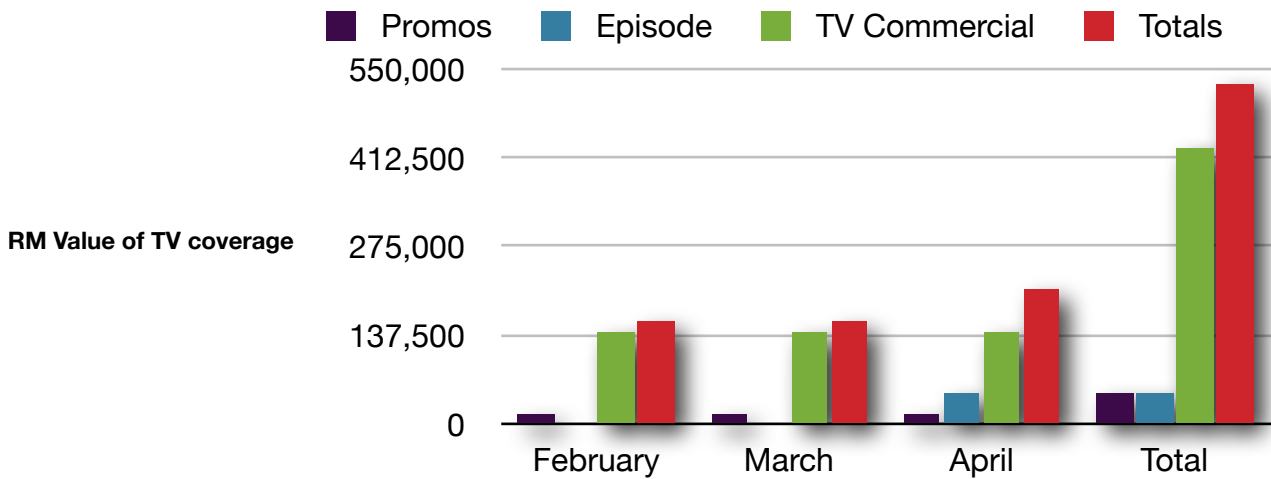
In addition to consistent mentions in the 'Coming Events' section in every episode, an entire 30-minute episode was dedicated to coverage of the forthcoming event. There were also 170 promotion slots during the period early February till late April that advertised the World Halal Forum.

Coverage on Halal Journal TV gave unprecedented TV coverage prior to the actual WHF event, and was an integral part of making the WHF a well-recognised high-profile event of both local and international importance.

Promotional value

The audited promotional value of the television coverage has been assessed as follows:

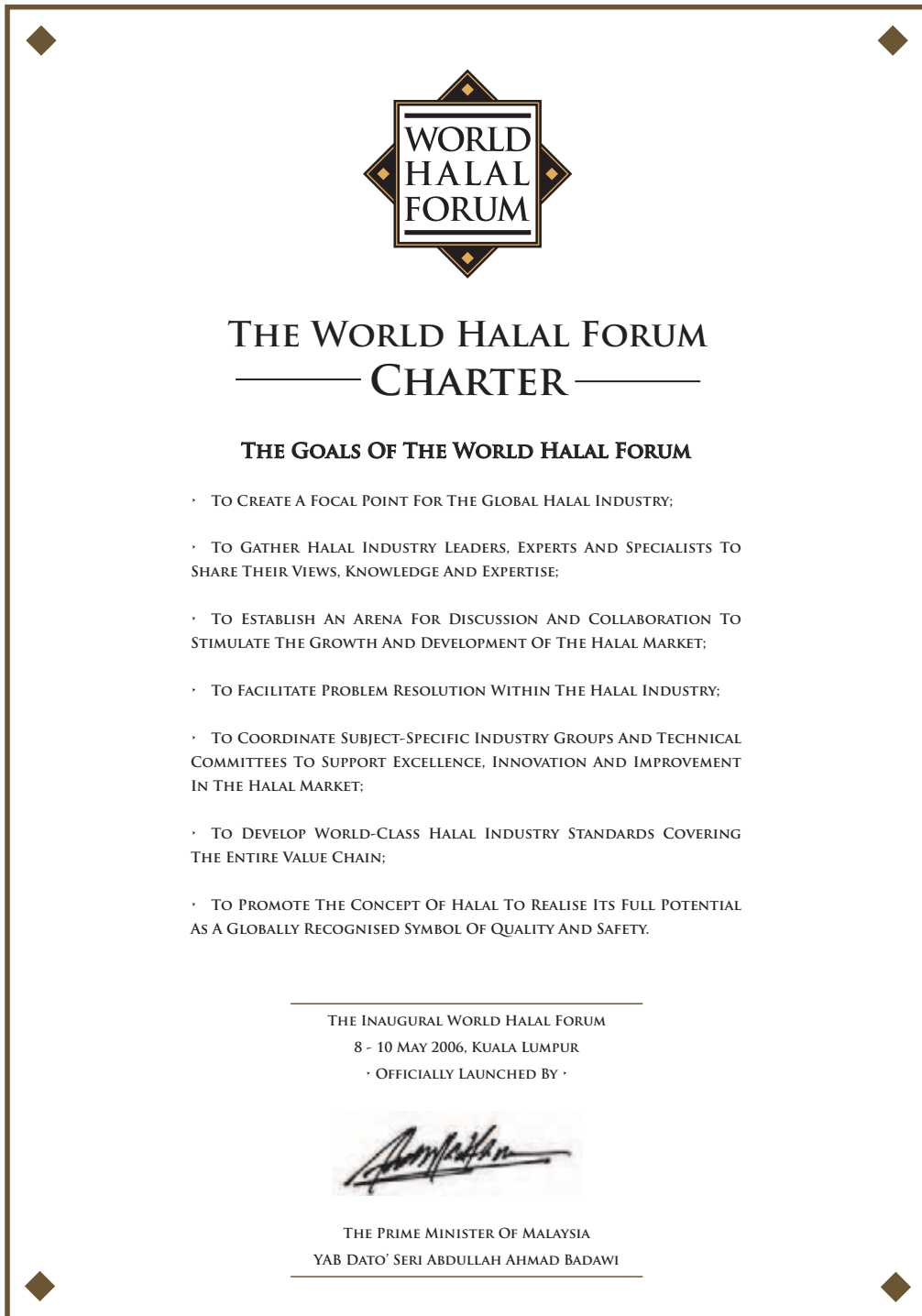
Item	February	March	April	Total
TV Commercial	143,800	143,800	143,800	431,400
In Programme Promo	16,466	16,466	16,466	49,398
Dedicated Episode			50,000	50,000
Totals	160,266	160,266	210,266	530,798



Combined RM Value of TV and media coverage from Feb-May 2006

The World Halal Forum Charter

The World Halal Forum 2006 was officially launched by YAB Dato' Seri Abdullah Ahmad Badawi, the Prime Minister of Malaysia. During the official opening, The Prime Minister endorsed the seven-point Charter of the World Halal Forum that forms the guiding principles of the Forum.



Announcements, Agreements & Resolutions

Prime Minister's Keynote Address

The following points were confirmed in the Prime Minister's Keynote Address at the Gala Dinner on 8th May 2006

- Confirmation of Malaysia's aim to be a global Halal Hub, in line with the overall 'Islam Hadhari' programme
- Announcement of the formation of the **Halal Industry Development Corporation (HDC)** under the authority of the **National Industry task Force (NITF)**, with the following roles and responsibilities:
 - first, to lead the development of Halal standards, as well as audit and certification procedures, in order to protect the integrity of 'Halal';
 - second, to direct and coordinate the development of Malaysia's Halal industry among all stakeholders – both public and private;
 - third, to direct and manage capacity building for Halal producers and related service providers;
 - fourth, to support investment into Malaysia's Halal industry;
 - fifth, to facilitate the growth and participation of Malaysian companies in the global Halal market;
 - sixth, to develop, promote and market the Malaysian Halal brand; and
 - seventh, to promote the concept of Halal goods and services to the wider world.

Signing Ceremony

Prima Agri-Products Sdn Bhd signed an Memorandum of Agreement with COM Group Supplies Pty Ltd to form a new company in Malaysia, **COM Group-Prima Sendirian Berhad**, to supply beef patties to leading fast food restaurant chains. The Agreement was witnessed by the dignitaries from the Ministry of Agriculture and Agro-Based Industry, Malaysia and the Australian High Commission, Kuala Lumpur, Malaysia.

Resolutions

Two resolutions were drawn up and agreed by the World Halal Forum, as follows:

1. To formally request the **Islamic Development Bank** to create a special fund to support and assist the development of the Halal industry in the less developed OIC member countries, and also among the Muslim minorities in non-Muslim countries.
2. To create an international Halal industry association to strengthen the Halal industry as a whole. KasehDia, as the WHF Secretariat, agreed to undertake the responsibility to create and run the association for its initial start-up period. The association is being formed as the **International Halal Industry Alliance**.

Both resolution have been undertaken by the WHF Secretariat and appropriate steps have been taken to see that both resolutions result in concrete action.

Conclusions

The World Halal Forum was the first event of its kind ever to be staged. It was the first time that the industry stake-holders in the Halal industry were brought together to share ideas, concerns and opportunities with other industry members. The overall response from the industry was very high, both in terms of numbers of delegates and executive status of all the participants.

Feedback from the participants has been 95% positive, and the delegates expressed satisfaction with the organisation, content and outcome of WHF 2006.

Plans for the World Halal Forum for 2007 have taken into account that the venue will need to be bigger to accommodate a greater number of participants as well as more concurrent sessions.

