

PRESS RELEASE

SEMINAR ON GLOBAL HALAL MARKET OVERVIEW: TRENDS CHALLENGES AND OPPORTUNITIES

Pakistan Halal Authority (PHA) in collaboration with Trade Development Association Authority (TDAP) organized a seminar/webinar titled "**Global Halal Market Overview: Trends, Challenges, and Opportunities**" which took place at the FPCCI in Islamabad on December 3, 2024, with the option for participants to join online via Zoom. This session brought together more than 90 participants, including PHA officials, industry leaders, regulatory authorities, Halal certification experts, and members of trade associations.



The session commenced with opening remarks on halal trade opportunities from the Director General, Agro and Food Division, TDAP followed by a keynote address from the Director General of the PHA, and a series of insightful presentations from respected speakers.

KEY SESSIONS:

1. Potential & Opportunities in the Global Halal Economy
By Asad Sajjad, CEO, Halal Development Council (HDC)
2. Halal Certification Process: A Risk-Based Approach
By Mufti Syed Fazalur Rahim, WHAD Italia
3. Halal Quality Infrastructure and Regulatory Landscape of Pakistan
By DG, Pakistan Halal Authority (PHA)
4. Regulatory Requirements for Halal Food Exports to GCC Countries
By Mufti Zeeshan Abdul Aziz, CEO, International Halal Certification (IHC)

KEY HIGHLIGHTS:

1. The seminar aimed to explore the burgeoning Halal economy, which has become a cornerstone for socio-economic development worldwide. It provided a platform for understanding global trends, certification processes, and regulatory

requirements, equipping stakeholders to leverage the immense potential of the Halal industry.

2. Featuring insightful presentations from industry experts, policymakers, and Shariah scholars, the event explored the size, scope, and growth trajectory of the global halal market. Discussions delved into the growing demand for halal products and services worldwide, current and emerging trends in consumer behavior, technology, and market dynamics, as well as the potential of emerging markets for halal exports.

3. Additionally, the seminar addressed regulatory frameworks and standards for halal certification, alongside challenges faced by halal businesses such as the standardization of halal certifications, supply chain complexities, and regional differences in halal interpretations. Solutions to overcome these challenges were also presented.

4. This seminar served as a platform to educate, connect, and empower stakeholders, unlocking the full potential of this dynamic and growing segment of the global economy. It enabled attendees to align with global trends, navigate challenges, and seize opportunities for sustainable growth.

5. This event delivered valuable insights into the ever-growing Halal economy and equipped stakeholders to capitalize on emerging opportunities. It was a unique chance to network and gain critical knowledge in this thriving sector.

6. Questions & Answer session was held at the end of the seminar.

