

منتدى مكة للحلال

MAKKAH HALAL FORUM

23 - 25 January 2024 Makkah, Saudi Arabia

WHERE LEADERS SHAPE THE HALAL FUTURE

Makkah, The Halal Qibla and it's heart

UNDER THE AUSPICES





Panel 1

Successful Models in the Halal Industry:
Case Studies from Different Countries.



Speaker 1: Ms. Natavan Mammadova,
Secretary General of the Azerbaijan National Federation of
Employers' and Businessmen Organizations



Speaker 2: Mr. Abbias Hazrat Shliaposhnikov,
Chairman of the Private Institution of Product Quality Control
“Halal Standards Committee” the Spiritual Board of Muslims
of the Republic of Tatarstan



Speaker 3: Mr. Dino Selimović,
Adviser to the Minister of Foreign Affairs of Bosnia and Herzegovina

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.



Panel 2

Global Experiences in Halal: Regulatory, Legislative and Development Experiences



Speaker 1: H.E. Mr. İhsan Övüt,
Secretary General, SMIIC



Speaker 2: Madam Hakimah Mohd Yusoff
Director General of JAKIM



Speaker 3: Dr. Mohammad Aqil Arham,
President of BPJPH Indonesia

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:

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





Panel 3

Innovation in Marketing and Commercial Excellence - Travel and Tourism Industry



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



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



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

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 Halals.

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



Panel 4

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



Speaker 1: Mr. Muhammad Bin Abdul razzaq Alohal,

Director General of the Food Industries and Agriculture Sector



Speaker 2: Eng. Ashraf Al-Tanbouli,

CEO of Islamic Chamber Halal Services



Speaker 3: H.E Mr. Ahmed bin Sharaf Osilan,

Executive Board Member and Managing Director For food development company

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.



Panel 5

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



Speaker 1: Mr. Hairol Arefin Sahari,
CEO of HDC Malaysia



Speaker 2: Mr. Maruf Yusuf,
CEO of Halal Ad



Speaker 3: Mr. Muhammad Atif Hanif,
CEO Al Baraka Pakistan

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



Panel 6

The National Halal System in the Kingdom "Reality and Future Vision"



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



Speaker 2: H.E. Dr. Hisham Aljadhai,
Chief Executive Officer of the Food and Drug Authority



Speaker 3: H.E. Mr. Fahad Sulaiman Al-Nuhait,
CEO, Product Development Company



Speaker 4: H.E. Dr. Adel Al-Qaeed,
Executive Director of the Saudi Accreditation Center.

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



Panel 7

Sharia rulings and Sharia opinion in modern Halal industries



Speaker 1: Dr. Khaled El-Mosleh,
Professor of Jurisprudence at the College of Sharia at Qassim University



Speaker 2: H.E. Dr. Muhammad Al-Sinani,
Head of the Department of Jurisprudence at the Islamic University.



Speaker 3: H.E. Dr. Qutb Mustafa Sano,
Secretary General of the International Islamic Fiqh Academy



Speaker 4: Prof. Hassan Salah Al Saghier
President of Al-Azhar International Academy for Training Imams, Preachers and Fatwa Researchers

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



Panel 8

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



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



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



Speaker 3: Maulana Naflakhi,
Director (SANHA)



Speaker 4: Dr. Mohamed Hussain Al Zoghbi,
President of FAMBRAS



Speaker 5: H.E. Mufti Kamil Hazrat Samigullin,
Mufti of the Spiritual Board of Muslims of the Republic of Tatarstan

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.



Panel 9

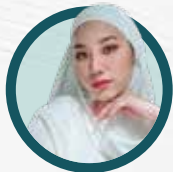
Creativity and innovation in the applications of digital transformation of the Halal industry - modern technology companies Artificial intelligence and augmented reality, . .).



Speaker 1: Mr. As'ad Layth,
SVP Strategy & Business Development Wahed Group



Speaker 2: Mr. Mohammed Aldossary,
CEO & Co-Founder of Sary



Speaker 3: Ms. Raeesa Sya,
Founder of Orkid Cosmetics

• **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

منتدى مكة للحلال

MAKKAH HALAL FORUM

23 - 25 January 2024

Makkah, Saudi Arabia

WHERE LEADERS SHAPE THE HALAL FUTURE

Makkah, The Halal Qibla and it's heart

Partners



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



الهيئة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.

Organizers

