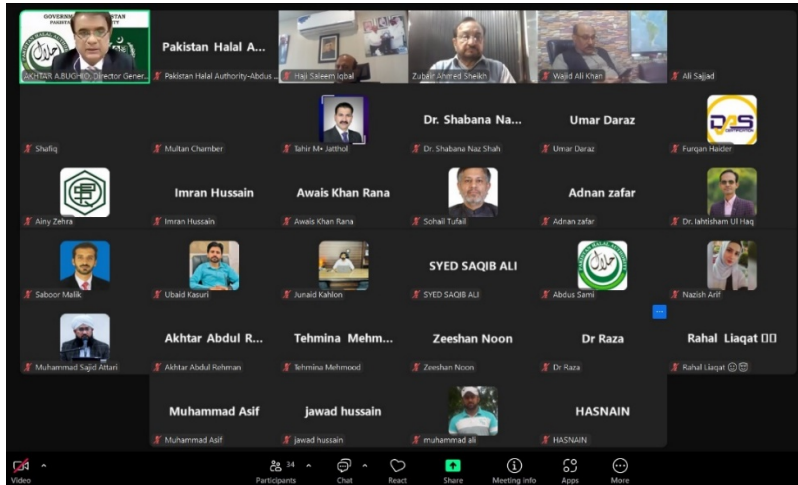


Press Release

Pakistan Halal Authority and MCCI Conduct Seminar on “Establishing a Gateway to Halal Assurance; Facilitating Global & Inter-Provincial Halal Trade in Pakistan”.



Islamabad, March 5, 2025 – Pakistan Halal Authority (PHA), in collaboration with the Multan Chamber of Commerce and Industry (MCCI), successfully conducted an awareness seminar titled **“Establishing a Gateway to Halal Assurance; Facilitating Global & Inter-Provincial Halal Trade in Pakistan”**.

The seminar, attended by industry stakeholders, highlighted Pakistan’s potential in the global Halal market and the significance of Halal certification for expanding trade. The event featured keynote addresses from MCCI Representative and Director General PHA, who underscored the importance of a standardized Halal regulatory system to enhance Pakistan’s export capabilities.

In a detailed presentation, DG PHA provided an overview of the immense economic potential of the Halal industry, stressing that Pakistan, with its strong agricultural base and growing food industry, can significantly increase its share in global Halal trade. He discussed various key initiatives undertaken by PHA to facilitate Halal businesses, including the development of uniform certification mark, registration of HCBs, enforcement of Halal standards, and international collaborations to promote Pakistani Halal products in global markets.. The interactive Q&A session allowed participants to seek clarity on Halal regulations and certification processes.

Representatives from the food & beverage, meat processing, cosmetics, pharmaceutical, and hospitality industries actively participated, showing interest in adopting Halal certification for business growth.

The seminar concluded with a reaffirmation of the commitment to strengthening Halal regulatory framework and enhancing Pakistan’s position in the global Halal economy.