

## PRESS RELEASE

### *PHA&SITE Association of Industry Karachi Call for Stronger Compliance to Boost Pakistan's Global Halal Food & Beverage Exports*

**Karachi, January 29, 2026** - The Pakistan Halal Authority (PHA), in collaboration with the SITE Association of Industry, Karachi, organized an awareness seminar titled **“Unlocking Growth in the Global Halal Food and Beverage Market through Regulatory Compliance”**. The seminar emphasised Pakistan’s unrealised potential despite possessing robust resources and a well-established Halal Quality Infrastructure, as well as the enormous global halal food and beverage market, valued over **USD 2 trillion**. Promoting a consistent halal assurance culture and improving stakeholder understanding of shariah, technical, and regulatory requirements were the objectives of the seminar.

Mr. Ahmed Azeem Alvi, President of SITE Association of Industry, and Mr. Akhtar A. Bughio, Director General of PHA, gave welcome remarks during the opening session. The president SITE



Association stressed the importance of identifying export markets and their compliance requirements to regulations and standards in order to increase Pakistan’s market share in the global halal market. The Authority’s efforts to gain international recognition for Pakistan’s halal food and beverage goods were shared by Mr. Akhtar A. Bughio, DG PHA, in order to increase the competitiveness and global reach of these items. In order to strengthen the national halal ecosystem, he also reaffirmed PHA’s dedication to assisting industry through regulatory guidance and capacity building.

The technical session comprised presentations by Mr. Abdus Sami, Deputy Director PHA, and Dr. Ghufuran Saeed, Associate Professor, University of Karachi, focusing on Pakistan’s halal regulatory framework and the importance



of maintaining halal integrity across the supply chain. The speakers highlighted global market opportunities, shariah and technical compliance, international standards, export challenges, and the need to comply with relevant regulations and standards of importing countries for greater access to global markets.

The Vice President of SITE Association of Industry, Mr. Muhammad Riaz Dehdi, commended PHA for addressing key gaps in halal compliance and emphasized the need for stronger coordination between regulatory bodies and trade associations. In his closing remarks, he noted that the seminar highlighted the importance of regulatory and technical compliance and the adoption of a unified “One-Country, One-Halal Mark” to enhance integrity, traceability, consumer confidence on Pakistan’s halal food and beverage products.