



P o l i c y P e r s p e c t i v e o n

"INSPIRING CHANGE BY EXPORT- ORIENTED HALAL TRADE & INDUSTRY"

Policy Perspective on "Inspiring Change by Export-Oriented Halal Trade & Industry"

Multi-Sectoral Stakeholders Policy Dialogue on “Inspiring Change by Export-Oriented Halal Trade Industry” in the context of “GHS Recognition by Pakistan Halal Authority” was organized by Global Halal Services, Riphah Institute of Public Policy (RIPP), Pakistan Halal Authority, Ministry of National Food Security & Research and Family Foods on July 20, 2023, at Best Western Hotel Islamabad. The seminar on "Inspiring Change by Export-Oriented Halal Trade & Industry" aimed to explore the vast potential of the Halal food industry and its significance in the global trade landscape. The event brought together experts, policymakers, and industry leaders to discuss the challenges, opportunities, and strategies to enhance the contribution of Muslim countries in the Halal trade and export-oriented industry.

The seminar commenced with a recitation from the Holy Quran, followed by the national anthem. Mr. Akhtar A Bughio, the Director General of Pakistan Halal Authority, delivered the welcome address, emphasizing the importance of Halal trade in fostering economic growth and development. He said, globally trade trends are evolving and new patterns of trade and production are being observed and Halal Market is considered as new commercial paradigm. Globally Halal market based on needs and preferences of estimated 1.6 billion Muslims worldwide has emerged as powerful commercial arena. PHA assures Compliance to International, Regional, National Standards, Laws, Rules and Policies on Halal Products, Processes and Services. Our mission is to to make Pakistan trend setter in Global Halal Industry through Continuous Improvement and innovations by assuring Global Community trust and confidence in Halal Products and Services. Mr. Saif Ur Rehman, Director Family Foods, shared his remarks, highlighting the potential of the Halal food industry and its significance in providing quality food products to consumers. Syed Waqas Anjum Jafri, Secretary General of Alkhidmat Foundation Pakistan, stressed the role of philanthropic organizations in promoting ethical and Halal practices.

Mr. Abdullah Hamid Gul, Director General of MEASAC Research Center, presented his remarks on the importance of research and data-driven policies for the growth of the Halal trade. Pakistan possesses immense potential to enhance the export of halal products. The speaker stressed the need for cooperation between the government and the private sector to capitalize on this untapped potential and bolster the economy.

The global halal market is valued at approximately USD trillion, yet Pakistan's current share in it remains negligible. To address this disparity, the speaker urged the government to develop favorable policies for the halal industry, with the aim of increasing exports in this sector to USD 5-6 billion within a few years.

Dr. Rashid Aftab, Director Riphah Institute of Public Policy, concluded the opening session with a vote of thanks, expressing gratitude to all the participants and guests. Strict adherence to halal standards, quality certifications, and unwavering government support can lead to a significant increase in the export of halal products. He highlighted that the Halal meat market is experiencing rapid growth globally, contributing 16 percent to world trade. As a Muslim country, Pakistan should fully leverage this opportunity. Rather than relying solely on Arab countries for halal meat exports, the speaker suggested targeting markets like China, Turkey, Malaysia, Indonesia, and Central Asian States.

Second Session

The next session focused on global trade and the regulations, issues, and challenges faced by Halal manufacturers and traders. The panelists included prominent personalities from different organizations and authorities.

H.E. Mr. Ihsan OVUT, Secretary General of OIC/SMIIC, discussed the role of the OIC in promoting and standardizing Halal trade practices globally. H.E. Datuk Madam Hakimah, Director General of JAKIM Malaysia, shared Malaysia's experience in introducing the Act for Halal Food and making it mandatory in 2019.

Ms. Ismat Gul Khattak, Director General of the Pakistan National Accreditation Council, presented the efforts made by Pakistan in the accreditation and certification of Halal products. Mr. Akhtar A. Bughio, Director General of Pakistan Halal Authority, highlighted the regulatory framework for Halal trade in Pakistan. To unlock the full export potential of the halal food industry, the government should mobilize all relevant institutions actively working to promote halal food exports. A crucial step towards fostering growth would be the establishment of special Halal meat zones, supported by a 10-year tax holiday to attract new investments in the sector, he added.

Mr. Hamed K. Latif, CEO of Tti Labs/Fahm Ul Halal, spoke about the challenges faced by Halal manufacturers and the need for innovation, addressing these challenges requires a proactive approach and collaboration among industry stakeholders, governments, and certification bodies. Halal manufacturers should focus on adopting best practices, leveraging technology, and investing in research and development to improve their competitiveness in the global market. Dr. Tahira Siddique, Deputy Director (Operations) of Islamabad Food Authority, shed light on the operational aspects of ensuring Halal compliance.



She emphasized that Pakistan has all the necessary ingredients to play a significant role in the global halal meat industry and become a market leader. The country's status as a Muslim nation provides immense economic potential, and building credibility in marketing halal products globally can bring substantial benefits.

During this interactive session, the participants had the opportunity to ask questions and engage in discussions with the panelists. The Q&A session addressed various queries and concerns related to Halal trade, regulations, and industry challenges.

Mr. Rizwan Buttar, Chief Innovation Officer of ZAUQ Group/FoodTrax, delivered a presentation on global innovations in the Halal industry. He highlighted the importance of adopting cutting-edge technologies and practices to enhance productivity and quality. Mr. Muhammad Idrees Asghar, an International Trade Consultant, presented an overview of the global Halal industry and Pakistan's import-export status. He emphasized the need for strategic planning and collaboration to tap into the global Halal market.

The closing session featured remarks from esteemed dignitaries, highlighting the significance of the Halal industry in ensuring food security and promoting economic growth. The Chairman of Pakistan Agricultural Research Center, the President of Islamabad Chamber of Commerce & Industries, and Capt. (R) Muhammad Asif, Additional Secretary – the National Food Security and Research Division, shared their insights.

Rana Awais Khan, CEO of Global Halal Services, concluded the seminar with a vote of thanks, expressing gratitude to all the participants, sponsors, and collaborators.

The seminar on "Inspiring Change by Export-Oriented Halal Trade & Industry" provided a platform to discuss the potential of the Halal food industry and the challenges faced by manufacturers and traders. It highlighted the need for collective efforts, public-private partnerships, and innovation to maximize the contribution of Muslim countries in the global Halal trade. By standardizing regulations, adopting modern technologies, and fostering international cooperation, Muslim nations can carve out a significant share in the thriving global Halal market. The seminar served as a steppingstone towards realizing this vision and inspiring positive change in the Halal trade and export-oriented industry.



Policy Recommendations:

Based on the above discussions, here are some policy recommendations that could be considered to further enhance the export-oriented Halal trade and industry:

- 1. Develop Comprehensive Halal Trade Policies:** Establish comprehensive and standardized policies that govern the entire Halal trade process, including production, certification, labeling, and export procedures. This would provide clarity and consistency for businesses operating in the Halal sector and ensure compliance with international Halal standards.
- 2. Enhance Halal Certification and Accreditation:** Strengthen and streamline the certification and accreditation process for Halal products. This can involve working closely with organizations like the Pakistan Halal Authority and the Pakistan National Accreditation Council to ensure consistent and reliable Halal certification that is recognized both nationally and internationally.
- 3. Promote Research and Innovation:** Encourage research and innovation within the Halal industry. Provide incentives and funding for research and development in areas such as technology adoption, product quality improvement, and supply chain optimization. This would enhance the industry's competitiveness and facilitate the adoption of modern practices.
- 4. Public-Private Partnerships:** Foster collaborations between the government, private sector, and research institutions. Joint efforts can lead to the development of Halal-specific research centers, testing facilities, and training programs. Public-private partnerships can help create a supportive ecosystem that encourages growth and innovation in the Halal trade.
- 5. Establish Halal Industry Zones:** Set up specialized Halal industry zones that offer facilities, infrastructure, and incentives for businesses operating in the Halal sector. These zones could provide a conducive environment for Halal manufacturers, including tax benefits, streamlined regulatory processes, and access to necessary resources.
- 6. Promote Market Diversification:** Encourage the exploration of new export markets beyond traditional ones. Focus on targeting countries with large Muslim populations, such as China, Turkey, Malaysia, and Indonesia, as well as non-Muslim countries that value Halal products. Diversifying export destinations can reduce dependence on a limited number of markets.
- 7. Capacity Building and Skill Development:** Invest in training programs and skill development initiatives for individuals involved in the Halal industry. By enhancing the skills of workers, technicians, and managers, the industry can improve its overall quality and competitiveness.
- 8. Support for Small and Medium Enterprises (SMEs):** Provide tailored support and incentives for Halal-related SMEs. This could include access to finance,

technical assistance, and capacity-building programs that enable them to meet international quality and safety standards.

9. Promote Ethical and Sustainable Practices: Emphasize the importance of ethical and sustainable practices within the Halal industry. Encourage producers to adopt environmentally friendly processes, responsible sourcing, and fair labor practices.

10. Global Collaboration: Strengthen collaboration with international organizations such as the OIC and relevant standardization bodies to align Halal standards and practices globally. This would facilitate smoother cross-border trade and promote a consistent understanding of Halal requirements.

11. Marketing and Branding: Invest in effective marketing and branding strategies for Pakistani Halal products. Building a strong and recognizable Halal brand can increase consumer trust and demand for Pakistani products in both domestic and international markets.

12. Data Collection and Analysis: Establish a centralized data collection and analysis system to track the performance of the Halal industry, identify trends, and make informed policy decisions.

By implementing these policy recommendations, Pakistan can harness the potential of its Halal trade and industry, contribute more significantly to the global Halal market, and achieve economic growth and development.



