

PRESS RELEASE

Unlocking Pakistan's Halal Meat Export Potential

Karachi, January 29, 2026- The Pakistan Halal Authority (PHA), in collaboration with the Karachi Chamber of Commerce and Industry (KCCI), organized a seminar on **“Unlocking Pakistan's Halal Meat Export Potential”** at the KCCI Auditorium to enhance awareness of regulatory compliance and export readiness in Pakistan's Halal meat sector.

The seminar highlighted the growing global demand for Halal meat, particularly in the Middle East, ASEAN, and OIC markets, and emphasized Pakistan's strong potential in the global Halal meat market. Discussions focused on the applicable shariah requirements from farm to fork, regulatory framework, international market requirements, export opportunities, and key compliance challenges faced by slaughterhouses, processors, and exporters.



The seminar commenced with the recitation of verses from Holy Quran followed by National Anthem. President KCCI, Mr. Rehan Hanif, welcomed the participants and stressed the importance of strengthening the Halal meat sector to boost Pakistan's exports through improved compliance and greater market access.

Addressing the forum, Director General, PHA, Mr. Akhtar A. Bughio, emphasized the need for compliance with international standards and quality enhancement to secure Pakistan's due share in the global Halal market, valued at over **USD 250 billion**. He also shared the successful signing of an **MoU** between **PHA** and **JAKIM (Malaysia)**, aimed at enhancing Halal certification, market access and recognition of Pakistan National Halal mark to expand export opportunities for Pakistan's Halal products.

Technical presentations were delivered by Mufti Naeem Shahid (DG, International Islamic Institute Karachi), Mr. Abdus Sami (PHA), and Dr. Usman (Tazij Meats and Foods), covering Shariah requirements, regulatory and technical compliance, and export readiness for Halal meat exports.

During the interactive session, the Director General, PHA, addressed participants' queries and highlighted the role of PHA and food authorities, the importance of complying with importing countries' requirements, and the impact of **TBT (Technical Barriers to Trade)**, **SPS (Sanitary and Phytosanitary Measures)** such as **FMD (Foot-and-Mouth Disease)** on Halal meat trade. He also assured continued support for industry facilitation and capacity building.



The seminar concluded with a vote of thanks by Former Senior Vice President, KCCI, Mr. Zia Ul Arfeen, who emphasized the pivotal role of meat and meat products in Pakistan's Halal exports and reaffirmed KCCI's commitment to strengthening a compliant and export-oriented Halal meat sector.