

3rd International Halal Conference & Expo 2014

Punjab Halal Development Agency and Halal Research Council in collaboration with PAMCO & UVAS have successfully organized “3rd International Halal Conference & Expo 2014” on 22nd – 23rd May, 2014 at International Expo Center, Lahore – Pakistan

Objectives of the Conference:

PHDA had envisioned achieving definite objectives by holding this International Conference & Expo:

1. To provide a platform, a unique forum to Pakistani Stakeholders, Entrepreneurs, Exporters, Importers and Business houses of not only Mutton/Beef/Poultry but also of the producers of Food and non-Food products of the lucrative International and Domestic Halal market for interaction with the International buyers, Importers and Business houses.
2. To initiate measures for strengthening relationship among the stakeholders of Halal trade and Industry of our region.
3. To emphasize the necessity to comply with the Principles of Shariah in letter and spirit & to create awareness of the Shariah Principles amongst stakeholders of the Halal Industry.

Proceeding of the 3rd International Halal Conference:

Mr. Bilal Yasin, Minister Food Department Government of Punjab delivered speech of Mian Shahbaz Sharif the Honorable Chief Minister Punjab. In this speech Honorable Chief Minister emphasized upon the vital role of Livestock in the economy of Pakistan as it accounts for 38.4% of the agriculture value and 9.3% of National GDP. He added that Pakistan has strong comparative advantage in this sector, due to its geographical location which allows it to supply chilled meat to growing markets of GCC countries. He added that to close the gap in prices and sustain high growth rate, Pakistan needs to focus on improving the quality of its meat, diversify its products and gain access to new markets while improving Halal certification system and its country brand in this sector.



Poultry. The Govt. of Punjab through L & DD Department and PAMCO has taken initiative called “save the Calf scheme” and the Feed Lot Fattening Project” .

The Feed Lot Fattening initiative will now be implemented as the issue of finances needed to effectuate the project has been resolved. The Islamic financial institutions will provide necessary finances to three nucleus farms of 100, 500 and 1000 cattle’s through Islamic mode of financing. The Islamic Banking Department, State Bank of Pakistan has already been presented these Islamic modules/products of investment.

The honorable CM in his speech also notified the efforts of PHDA made to ensure Shariah compliant slaughtering and maintenance of food safety standards through Local Govt. Department which have notified the Byelaws containing provisions of Shariah Compliant Slaughtering and Food Safety Standards. He also mentioned the program of capacity Building of PHDA for Slaughter men and Veterinary staff. The personal efforts and the hard work of Mr. Justice Khalil ur Rehman in creating awareness amongst the stakeholders of Halal industry and promoting Shariah compliant food and non-food products was also appreciated.

He added that the vision of the Govt. of Punjab to make Pakistan “Halal Hub” and Punjab Province as “Kitchen of the World” can be achieved by providing value chain from Farm to Fork as regards provision of Beef, Mutton, and





The Honorable CM observed that the measures being taken by providing necessary legislation, policy guidelines and development economic necessities will IN SHA ALLAH, lead Pakistan to get its due share of the Global Halal market. He also congratulated PHDA, Organizers and Sponsors for holding the 3rd International Halal Conference and Expo and wished them success in their efforts to promote Halal Trade and industry.

The First session of the Conference was reserved for "Islamic Banking and Finance". Role of Islamic Banking in promotion of Halal Industry, Halal Financing for Feedlot Fattening Project and Govt. Initiatives for the Development of Halal Industry were discussed in the Panel Discussion moderated by Mr. Hamad Rasool Bhullar, of Al Huda CIBE. The panelists included Mr. Shahfqaat Ahmad, Chief Executive Officer, Al Baraka Bank (Pakistan) Limited, Representative of the Chief Executive of Meezan Bank Ltd, Rizwan Ata, Head of Islamic banking, Bank Alfalah, Mr. Saleem Ullah, Director Islamic Banking Division, State Bank of Pakistan and Justice Khalil-ur-Rehman, Chairman – Punjab Halal Development Agency (PHDA). The panel discussion highlighted the vast opportunities of Investment in the Halal Industry for the Islamic Financial Institutions (Banks and Takaful Companies). The Halal Food and Non Food Products Cover besides others the following articles and items;

- i. Drinks and Beverages
- ii. Dairy and Dairy Products
- iii. Fruit and vegetables
- iv. Halal Meat

- v. Gelatin
- vi. Cosmetics
- vii. Grains and oil seeds
- viii. Ingredients sector
- ix. Pharmaceutical
- x. Tourism-Hotel & Restaurants
- xi. Transportation

It was emphasized that Islamic Banking and Takaful Companies should play their role by making investment the Halal Industry as utilization of Islamic finances, free from Riba (SOOD) is essential. It is well recognized that a product produced or service rendered despite following Shariah compliant processes of production shall remain Haram if the finances employed & used are Riba (Sood) infested. The Islamic Financial Institutions shall have to play their role in making investment in the Shariah compliant processes of production & services. The Investment in the Feedlot Fattening Project by the Islamic banks was also discussed.

The Second Session on "Halal industry" was chaired by His Excellency Burhan Muhammad, Ambassador of Indonesia. Dr. Javed Awan, Country Head, IFANCA, (America) gave presentation on Halal Slaughtering & Stunning. Prof. Ir. Sukoso, Vice Rector of UB &

Director of Halal Thoyyib Centre Indonesia delivered presentation on Indonesian Experiences of Halal Industry. Prof. Dr. Russly A. Rahman, Director, Halal Product Research Institute University, Putra, Malaysia shared his valuable knowledge on the Importance of Shariah and Scientific Analysis in Compliance Enforcement of Halal Standards. Dr. Winai Dahlan, Founder Director of Halal Science Center – Thailand gave presentation on Empirical Integration of Shariah & Science for Authentication of Halal; Thailand Experiences. The Session was wrapped up by souvenir distribution to speakers of the second session by the session Chairman.

Technical Session III covered the panel discussion on Emergence of Halal Industry, current status and emerging future of Halal efforts to increase availability of Halal food in non Islamic countries, Halal Branding and Taping Halal Market, Analysis of E- Code, Pakistan Emerging as Halal Hub and Halal Slaughtering. This Session was chaired by His Excellency Tomwit Jarnson, Ambassador of Thailand. The Session was Co- Chaired by Mr. Mumtaz Manais, Chairman Board of Directors PAMCO. Discussion Members included Mr. Faqir Anjum, Ex-Director General, National Institute of Food Sciences and Technology, University of Agriculture, Faisalabad, and Mumtaz Khan Manais, shared his experience being himself a progressive farmer and the chairman PAMCO Board Directors. Souvenirs were distributed to the speakers of the session by the session chairman.





The Concluding session was chaired by Malik Sikandar Hayat Khan Bosan, Honorable Minister for National Food Security & Research (MNFSR). Dr. M. Munir Chaudry - President, Islamic Food and Nutrition Council of America (IFANCA) delivered presentation on Global Halal Trends and Opportunities for Pakistan. Mansoor Saeed - Chief Executive Officer, PAMCO was Co-Chairman of the concluding session. Malik Sikandar Hayat Khan Bosan, Minister for National Food Security and Research (MNFSR) gave the closing remarks and said that "The Halal Food Market is a fast growing sector and has opened up enormous opportunities for investment. Pakistan is in the perfect position to tap its lion's share from the established Halal market as already our GDP constitutes 55.4% of Agriculture and focus of the Federal government is on the uplift of poor especially women and this sector has potential to facilitate our efforts to achieve goals set up for the agriculture sector. He added that Federal Government will encourage development of Halal Food Industry in the country through policy interventions and assure its full cooperation to the industry" The Federal Minister added that he is pleased to conclude the Halal Conference while appreciating the cooperation of the internationally renowned speakers who have graciously participated in the Conference, the exporters and Business Magnates of brotherly countries, the domestic market players and stakeholders. The Minister congratulated the organizers on the success of the landmark achievement in Halal industry. Justice Khalil-ur-Rehman,

Chairman – Punjab Halal Development Agency (PHDA) announced the declaration of the conference. Justice Khalil-ur-Rehman and Malik Sikandar Hayat Khan Bosan distributed the souvenirs to the speakers of the session and to the organizers of the Conference, and

Mr. Mansoor Saeed, CEO, PAMCO. Souvenirs were received by Mr. Shehzad Iqbal, company secretary, Mr. Zaure Afshar, Registrar, Mr. Binyamin Shauqat, Manager Communications and Documentation, Mr. Sohail Hafeez, Manager Accounts, Ms. Insha Nadir, deputy manager commercial, Mufti Saeed Akhtar, Shariah Advisor, Dr. Arif, Monitoring Officer, Muhammad Imran, Data entry operator, Mr. Shahid Amin, Manager accounts, Mr. Rashid Amanat, Data entry operator. That also include the executives and staff of Halal Research Council Mr. Zubair Mughal, CEO, Mr. Hamad Bhullar, Head of Research & Trainings, Ms. Amina Raza, Manager Corporate Communications, Mr. Asif Mehmood, Manager Strategic Planning and Training Services, Ms. Shagufta, Manager Communications, Ms. Rabia Javaid, Assistant manager, Food Technologist and communications, Mr. Umair Shakeel, Assistant Manager Research and Product Development, Ms. Zaib un Nisa, Manager New Alliances and Trainings, Mr. Imran Ahmed, Assistant Manager Marketing, Ms. Saim Nazir, Manager DLP, Ms. Munashra Malik, Assistant Manager DLP International, Mr. Hassan Raza Zaidi, Internee HRC and Mr. Shayan Naveed, Assistant Manager Research and Trainings.

Opening Ceremony of Expo:

After Inaugural Session of the Conference on 22nd May 2014, Participants assembled for the Opening Ceremony of the Expo. His Excellency Burhan Muhammad Ambassador of Indonesia, Justice Khalil-ur-Rehman Khan

Chairman PHDA, Mr. Arshad Jutt Special Advisor to CM Punjab for livestock, Dr. Amir Ahmed Secretary Livestock and Dairy Development Department, Dr. Talat Pasha Vice Chancellor UVAS, Mr. Nabeel Arif CEO PLDDDB and Mr. Mumtaz Manais Chairman PAMCO Board, joined to cut the ribbon for opening of the Expo.

The Producers of Meat Mutton, Beef, Poultry & other Food and Non-Food Articles had set up 105 stalls to showcase profile of their Companies & Products. The Expo drew huge number of visitors, both producers and consumers.

The highlight of the Second Day was the visit of Haji Abdul Malik Qassim Penang's Religious Affairs Minister & Dr. Afif Baharadin Minister of Agriculture Penang, along with their delegation comprising of Importers of Mutton, Beef, Poultry & other Food Products.

On the sidelines B2B meetings of the domestic traders with International business magnates were arranged at the Expo, which resulted into booking of Export orders worth more than 2 Million dollars.

The International guests were taken to PCSIR for visit of PCSIR to get first hand knowledge of the work of PCSIR, its facilities which ensure compliance of quality standards. The visitors were shown state of the art analysis facility available with PCSIR. The visitors were served lunch by the Director General of PCSIR.

The International Visitors and prominent national Exporters visited Lahore Meat Processing Complex of PAMCO. The International delegates also had a city tour and visited Lahore Fort. In the evening, CEO PAMCO hosted dinner at Royal Palm, Lahore for the International Delegates, Secretary Livestock and prominent National Exporters & Sponsors of 3rd Halal Conference & Expo. A dinner was hosted on next night by Mr. Talat Pasha, Vice Chancellor, University of Veterinary and Animal Sciences for delegates & sponsors at the premises of University. The event was a great success and was covered by the prominent newspapers and TV channels of Pakistan and abroad. ♦