

## **PRESS RELEASE-2 AUGUST 2024**

### **Pakistan Halal Authority and TDAP collaborate to Unlock Global Halal Market Potential at 2<sup>nd</sup> International Food and Agriculture Exhibition**

Pakistan Halal Authority (PHA) and Trade Development Authority of Pakistan (TDAP) collaborated to host a seminar on “Gateway to Access Global Halal Market” on 11<sup>th</sup> August, 2024 during the 3<sup>rd</sup> Day of 2<sup>nd</sup> International Food and Agriculture Exhibition in Karachi under the chairmanship of Mr. Akhtar A. Bughio, Director General PHA.

The purpose of the seminar was to raise awareness about the need of facilitating interprovincial and international halal trade, to disseminate information about PHA's rules and regulations, and



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to encourage stakeholders from Pakistan's various economic sectors to engage in halal business activities to enhance exports.

While giving an opening remark, Mr. Muhammad Ashraf, Additional Secretary/ Executive Director General, Ministry of Commerce, Islamabad highlighted the importance of Halal sector. He said that Halal is not only related with food, other emerging sectors also having great business opportunities in global Halal market. He also appreciated the initiatives of Pakistan Halal Authority to facilitate the global Halal Trade.

Mr. Akhtar A. Bughio, Director General (PHA), appreciated the efforts of TDAP for organizing the 2<sup>nd</sup> International Food and Agriculture Exhibition 2024. While addressing to the participants, DG PHA explains the requirements of Global Halal market and extreme opportunities with rapid

expanding in size over the next coming years. The organization's objectives, role and initiative to facilitates the local and global Halal trade through presentation. He also presented insights of one of the key initiatives, the development of Single Harmonized Pakistan Halal Certification Mark which will not only the value to Halal product targeting export markets but also build confidence and trust among global consumers in Halal domain.

The seminar was attended by internal as well as local participants and shown their keen interest in understanding the Halal Quality infrastructure of Pakistan as well as the initiatives to facilitates trade in Halal products.

The seminar was also attended by Mr. Abdus Sami, Deputy Director (Provincial Coordination & Tech/HS) along Mrs. Umera Siddique, Assistant Director Regulation.

All the participants thanked the chair on holding such informative seminar.