

MAKKAH HALAL FORUM - Third Edition

Halal as a Professional Industry



Under the Patronage of
H.E. Dr. Majid bin Abdullah Al-Qasabi
Minister of Commerce



14-16
February 2026



Makkah Chamber exhibition
& convention center

Organizers



HALAL
360°



مَنَافِع
Makkah Chamber

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makkahhalalforum.com



Day 1

Saturday 14 February 2026

Registration

1:30 pm : 2:00 pm 

Main Exhibition Hall 

High-Level Conference

2:00 pm : 8:00 pm 

Theatre 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

Exhibition

2:00 pm : 10:00 pm 

Theatre 

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

Halal Experts Corner (By Reservation)

2:00 pm : 10:00 pm 

Main Exhibition Hall 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

Halal Chefs

3:00 pm : 9:00 pm 

Main Exhibition Hall 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm 

Meeting Room 

Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

High-Level Roundtable (Closed)

7:00 pm : 09:00 pm 

Meeting Room 

Exclusive closed-door roundtables bringing together global halal leaders to foster strategic collaboration, knowledge exchange and actionable insights shaping the future of the halal industry.

Day 1

Saturday 14 February 2026

Opening Remarks



H.E. Mr. Yousef Hassan Khalawi
Secretary General, Islamic Chamber
of Commerce and Development

2:00 pm – 2:05 pm

14 February 2026

Theatre

Panel Session

Halal Branding for Global Positioning



Mr. Nafees Khundker
Group Chief Executive Officer &
Managing Director at Bitsmedia Pte Ltd
(Muslim Pro App)



Mr. Ufuk Secgin
Co-Founder & Chief Marketing
Officer at Halalbooking



Mr. Khawaja Ahmed Osman
Chief Executive Officer, Pasha Fabrics



Moderator
Ms. Farzana Baduel
President-Elect of the Chartered Institute
of Public Relations (CIPR)
& CEO of Curzon PR

2:10 pm – 3:25 pm

14 February 2026

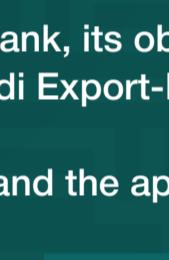
Theatre

Leader Talk

Halal as a Global Professional Identity



H.E. Mr. Yousef Hassan Khalawi
Secretary General, Islamic Chamber
of Commerce and Development



Moderator
Dr. Bandar Arab
Executive Director,
Savola World foundation

Asr Prayer

03:50 PM : 04:15 PM



3:30 pm – 3:50 pm

14 February 2026

Theatre

Workshop

Financing and Insurance Solutions from the Saudi Export-Import Bank

Workshop Topics:

- Introduction to the Saudi Export-Import Bank, its objectives, and its role.
- Products and services offered by the Saudi Export-Import Bank.
- Export financing guarantee programs.
- How to benefit from the bank's products and the application process.



Mr. Fawaz Khayyat
Financial Institutions Management



Mr. Bader Al-Khawaji
Business Development Management



Mr. Abdulaziz Al-Sulami
Business Development Management

4:00 pm – 6:00 pm

14 February 2026

Meeting Room

Panel Session

Halal Positioning – A National Economic Asset



Mr. Abu Bakar Yusof
Chief Executive Officer
at The Malaysia External Trade
Development Corporation – MATRADE



Miss Titi Khoiriah Muhalis
Deputy Chairperson at the Indonesian
Chamber of Commerce
and Industry (KADIN)



Mr. Muhammad Atif Hanif
Chief Executive Officer of Al Baraka Bank Pakistan



Mr. Dino Selimović
Advisor to the Minister of Foreign
Affairs of Bosnia and Herzegovina



Mr. Marut Mekloy
President, Thai Muslim Trade Association (TMTA)



Moderator
Mr. Conor Clifford Murphy
Partner at DinarStandard

4:15 PM – 5:35 PM

14 February 2026

Theatre

Keynote

Investment in the Halal Sector from the Perspective of International Investors



H.E. Mr. M. Arsalan Rasheed P.M.
Founder and Chairman of Sriwijaya Capital



Maghrib Prayer
06:00 PM : 06:35 PM

5:40 pm – 6:00 pm

14 February 2026

Theatre

Panel Session

Islamic Finance & Investment as the Core of Global Professionalism in the Halal Industry



His Eminence Shaikh Yasser Abdulaziz Al-Mursi
Head of Sharia Compliance and Secretary General
of the Sharia Committee at Al-Inmaa Bank



Mr. Khurram Hilal
Chief Executive Officer Islamic
Banking at Standard Chartered Bank

Dr. Muawiyah Al-Qawasmi
Director of Corporate and Project
Management at the Arab Islamic Bank

Moderator
Mr. Ibrahim El-Sayed
International Relations and Business
Development Manager at Albaraka
Forum for Islamic Economy

6:35 pm – 8:00 pm

14 February 2026

Theatre

Day 2

Sunday 15 February 2026

Registration

1:30 pm : 2:00 pm 
Main Exhibition Hall 

Exhibition

2:00 pm : 10:00 pm 
Main Exhibition Hall 

High-Level Conference

2:00 pm : 10:00 pm 
Theatre 

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

Halal Chefs

3:00 pm : 9:00 pm 
Main Exhibition Hall 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Halal Experts Corner (By Reservation)

3:00 pm : 7:00 pm 
Main Exhibition Hall 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm 
Meeting Room 

Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

MoU Signing Platform

7:00 pm – 8:00 pm 
Media Wall 

Official Opening Ceremony (Invitation Only)

8:00 pm : 10:00 pm 
Theatre 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Day 2

Sunday 15 February 2026

Panel Session

C-Suite Readiness for Strategic Capacity Building



Mr. Fazal Bahardeen
Chief Executive Officer,
CrescentRating & HalalTrip



Mr. Murat Onuk
Managing Partner,
Arz Asset Management



Mr. Junaid Wahedna
Founder and Chairman of Wahed



Moderator
Dr. Bandar Arab
Executive Director,
Savola World foundation

Asr Prayer

03:20 PM : 04:15 PM



Workshop

4:00 pm – 6:00 pm

15 February 2026

Meeting Room

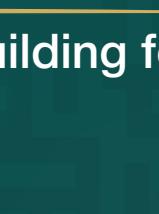
Artificial Intelligence and Professionalism in the Halal Industry

Workshop Topics:

- Challenges and opportunities presented by artificial intelligence in the halal sector.
- Review of best professional practices in product verification, supply chain management, and digital authentication.
- Presentation of practical tools and strategies for halal companies to implement AI solutions in a professional and effective manner.
- Enhancing participants' understanding of how to build consumer trust through innovation and adherence to the highest professional standards.



Mr. Muhammad Malik
Co-founder of SIFR Initiative



Mr. Talha Shaikh
Digital Transformation Specialist, ICCD



Mr. Daniyal Ahmed
AI Specialist, ICCD

4:15pm – 4:35 pm

15 February 2026

Theatre

Leader Talk

Country Success - BiH's Capacity Building for Halal Economic Growth



H.E. Mr. Elmedin Konaković
Minister of Foreign Affairs of Bosnia and Herzegovina



Moderator
Mr. Conor Clifford Murphy
Partner at DinarStandard

Panel Session

Powered by Halal Echo : From Influence to Leadership: The Role of Influencers as Entrepreneurs in the Halal Sector



Ms. Passant Nur El-Din
Content Creator & Tour Guide



Mr. Gikhedel Benchamin
Content Creator – Thailand



Ms. Farzana Baduel
President-Elect of the Chartered Institute of Public Relations (CIPR) & CEO of Curzon PR



Moderator
Ms. Efnan Han
International News Anchor at TRT World



Mr. Muhammad Malik
Co-founder of SIFR Initiative

6:00 pm – 6:10 pm

15 February 2026

Theatre

Day 3

Registration

Monday 16 February 2026

1:30 pm : 2:00 pm

Main Exhibition Hall

Exhibition

2:00 pm : 10:00 pm

Main Exhibition Hall

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

B2B Meetings Platform

2:00 pm : 10:00 pm

Networking Lounge

A curated business matchmaking platform facilitating targeted peer-to-peer meetings and strategic connections among global halal stakeholders.

Halal Chefs

3:00 pm : 9:00 pm

Main Exhibition Hall

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Women Empowerment in Halal Track

4:00 pm : 5:20 pm

Theatre

A dedicated track advancing women's leadership in the halal economy through impactful dialogue and empowerment.

Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm

Meeting Room

Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

HalalPreneurship Track

5:30 pm : 6:45 pm

Meeting Room

A strategic track highlighting high-impact business models, next-generation leaders, and globally scalable startups within the halal economy.

Halal Echo (Influencers Gathering)

7:00 pm : 9:00 pm

Meeting Room

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Day 3

Monday, 16 February 2026

Panel Session

4:00 pm – 5:20 pm

16 February 2026

Theatre

Advancing Muslim Women's Professionalism in the Global Halal Markets



Ms. Alia Jafar

Director International Relations,
Islamic Chamber of Commerce
and Development



Ms. Diana Sabrain

Co-Founder and Chief
Executive Officer, OneAgrix



Ms. Nawal AlBabtain

Director of Halal Product Advisory (HPA)
at Halal Product Development Company (HPDC)



Moderator

Ms. Natavan Mammadova

Secretary-General, Maida Nazir
for Women's Economic Empowerment

Workshop

4:00 pm – 6:00 pm

16 February 2026

Meeting Room

SMIIC, OIC Global Halal Quality Infrastructure, a Modern System for Global Halal Market and OIC/SMIIC Standards on Halal Issues

Workshop Topics:

- Organization of Islamic Cooperation (OIC) & Standards and Metrology Institute for Islamic Countries (SMIIC)
- SMIIC's Structure and SMIIC Organs
- OIC Global Halal Quality Infrastructure(OHAQ), & IFHAB
- Modern System for Global Halal Market
- OIC/SMIIC Standards on Halal Issues



H.E. Mr. İhsan Övüt

Secretary General of the Standards and
Metrology Institute for the Islamic Countries (SMIIC)

Panel Session

5:30 pm – 6:45 pm

16 February 2026

Theatre

Halalpreneurship Track in partnership with Saleh Kamel Sustainable Entrepreneurship & Enterprise Development Organization (SKSEED)



Mr. Ayman Elsawy

Chief Executive Officer at Bokra Holding



Mr. Saad Ismael Alami

Chief Executive Officer, Fadl Invest



Mr. Kerim Ture

Founder & Chairman, SalamBooking



Mr. Muhammed Taslaq

Director of Investments at Alchemist Doha



Moderator

Dr. Wael Eldesouki Bedda

Secretary-General, Saleh Kamel Sustainable
Entrepreneurship & Enterprise Development

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Media Partner



هيئة الإذاعة والتلفزيون

Organizer





مِنْتَدِيَّة مَكَّة الْهَالَالِ

MAKKAH HALAL FORUM

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Where Leaders Shape The Halal Future



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