



Government of Pakistan
PAKISTAN HALAL AUTHORITY



NAVIGATING HALAL HORIZONS



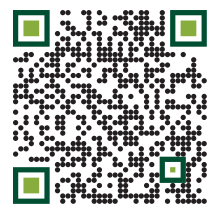
Newsletter

Highlights

- Message from Director General
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2025

Volume-II





MESSAGE FROM DG



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Distinguished readers,
Greetings and welcome to the latest edition of our newsletter.

I convey this message with immense pleasure and a revitalised sense of purpose as we are witnessing a pivotal moment in the evolution of the global Halal industry. The Halal market has rapidly transformed into a multi-trillion-dollar global economy, encompassing not just food, but also pharmaceuticals, cosmetics, fashion and finance. This expansion offers tremendous opportunities for countries like Pakistan to position themselves as key players on the global scene.

The Pakistan Halal Authority (PHA) is now navigating new horizons in the global Halal market by establishing regulatory frameworks, strengthening certification systems and enforcing adherence to national, regional and international standards. We are laying the groundwork for a robust, reputable and competitive Halal ecosystem by taking into account its mission of increasing Pakistan's export potential by fostering trade and commerce in Halal articles and processes.

It is also significant to note that the PHA's sixth Board of Governors (BoG) meeting has been convened. The forum of the BoG has reviewed our achievements and served as a time to clearly and ambitiously map out our future. I would like to express my sincere appreciation to Mr. Khalid Hussain Magsi, the Honourable Minister for Science and Technology, and Mr. Sajid Baloch, the Secretary, Ministry of Science and Technology for their steadfast support and inspiring leadership. Their dedication has enabled PHA to carry out its mission more successfully, giving us the optimistic boost we need to operationalize our activities in the true spirit of serving the country. Our resolve to expand Pakistan's market share in the global Halal industry and enhance our regulatory framework to better align with global best practices has also been reinforced by the outcomes of BoG meeting.

Let us continue to work together to capitalise on the enormous potential of the Halal industry, opening up new avenues for investment, trade and employment while making sure that Pakistan's Halal products are recognised globally and represent the principles of integrity, quality and compliance.

I appreciate and thank you all for being a part of this journey.

Akhtar A. Bughio
Director General

EDITOR'S NOTE



Halal sector is a key pillar of sustainable economic growth and presents a promising opportunity to enhance global trade and investment. The moment has come for Pakistan to strategically enter into Halal market of approximately \$3 trillion USD, open up new avenues for growth and unlock new potential by bringing together entrepreneurs, investors, regulators and international experts to explore the latest trends in this rapidly growing sector and highlight emerging trade and investment opportunities.

In realising of this evolving industry, this edition highlights new horizons of Pakistan's Halal ecosystem. These include the development of policy for strategic schemes, international engagement with Muslim and Non-Muslim countries to foster trade and economic cooperation, monitoring and surveillance for adherence to Halal requirements, consumer awareness on Halal compliance and cross-sectoral partnerships to focus on improving their Halal product brands and broadening their market reach.

To stay ahead of the curve, PHA's strategic schemes ensure that Halal articles, processes and services are strictly regulated at every level, from production to consumption. This regulatory framework is fostering economic expansion and international competitiveness while solidifying the country's standing as a centre of Halal excellence.

We encourage you to explore our latest edition for the most recent information, radical progress insights and advancements of the regulatory framework, which provide inspiration and shows dedication to building a reliable Halal ecosystem that supports both consumers and businesses.

Dr. Ainy Zehra
Editor-In-Chief



From Right to Left; Mr. Abdus Sami (Editor), Dr. Ainy Zehra (Editor-In-Chief), Mr. Akhtar A. Bughio (DG), Mrs. Saniya Mehmood (Co-Editor) and Mr. Mehmand Khan (Co-Editor)



THE SIXTH BOARD OF GOVERNORS (BOG) MEETING – AT SHARP FOCUS

The Honourable Federal Minister for Science and Technology, Mr. Khalid Hussain Magsi, presided over the PHA's 6th Board of Directors meeting on April 16, 2025. The BoG approved a number of crucial decisions that will shape the future of Pakistan's Halal sector, outreach and foreign trade connections. Several important decisions were taken at this BoG.

The Pakistan's Halal Certification Mark Scheme

This scheme is approved in line with the Prime Minister's vision of promoting exports and ease of doing business. The initiation of a national sign of authenticity (Halal Certification Mark) fundamentally signifies adherence to Islamic consumption laws for Halal-certified goods.

The 'One Country One Mark Program' is a sign of quality assurance, differentiation and value proposition and it will acquire customer trust by building Pakistan's brand loyalty among the rising Muslim population and get access to a growing Muslim export market. Eventually, it will help PHA become a self-sustain organisation by earning income from its various activities.



The Halal Mark License/Certification Fee

The fee is **waived off** to eliminate costs for exported halal food and non-food goods and to cut fees for local food items by **50%**. This action is poised to promote and increase Halal exports and take advantage of this lucrative Halal market.

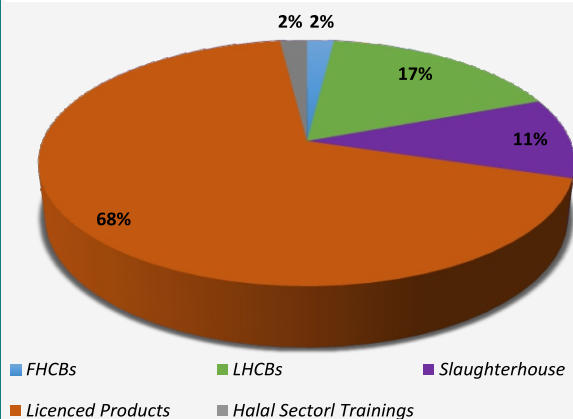
Memorandums of Understandings (MoUs)

Approval to sign MoU was granted in order to advance international Halal trade with various countries, such as United Arab Emirates, Indonesia, Malaysia, Belarus and Turkey. These MoUs will symbolize the commitment among nations to streamline Halal certification processes and expand trade in Halal-certified products, thereby opening up new bilateral trade opportunities.

Registration of Slaughterhouses and Food Service Providers

This scheme begins by registering slaughterhouses and food service providers to ensure that their service facilities comply with Halal standards.

Statistical Overview of Regulatory Strategic Schemes



*FHCBS: Foreign Halal Certification Body
*LHCBS: Local Halal Certification Body

The rapid evolution of PHA's regulatory strategic schemes, shifting market dynamics, and evolving consumer expectations are all contributing to the significant transformation of Pakistan's Halal industry. These schemes are designed to serve as dynamic regulations of best practices, enabling stakeholders to make sure that industry's Halal food safety protocols follow internationally recognized standards. By implementing regulatory principles, these schemes will systematically advance industry's competitiveness and expand its market reach to boost trade prospects and position Pakistan as a key participant in the growing global Halal market by supporting the country's Halal sector.

1. Pakistan Halal Certification Mark Launched as One Country One Mark

PHA has officially introduced the Pakistan Halal Certification Mark with the slogan "**One Country One Mark**". This Halal Certification Mark is more than simply a logo as it ensures authenticity, effectiveness and traceability of Halal certification.

Through the "One Country One Mark" scheme, businesses can increase their sales and profits by prominently displaying the National Halal Mark on product packaging; attract more customers by instilling a sense of confidence and peace of mind; and improve their reputation and credibility as a sign of quality assurance, differentiation, and value proposition.

Additionally, it would help products are genuinely Halal-compliant that may be recognized and trusted by Global consumers. This would lessen the uncertainty and mistrust that may result from using several unregistered, untraceable certification marks and logos.

A single mark demonstrates a commitment to improve market access for Halal products both domestically and internationally, thereby connecting with consumers, adding value for them, and standing out to spur substantial export growth.



2. IFANCA (USA) Registered as Foreign Halal Certification Body

PHA as a sole regulatory body is mandated with upholding the authenticity and quality of Halal goods. The Authority is responsible of registering foreign Halal certification bodies and making sure they comply with Pakistan's strict regulations. These regulations cover everything from the sourcing of raw materials to processing, packaging, and transportation, ensuring that each step complies with Islamic principles.



This strategic scheme enables foreign Halal certification bodies to grant Halal certifications for goods destined for the Pakistani market. PHA strives to ease the entry of products that meet strict Halal requirements into Pakistan by ensuring that Halal standards are upheld globally in order to boost international trade, reduce trade barriers and compliance with applicable standards.

3. Registration of Slaughterhouses

In light of the significance of the Halal industry and to streamline the export of meat and meat products from Pakistan, PHA has started a government-regulated slaughterhouse registration program in order to ensure that all Halal meat producers in Pakistan follow applicable standards and regulations. This initiative ensures the export of meat and meat products to other countries that have been certified Halal.

This program is applicable to slaughterhouses that produce, process and package fresh, frozen, and chilled meat and meat products and ensure their supply to foreign markets.

To simplify and expedite the export of Halal meat products and meeting the growing demand in Muslim-majority countries, this initiative ensures integrity, competitiveness and quality, enhances global acceptability, and provides easy access to the global Halal meat market.

HALAL INSPECTIONS TO ENSURE HALAL COMPLIANCE

Assuring adherence to regulations, policies and continuous improvement in efforts to accelerate the development of the Halal industry. Various activities to reinforce the integrity of Halal products and services by employing a skilled team, conducting inspections activities to assure stakeholders involved—including Halal certification bodies, slaughterhouses, and Manufacturers that they are dedicated to meet Halal requirements in order to ensure integrity of Halal products and services, boost consumer confidence and protect the public's health.

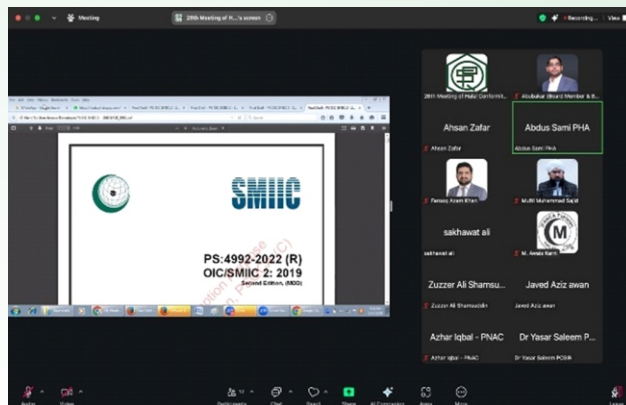


PARTICIPATION IN HALAL TC TO ELEVATE HALAL STANDARDS



PHA actively participated in Halal Technical Committee (TC) meetings of following standards:

- 1- *Halal Cosmetics- General Requirements (OIC/SMIIC 4:2018);*
- 2- *Conformity Assessment-Requirements for Bodies Providing Halal Certification (OIC/SMIIC 2: 2019);*
- 3- *Conformity Assessment – Requirements for Halal Accreditation Bodies Accrediting Halal Conformity Assessment Bodies (OIC/SMIIC 3: 2019);*
- 4- *Halal Pharmaceuticals – Part 2–Requirements for Biopharmaceuticals (OIC/SMIIC CD. 1 50-2: 2024).*



These standards specify the requirements to be fulfilled by the Halal cosmetics industry across the supply chain, by Halal Certification Bodies (HCBs) for the execution of Halal certification operations and by Halal accreditation body for assessing and accrediting Halal Conformity Assessment Bodies (HCABs). They also outline acceptable maximum residue limits (MRLs) for ethyl alcohol (Ethanol) in foods and the requirements for the manufacturing and transportation of Halal biopharmaceuticals.



PHA AND TÜRKİYE SIGN MoU TO STRENGTHEN HALAL TRADE COOPERATION

PHA and the Turkish Halal Standardisation and Certification body on Cooperation in Halal Quality Infrastructure signed a MoU, marking a significant step in strengthening their collaboration in the

Halal sector. In February 2025, the signing ceremony was held in the office of the Honourable Prime Minister, signifying both countries commitment to facilitating and expanding trade in Halal-certified goods.

It is anticipated that this agreement would create reciprocal acceptance of Halal certification and streamline the process for Halal-certified products from Pakistan to enter the Türkiye market, and vice versa, thereby opening up new bilateral trade opportunities. The initiative reflects the growing importance of the Halal industry in global trade and underscores Pakistan's and Türkiye's shared commitment to promoting Halal products.

Visit to the ICCBS, University of Karachi

The Director General PHA, Akhtar A. Bughio, visited the International Centre for Chemical and Biological Sciences (ICCBS) at the University of Karachi on February 10, 2025 to meet with Prof. Dr. Farzana Shaheen, Director of ICCBS, Prof. Dr. Syed Ghulam Musharraf, Incharge of the Halal Certification, Testing, and Research Services (HCTRS), and other important officials in a significant move on possible partnerships that could



strengthen scientific research and Halal testing standards in order to establish the credibility of a scientific, transparent, and trusted Halal certification system.

Highlights For Consultative Meeting

Consultation with Vice-President Rawalpindi Chamber of Commerce and Industries to discuss a joint initiative that engage stakeholders to enhance the competitiveness of Pakistan's Halal industry.

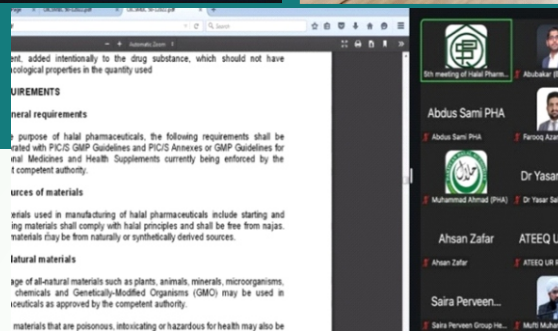
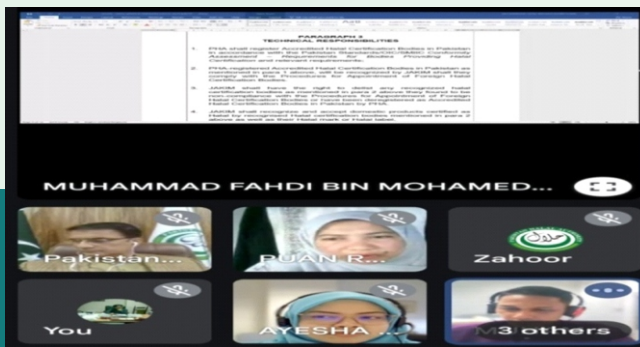
Inter-Ministerial Meeting held between Govt. of Islamic Republic of Pakistan and the Govt. of Malaysia to ascertain the signing of MoU on Halal Certification during the visit of Deputy Prime Minister/ Foreign Minister's Visit to Malaysia at MoFA, Islamabad.

Inter-Ministerial Meeting held between Govt. of Islamic Republic of Pakistan and the Govt. of Indonesia to negotiate the signing of MoU during the visit of President of Indonesia to Pakistan at MoFA, Islamabad.

Meeting between Mr. Akhtar A. Bughio, DG PHA & MD Iqbal Hussain Khan, High Commissioner of Bangladesh to explore the potential for expanding Bilateral trade and talk about MoU between the two countries called upon DG PHA to explore the possibilities of enhancing bilateral Halal trade through MoU.

Snapshots





CAPACITY BUILDING TO DEVELOP HALAL ECOSYSTEM

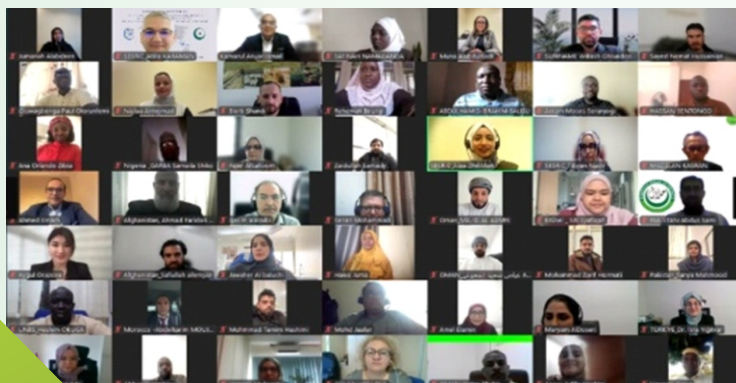
1. National Food Control System Assessment of Pakistan

As part of the URAAN Pakistan initiative, the Food and Agriculture Organisation (FAO) partnered with the Ministry of Planning, Development, and Special Initiatives (MoPDSI) hosted a national Food Control System (FCS) assessment to evaluate Pakistan's food safety regulatory framework. This program has served as a national platform to identify strengths, gaps, and priority areas for improvement, ensuring alignment with international food safety standards and improving consumer protection and trade facilitation



2. Advanced Halal Food Processing Techniques

The Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) in collaboration with the Malaysian Agricultural Research and Development Institute (MARDI) arranged a virtual training session in order build the capacity of participants from Organisation of Islamic Cooperation (OIC) member countries working in the Halal food industry.





AWARENESS SESSIONS TO DRIVE HALAL INDUSTRY GROWTH

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PHA has been instrumental in leading Halal awareness programs to promote an environment for knowledge exchange, networking, and strategic collaborations. During 2024–2025, officials from chambers, universities, and trade associations actively participated in these events to showcase evolving trends, potential opportunities, and critical challenges in the Halal industry. These events also serve as a forum for investors and businessmen together to review ways to develop the Halal sector.



The main goals of these awareness sessions are to improve regulatory compliance, impart knowledge and understanding of Halal principles, increase awareness of Halal certification, unified logo and labelling practices, and guarantee the highest standards of safety and quality in the handling, preparation, and serving of Halal food. Participants had productive conversations on increasing trust in Halal goods and services and encouraging more deliberate purchasing habits.



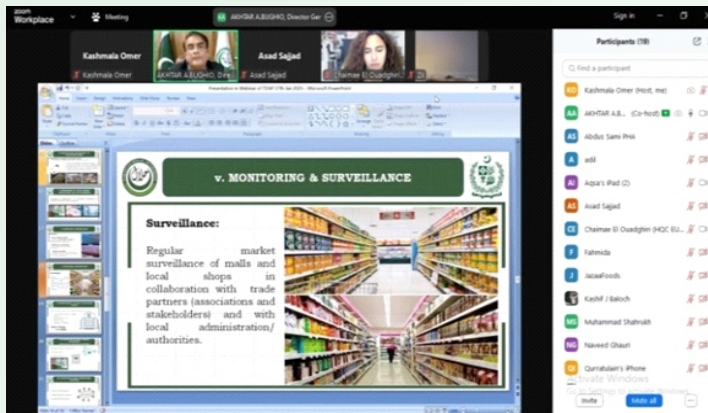
PARTICIPATION IN KEY EVENTS TO EXPLORE HALAL TRADE

1. FOODAG Manufacturing Expo

FOODAG Manufacturing Expo 25 organised by Trade Development Authority of Pakistan held from February 26 to 28, 2025 at the Expo Centre Lahore. This event identifies the possibilities for Halal trade, commerce, and quality control in the agricultural and food industries. Mr. Akhtar A. Bughio, Director General, PHA and Mr. Daifullah Al Fawaz, Director, Food Agro, Ministry of Investment, Kingdom of Saudi Arabia (KSA), met to talk about joint projects and regulatory frameworks. Through the signing of an MoU between the two nations and the bilateral trade relations, they had a productive conversation to create opportunities in the Halal industry and exchange knowledge and experiences in the sector.

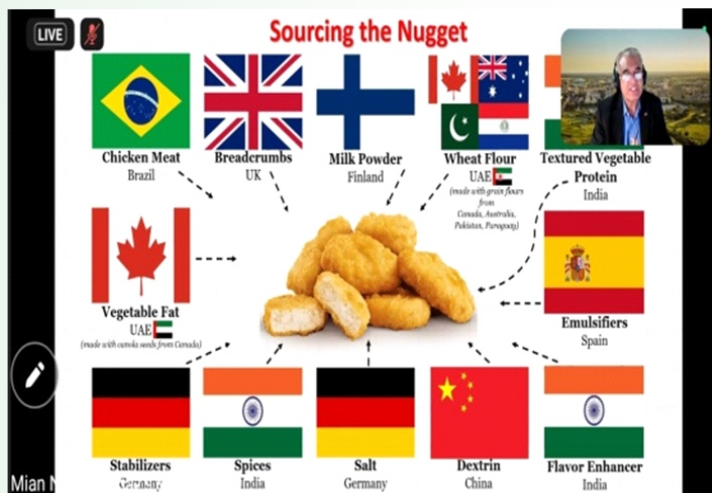


2. Virtual Summit on Halal beyond Borders: Global Integration and Trade



The Centre for Halal Awareness and Research Training (CHART) hosted the 2nd Global Halal Industry Summit, with the theme "Halal Beyond Borders: Global Integration and Trade," on February 6, 2025, at Lahore. The virtual summit prompted important discussions on expanding international Halal markets and enhancing international cooperation.

3. Webinar on Potential and Opportunities in Halal Market in France



The Trade Development Authority of Pakistan hosted a webinar on January 27, 2025. Expanding Halal trade between Pakistan and France was the main topic of the introductory presentation given by the Trade and Investment Officer (TIO) of France during the webinar. The presentation emphasised on enhancing international collaboration in the Halal sector and the possibility of exporting goods to the French market.



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VISION

“Gate Way To Halal Assurance”

MISSION

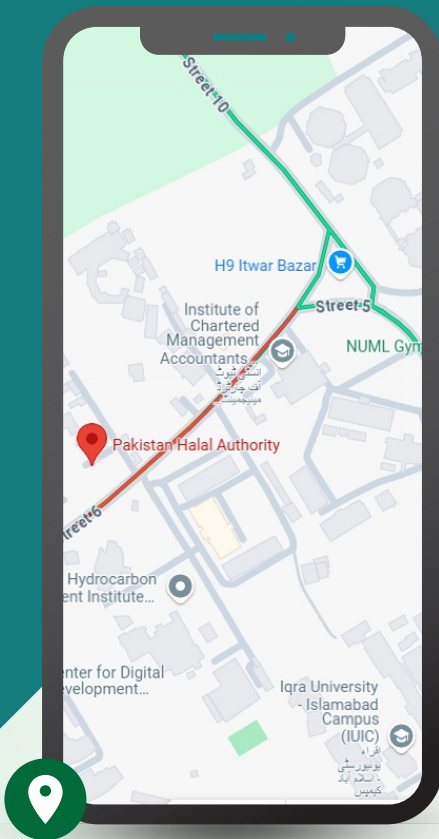
To make Pakistan trend setter in Global Halal Industry through Continuous Improvement and Innovations by assuring Global Community trust and confidence in Halal Products and Services

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