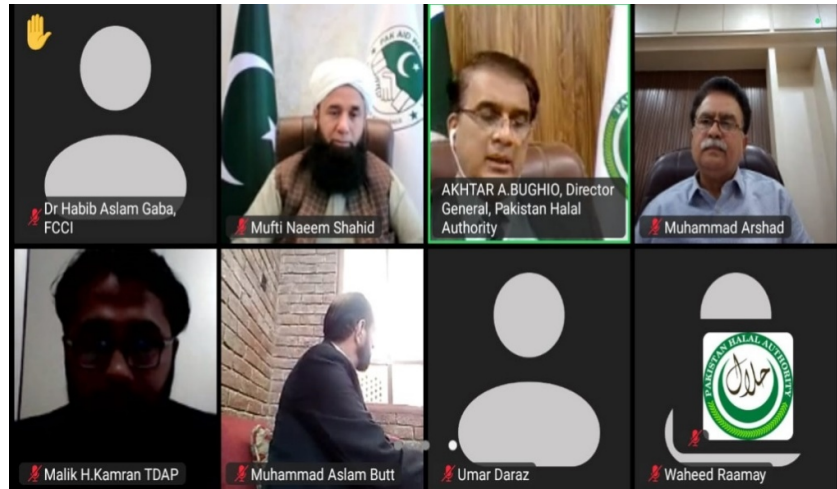


Press Release

Pakistan Halal Authority (PHA) conduct a Webinar on “Halal Food Authentication: Compliance, Trends, and Emerging Approaches”

Islamabad, March 13, 2025 – The Pakistan Halal Authority (PHA), in collaboration with the Trade Development Authority of Pakistan (TDAP) and Faisalabad Chamber of Commerce & Industries (FCCI), successfully conducted a virtual awareness webinar titled “Halal Food Authentication: Compliance, Trends and Emerging Approaches.”

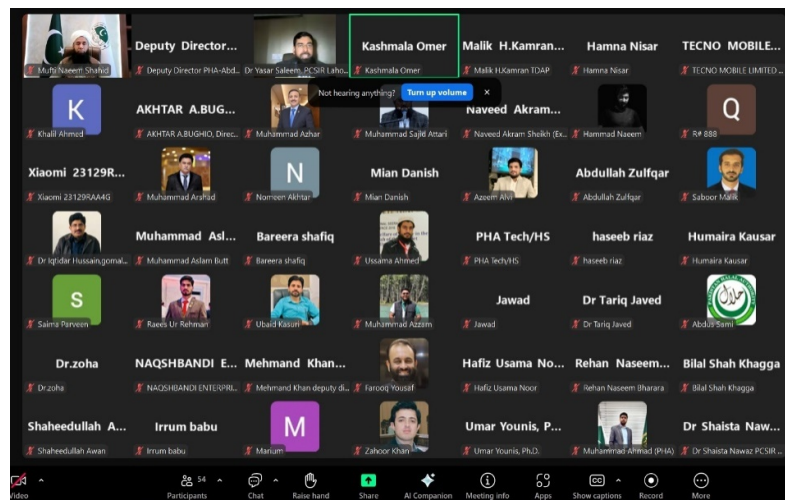
The webinar was attended by a diverse group of industry stakeholders, regulatory authorities and academia, highlighting the importance of Halal compliance, emerging authentication technologies and regulatory frameworks for ensuring the integrity of Halal-certified products.



The event featured keynote addresses from Mr. Rehan Nasem Barara, President FCCI and Mr. Akhtar A. Bughio, Director General PHA, who emphasized the importance of Halal sector and need for a robust and standardized Halal regulatory system to enhance Pakistan’s standing in the global Halal trade market.

In a detailed presentation, Mufti Naeem Shahid, Director General of the International Islamic Institute of Halal, Cultural, Social and Spiritual Sciences (Jamia-tur-Rasheed, Karachi), provided an in-depth perspective on the Shariah principles governing Halal food compliance. He stressed the necessity of strict adherence to Islamic guidelines in food production, processing and certification.

Dr. Yasir Saleem, Principal Scientific Officer at PCSIR Laboratory Complex, Lahore, discussed the latest trends and technological advancements in Halal authentication. He highlighted the role of analytical testing, DNA-based techniques and block



chain technology in ensuring greater transparency and traceability in Halal authentication and certification processes.

Mr. Abdus Sami, Deputy Director PHA elaborated Pakistan's regulatory framework for Halal Assurance in Pakistan, outlining key initiatives such as the development of a uniform Halal certification mark, registration of Halal Certification Bodies (HCBs), enforcement of Halal standards and international collaborations. He stressed that Pakistan, with its strong agricultural base and expanding food industry, has immense potential to increase its footprint in the global Halal market.

An interactive Q&A session allowed participants to seek clarity on Halal certification, import controls and market opportunities. Representatives of various sectors of the Halal economy actively engaged in discussions, showing keen interest in adopting Halal certification for business expansion. DG PHA answered the questions raised by the participants.

The webinar concluded with closing remarks by DG PHA emphasizing a strong commitment from PHA to continue awareness programs and industry collaborations aimed at strengthening the Halal regulatory framework and enhancing Pakistan's position in the global Halal economy.