

## **PRESS RELEASE-1 AUGUST, 2024**

### **Pakistan Halal Authority Gains Influence Over International Regulators and Traders at 2<sup>nd</sup> International Food and Agriculture Exhibition**

The Pakistan Halal Authority (PHA) made a significant impact at a recent international exhibition organized by Trade Development Authority of Pakistan in Karachi Expo Centre, where it successfully influenced global regulators and traders in the halal industry. Through strategic engagement and presentations, PHA highlighted Pakistan's Halal Quality Infrastructure, rigorous monitoring activities established for Halal Products, Slaughterhouses, Foreign and Local Halal Certification Bodies, gaining recognition from key stakeholders. This move not only bolsters Pakistan's position in the global halal market but also paves the way for enhanced trade opportunities and collaboration with international partners. The authority's efforts are expected to lead to increased exports of halal products from Pakistan, strengthening the country's economy and reinforcing its role as a leader in the halal industry.

During the event, PHA had various meetups with the counterpart international regulators, certifiers and traders from Malaysia, South Africa and Thailand to strengthen the bilateral trade and commerce and reduction of trade barriers. Initiatives of Government of Pakistan and PHA key strategic objectives for Halal trade played pivotal role to uplift the trust level among international regulatory bodies, certifiers and traders.



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