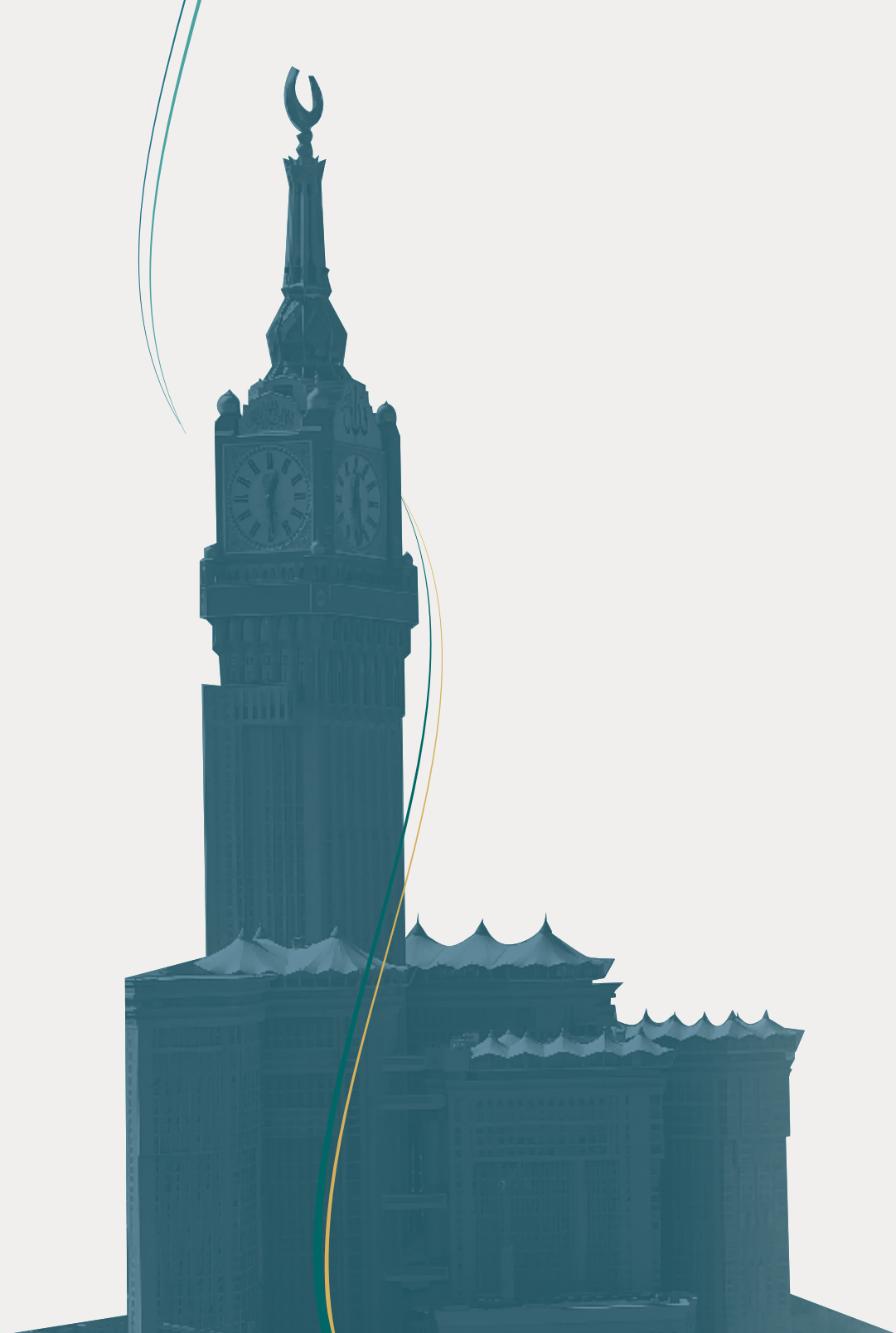


منتدى مكة للحلال  
MAKKAH HALAL FORUM



23 - 25 | JANUARY 2024

[www.makkahhalalforum.com](http://www.makkahhalalforum.com)



↔ Custodian of the Two Holy Mosques ↔

## **King Salman bin Abdulaziz Al Saud**

May God protect him



# VISION 2030

We intend to provide better opportunities for partnerships with the private sector through the three pillars:

- our position as the heart of the Arab and Islamic worlds.
- our leading investment capabilities.
- our strategic geographical position.

↪ His Royal Highness Prince ↩

**Mohammed bin Salman  
bin Abdulaziz**

May God protect him



Under The Auspices

**H.E. Majid bin Abdullah Al Qasabi**  
Minister of Commerce and Investment



# creativity Industry in Halal

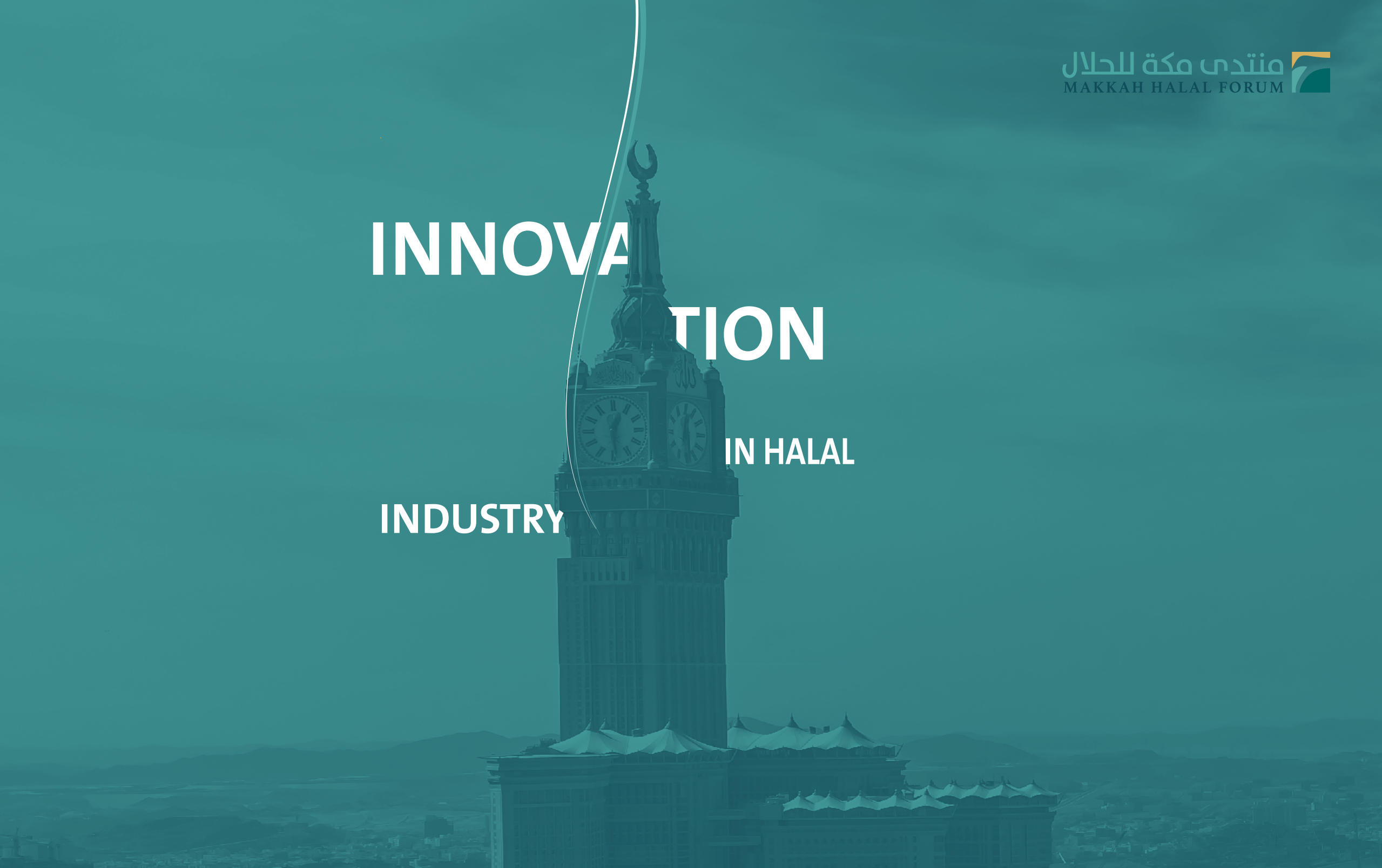


## The Kingdom of Saudi Arabia and the Halal Industry

The Kingdom of Saudi Arabia has a unique economic and religious status, which makes Halal industries an inevitable economic necessity, and uses products and services that are compatible with Islamic Sharia.

Saudi Arabia has worked to unify efforts that transform the Kingdom into a global center that supports the global Halal products manufacturing sector system. In addition to the localization and development of the Halal industry.

# INNOVATION INDUSTRY IN HALAL





## Makkah Halal Forum

Our strategic consistency with the trends of the Kingdom of Saudi Arabia Going forward related to current industries, and participate in supporting national economic growth and participating in its diversification according to the directions of 2023 vision.



**Makkah Halal Forum** promotes innovation and creativity while showcasing initiatives to advance the Halal sectors. By establishing a platform that unites world-class business leaders in a groundbreaking worldwide gathering and showcases the latest technologies and concepts to improve Halal industries





panel Sessions  
& workshops



Meetings



Visitors



Country  
representation



Exhibitors



Exhibition Center

10+

250

3000

30+

200

5,350



## STRATEGIC SPONSOR



المواصفات السعودية  
Saudi Standards



الهيئة العامة للغذاء والدواء  
Saudi Food & Drug Authority



برنامج تطوير الصناعة  
الوطنية والخدمات  
اللوجستية



برنامج جودة الحياة  
QUALITY OF LIFE PROGRAM



برنامج خدمة  
ضيوف الرحمن



هيئة فنون الطهي  
Culinary Arts Commission

## MAIN SPONSOR



## DIAMOND SPONSOR



## GOLD SPONSOR



## SILVER SPONSOR



## BRONZE SPONSOR

## ORGANIZERS



## PARTNERS



## MEDIA

# Organizations that cooperate to bring Makkah Halal to life





# Forum information

## Forum Information | Event card

<b>Event Type</b>	<b>International forum</b>
<b>Event Name</b>	<b>Makkah Halal Forum</b>
<b>City</b>	<b>Makkah</b>
<b>Location</b>	<b>Makkah Chamber for Exhibitions &amp; Convention Center</b>
<b>Date</b>	<b>23- 25 January, 2024</b>
<b>General Identity</b>	<b>where leaders shape the halal future</b>
<b>First Edition Topic</b>	<b>Innovation in the Halal industry</b>
<b>Activity themes</b>	<b>Opening ceremony - Panel Discussion - Exhibition - Leaders communication - Live cooking Shows - Activities and events</b>
<b>Target Audience</b>	<b>Representatives of ministries - Official representatives of Islamic countries - leaders of major local and international companies - Young entrepreneurs - Media professionals</b>

# Forum TimeLine

23

January

24

January

25

January

Forum Launch

Opening Ceremony

Forum Conclusion

Panel Discussion

Exhibition

Leaders communications

Live Cooking Show

Activities

## Exhibition

- Saudi Government
- Official representation from Islamic countries
- Major Manufactures, traders and distribution channels
- Global Halal producers, suppliers , and service providers

## Activities

- Innovation & Startup awards
- Cooking competition

## Conference

- 10 + Session & Workshop
- Business, Sharia,
- Science, Certification & Accreditation

## Business Connect

- Organized by Wabel
- Major buyers & Suppliers in the Halal market
- 200 Pre-arranged One-to-One meeting between decision makers





# Forum Agenda

<b>Reception</b> .....	<b>8:00 PM</b>
<b>Exhibition Tour</b> .....	<b>8:15 PM</b>
<b>Saudi Royal Anthem</b> .....	<b>8:45 PM</b>
<b>Forum Opening</b> .....	<b>8:46 PM</b>
<b>Holy Quran</b> .....	<b>8:50 PM</b>
<b>Speech by H.E. the Chairman of the Board of Directors of the Makkah Chamber, the Chairman of the Board of Directors of Islamic Chamber of Commerce, Industry and Agriculture, Mr. Abdullah bin Saleh Kamel</b> .....	<b>8:55 PM</b>
<b>A speech by the Chairman of the Board of Directors of the Halal Products Development Company, H.E. Mr. Fawaz bin Talal Al-Harbi</b> .....	<b>9:00 PM</b>
<b>Visual Presentation</b> .....	<b>9:05 PM</b>
<b>Minister of Commerce Speech H.E. Majid bin Abdullah Al Qasabi</b> .....	<b>9:15 PM</b>
<b>Agreements and Memorandums of Understanding Signage</b> .....	<b>8:25 PM</b>
<b>Honoring Awards</b> .....	<b>9:55 PM</b>
<b>Gala Dinner</b> .....	<b>10:00PM</b>

A decorative graphic on the left side of the page consists of several overlapping shapes. A large white shape, resembling a stylized 'C' or a bracket, is the central element. To its left and above are teal-colored shapes. These teal shapes contain various architectural images: a stone archway, a modern building facade with a grid pattern, a night view of a building with lights, and a tall, ornate tower. The overall aesthetic is modern and architectural.

# Conference Agenda

## Speakers

**Speaker 1:****Ms. Natavan Mammadova**

Secretary General of the Azerbaijan National Federation of Employers' and Businessmen Organizations

**Speaker 3****Mr. Dino Selimović,**

Adviser to the Minister of Foreign Affairs of Bosnia and Herzegovina

**Speaker 2:****Mr. Abbas Hazrat Shliaposhnikov,**

Chairman of the Private Institution of Product Quality Control "Halal Standards Committee" the Spiritual Board of Muslims of the Republic of Tatarstan

## Panel 1

**Successful Models in the Halal Industry**  
Case Studies from Different Countries**Case studies in regulating the Halal industry**

- Review case studies of successful experiences in regulating the Halal industry from different countries.
- Focus on leading models in applying Halal systems and standards and ensuring quality.
- Analyze the main factors that contributed to the success of these models and the challenges they faced.

**Innovation and development in the Halal industry**

- Focusing on modern technologies and innovative solutions in the production and distribution of Halal products.

**Marketing and promotion of Halal products**

- Consider best practices in advertising routing, social media use and digital marketing.

Speakers



Speaker 1:

**H.E. Mr. İhsan Övüt,**  
Secretary General, Standards and Metrology  
Institute for Islamic Countries SMIC



Speaker 3

**Dr. Mohammad Aqil Arham,**  
President of BPJPH Indonesia



Speaker 2:

**Madam Hakimah Mohd Yusoff**  
Director General of JAKIM

Panel 2

**Global Experiences in Halal:  
Regulatory, Legislative and Development  
Experiences**

**Regulatory experiences in the Halal industry**

- Study and compare various organizational experiences in Arab, Western, Asian and other countries.
- Discussing the various organizational structures and bodies concerned with regulating the Halal industry.

**Legislative and legal experiences in the Halal industry**

- Exploring the legal challenges and issues related to defining and documenting Halal and combating counterfeiting and adulteration.

**Development and economic experiences in the Halal industry**

- Highlighting the economic and developmental role of the Halal industry at the global level

Keynote Session

The importance of Halal in a Muslim's life

Speaker



Speaker 1:

**Prof. Dr. Abdul Salam bin Salem Alsuhaimi**

Professor of Graduate Studies at the Faculty of Sharia at the Islamic University in Madinah and teacher at the Prophet's Mosque

Speakers



**Speaker 1:**  
**Mr. Fazal Bahardeen**  
CEO and Founder of CrescentRating and Halal Trip



**Speaker 3**  
**Mr. Irshad A Cader,**  
CEO, Globothink Halal Industry Consultants.



**Speaker 2:**  
**Mr. Abdul Maalik Tailor,**  
CEO and Founder of Halal Tourism Britain and Halal Cruises

Panel 3

**Innovation in Marketing and Commercial Excellence: Travel and Tourism Industry**

**The Importance of Innovation in the Travel and Tourism Industry Analysis:**  
A review of the role of innovation in achieving commercial excellence and competition in the travel industry and tourism.

**Information and Communication Technology and the Travel and Tourism Industry Analysis:**  
Research on the use of advanced technology in improving marketing and the experience of customers in the travel and tourism sector.

**Innovation in marketing offers and campaigns in the travel and tourism industry Analyzer:**  
Discuss how to design marketing offers and campaigns Innovative targeting target audience in the current travel and tourism industry.

**Halal experiences in the travel and tourism industry**  
reviewing the importance of providing innovative travel and tourism experiences that are compatible with Halal standards to win. With customer confidence and achieving commercial excellence.

**Partnerships and cooperation in the Halal travel and tourism industry:**  
Discussing ways to enhance cooperation between companies and institutions in the travel industry And Halal tourism to exchange knowledge and experiences and develop new products and services

Speakers



**Speaker 1:**  
**Mr. Muhammad Bin Abdul razzaq Alohali,**  
Director General of the Food Industries and  
Agriculture Sector



**Speaker 3**  
**H.E Mr. Ahmed bin Sharaf Osilan,**  
Executive Board Member and Managing Director  
For food development company



**Speaker 2:**  
**Eng. Ashraf Al-Tanbouli,**  
CEO of Islamic Chamber Halal Services



**Speaker 4**  
**H.E. Eng. Rakan bin Adel Al-Maddah,**  
Executive Vice President of the Kingdom's  
Discovery Sector (Guests of God Service  
Program)

Panel 4

**Development and transformations  
of the Halal industry in the Kingdom:  
attracting local and international  
investments**

**Analyze the current status of innovation and development in the local Halal industry.**

- Opportunities and challenges facing industrial companies in the process of innovation, development and marketing in the Halal industry.
- Reviewing the best practices and successful models for innovation, development and marketing in the Halal industry.



## Speakers



## Speaker 1:

**Mr. Hairol Arefin Sahari,**  
CEO of HDC Malaysia



## Speaker 3:

**Mr. Muhammad Atif Hanif,**  
CEO Al Baraka Bank Pakistan



## Speaker 2:

**Mr. Maruf Yusuf,**  
CEO of Halal Ad

## Panel 5

**Creativity in targeting new segments of customers - Complementary Services - finance, insurance and logistics**

**The importance of targeting new segments of customers:**

Reviewing the importance of expanding the customer base and targeting new segments in achieving growth and excellence Commercial services industry supplementary finance and logistics insurance.

**Customer demographic and behavioral shifts:**

Analysis of demographic and behavioral shifts in the market and how to target new segments that arise from these transformations.

**Innovative marketing strategies for targeting:**

Discuss innovative marketing strategies and effective channels to reach new segments of Clients in the complementary services industry finance and logistics insurance.

**Technology and innovation in targeting new segments:** Examining how to use technology and innovation to identify and reach new segments of customers and meet their changing needs.

**Data analysis and artificial intelligence in targeting new segments:**

reviewing how to use data analysis and artificial intelligence to understand Behavior and needs of new segments and improving targeting strategies

Speakers



**Speaker 1:**  
**H.E. Mr. Saad bin Othman Al-Qasabi,**  
Director General of the Saudi Standards,  
Metrology and Quality Organization



**Speaker 3**  
**Dr. Hisham Aljadhai,**  
Chief Executive Officer of the Food and Drug  
Authority



**Speaker 2:**  
**H.E. Dr. Adel Al-Qaeed,**  
Executive Director of the Saudi Accreditation  
Center.



**Speaker 4**  
**H.E. Mr. Fahad Sulaiman Al-Nuhait,**  
CEO, Product Development Company

Panel 6

**The National Halal System in the Kingdom**  
“Reality and Future Vision”

- Vision and strategy for developing the Halal industry in the Kingdom:**  
Discussing the vision and strategic plans that aim to enhance the Halal industry in the Kingdom, including promoting innovation and creativity in this context.
- The role of innovation and creativity in developing Halal products and services:**  
Reviewing the importance of innovation and creativity in designing and developing new Halal products and services and innovative, and how this can contribute to strengthening the Halal sector in the Kingdom.
- Strengthening cooperation between the public and private sectors in the Halal industry:**  
Discussing ways to enhance cooperation and partnership between the government and private companies in promoting innovation and creativity in the Halal industry, and overcoming the obstacles that you may face.
- Promoting research and development in the Halal industry:**  
Discussing the importance of supporting research and development in the field of the Halal industry, and directing attention and investment in Innovation, creativity and development of new products and technologies

Speakers



**Speaker 1:**  
**Prof. Hassan Salah Al Saghier**  
President of Al-Azhar International Academy for Training Imams, Preachers and Fatwa Researchers



**Speaker 3**  
**H.E. Dr. Muhammad Al-Sinani,**  
Head of the Department of Jurisprudence at the Islamic University.



**Speaker 2:**  
**Dr. khaled El-Mosleh,**  
Professor of Jurisprudence at the College of Sharia at Qassim University



**Speaker 4**  
**H.E. Dr. Qutb Mustafa Sano,**  
Secretary General of the International Islamic Fiqh Academy

Panel 7

Sharia rulings and Sharia opinion in modern Halal industrie

**The concept of modern Halal industries:** Defining modern halal industries and their various fields, and highlighting their importance in meeting needs Muslims and consumers with an interest in Sharia trends.

**Sharia rulings for modern Halal industries:** A review of the Sharia rulings and guidelines that must be taken into consideration when developing and operating modern Halal industries, including materials use, processes, product design, distribution and marketing.

**Relying on Sharia opinion:** Discussing the importance of Sharia opinion and consulting with scholars and muftis specialized in modern Halal industries. And how to implement their recommendations and advice in this field.

**Contemporary challenges and issues:** A review of the contemporary challenges and issues facing modern Halal industries and questions related to the rulings Legitimacy, such as inferring what is permissible and what is forbidden in modern technology, achieving transparency and traceability in the production chain, marketing and advertising. Related to Halal products.

**Innovation and development in modern Halal industries:** exchanging ideas and experiences on how to achieve innovation and development in modern Halal industries, While adhering to the Sharia provisions and Sharia opinion

Speakers



**Speaker 1:**  
**Dr. Ali Fanous,**  
Certification Unit Manager, Halal Control GmbH



**Speaker 3**  
**Dr. Mohamed Hussain Al Zoghbi,**  
President of FAMBRAS



**Speaker 2:**  
**Dr. Damir Alihodzic,**  
Director of the Halal Quality Certification  
Agency of Bosnia and Herzegovina



**Speaker 4**  
**Maulana Mohamed Naflakhi,**  
Director South African National Halaal  
Authority (SANHA)

Panel 8

**Innovation in keeping pace with market demands and sustainability trends - The future of the Halal food industry**

**Analysis of market trends and changing needs:** reviewing shifts in the Halal food market and changes in consumer needs and analyzing Market trends and consumer trends regarding Halal foods.

**Sustainability of the Halal food industry:** highlighting the importance of sustainability in the Halal food industry and reviewing the basic principles of sustainability In the Halal food supply chain.

**Innovation in the Halal food industry:** highlighting the latest technological developments and innovations in Halal food production and processing and providing examples Focus on innovations in product design, packaging and marketing in the Halal food industry

**Food security and quality in the Halal food industry:** A review of the measures and standards necessary to ensure food security and quality in the food industry Halal and highlighting the latest technologies and applications to monitor and track Halal food products throughout the supply chain.

**Digital transformation and technology in the Halal food industry:** reviewing the importance of digital transformation and the use of technology in improving the food industry Halal and provide examples of the use of technology such as artificial intelligence, automation and data analytics in the production, processing and distribution of Halal foods.

Speakers



Speaker 1:

Mr. As'ad Layth,  
SVP Strategy & Business Development Wahed Group



Speaker 3

Ms. Raeesa Sya,  
Founder of Orkid Cosmetics



Speaker 2:

Mr. Mohammed Aldossary,  
CEO & Co-Founder of Sary

Panel 9

**Creativity and innovation in the applications of digital transformation of the Halal industry modern technology companies Artificial intelligence and augmented reality**

- **Digital transformation in the Halal industry:**  
A review of the latest technological developments in the Halal industry and how to apply them to achieve digital transformation.
- **The role of modern technology companies in the Halal industry:**  
Discussing the impact of modern technology companies such as artificial intelligence and augmented reality on the Halal industry and the opportunities and challenges resulting from it.
- **Creativity and innovation in digital transformation applications:**  
a review of practical examples of how to use modern technology in Halal applications and innovation in this field

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