

Conference Programme

DAY 1, 1 APRIL 2015 (WEDNESDAY)

Time	Event
08:30 – 09:30	Registration & Arrival of Delegates, Guests and VIPs
09:30 – 09:40	<p>WELCOMING REMARKS</p> <p>Dato' Seri Jamil Bidin, Chief Executive Officer, Halal Industry Development Corporation (HDC)</p>
09:40 – 10:40	<p>AMBASSADOR'S PANEL- GLOBAL FOOD SUPPLY CHAIN: THE SOCIO-ECONOMIC IMPACT PERSPECTIVE</p> <p>The global supply chain potentially has a socio-economic and environmental impact. Hence the need for a commitment to sustainable development. A corporate socially responsible global food industry involves a commitment to ensure that natural resources are conserved; new jobs are created and new markets are being developed. It will also benefit the local communities- both economically and socially, minimizing pollution and carbon footprints. A sustainable global food supply chain will enhance food security. The halal food sector can be an integral component to the global supply chain. A pragmatic approach to an emerging halal industry market would therefore recognize the critical role played by the Halal Industry.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • H.E. Victoria Treadell, British High Commissioner to Malaysia • H.E. Mrs Sandra Callagan, CDA and Head of Trade Section, Delegation of the European Union to Malaysia • H. E. Dr John Subritzky, New Zealand High Commissioner to Malaysia • H. E. Dr Huang Huikang, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia <p>Moderator: Tan Sri Michael Yeoh, Chief Executive Officer and Director, Asian Strategy & Leadership Institute, MALAYSIA</p>
10:40 – 11:00	Morning Refreshments
11:00 – 11:10	Negara Ku Doa Recital
11:10 – 13:00	<p>MINISTERIAL PANEL – GLOBAL ECONOMIC OUTLOOK: “MANAGING A WORLD OF CHANGE”</p> <ul style="list-style-type: none"> • The Hon. Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, MALAYSIA • H.E Nurettin Canikli, Minister of Custom and Trade, TURKEY • H.E Dr. Rashid Ahmed Mohamed Bin Fahad, Minister of Environment and Water, UNITED ARAB EMIRATES • H.E Apiradee Tantraporn, Deputy Minister of Commerce THAILAND

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	Moderator: Tan Sri Michael Yeoh, CEO and Director, Asian Strategy & Leadership Institute, MALAYSIA
13:00 – 14:00	Business Networking Lunch
14:00 – 15:00	<p>GLOBAL PERSPECTIVES ON HALAL ECONOMY</p> <p>Halal product industry and the Islamic finance are both Shariah based trillion dollars industries. Each sector is growing from 15 to 20 percent annually with massive mainstream potential complementing each other. The Halal product industry has been growing rapidly in the world that amount to approximately two plus dollar trillion niche market. Muslims are required by their faith to eat halal food, bringing the value of the global halal food market close to US\$700 billion. This figure increases by the week as halal food producers use social media to extend their marketing to non-Muslims.</p> <p>The growing interest in halal by non-Muslims reflects consumer interest in organic agriculture and sustainability generally. Many non-Muslim US food producers are already seeking out halal food because they see it as less processed and more wholesome. The halal economy goes beyond food. It is worth of an estimated US\$3 trillion that include chemicals, health care, cosmetics, pharmaceuticals, leather products and Islamic banking. For example, in Malaysia, the key engine of growth, with its contribution to the national gross domestic product expected to increase from its current rate of almost two per cent to 5.8 per cent by 2020.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr Badlisyah Abdul Ghani, Executive Director and Chief Executive Officer, CIMB Islamic Bank, MALAYSIA • Mr Mohammad Kamran Wajid, Chief Executive Officer, Emirates NBD Capital Ltd and Emirates Financial Services, UNITED ARAB EMIRATES <p>Moderator: Mr Rushdi Siddiqui, CEO Zilzar Technology, USA</p>
15:00 – 16:30	<p>CAPITALIZING THE HALAL ECOSYSTEM THROUGH ISLAMIC FINANCE</p> <p>Financing of halal businesses through Islamic finance is only natural due to their common foundations in Shariah compliance. It enables the channelling of funds into productive investments within the Halal economy, while Islamic finance stands to benefit from the demand for end-to-end Shariah compliant financial solutions. The existing mechanism in the Islamic finance product development lacks synergy and inadequate to support a rapidly growing market.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr Muzaffar Hisham, CEO Maybank Islamic, MALAYSIA • Mr Abdulla Mohammed Al Awar, Chief Executive Officer, Dubai Islamic Economic Development Centre, UNITED ARAB EMIRATES • Dr. Shehab Marzban, Co-founder and Managing Partner, Shekra Crowd Funding, EGYPT

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	<ul style="list-style-type: none"> • Dr. Hatim El Tahir, Director, Islamic Finance Group, Deloitte, BAHRAIN <p>Moderator: Dato' Prof. Dr. Mohd. Azmi Mohd Lila, Deputy Vice Chancellor (Research and Innovation), Universiti Putra Malaysia</p>
16:30	Evening Refreshments
END OF DAY 1	

DAY 2, 2 APRIL 2015 (THURSDAY)

Time	Event
09:30 – 10:45	<p>BRIDGING AND INTEGRATING THE HALAL VALUE CHAIN The world Halal industry remains widely untapped and there are huge opportunities for market players to explore. Halal products are going to grow exponentially in the future as this is one of the emerging industries in the international market. How can the market players further capitalize demand for halal products through national and regional economic corridors? How do we further enhance regional infrastructure to facilitate towards the maturing of the Halal Eco-System in the region? How do we enhance the connectivity of inter- and intraregional hub to facilitate infrastructure and integrating the entire value chain system?</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Tabassum Khan, President of Stratgurus Consulting Dubai, UNITED ARAB EMIRATES • Mr Ashraf Hamouda, Head of Partnerships & Government Relations, UN World Food Programme, UNITED ARAB EMIRATES <p>Moderator: Mr Rushdi Siddiqui, CEO Zilzar Technology, USA</p>
10:45 – 11:30	<p>ECONOMIC AND INVESTMENT DEVELOPMENT FOR THE ASEAN REGION</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr Edward Clayton, Director, PwC Strategy & (Malaysia) Sdn Bhd
11:30 – 13:00	<p>NEW VENTURES AND OPPORTUNITIES To be continuously responsive to the market demand, innovation assumes a critical role in gaining competitive advantage. As the global demographic population is shifting, with increased connectivity and massive flow of capital, younger population, what are the implications for the Halal Eco-System? This session will explore potential opportunities and areas to support sustainable growth. In what ways, can social enterprise, innovation, research and development, technologies as well as bio-economy be enhanced to strengthen the halal eco-system?</p>

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	<p>Panelist:</p> <ul style="list-style-type: none"> • Mr Leonard Ariff Abdul Shatar, Group Managing Director CCM Berhad, MALAYSIA • Mr Graeme M. Coomber, Founder, Director & CEO, EDTRIN, AUSTRALIA • Ms Michelle Peake, Principal Consultant - Biotech, Synertec Asia, MALAYSIA <p>Moderator: Mr Rushdi Siddiqui, CEO Zilzar Technology, USA</p>
13:00 – 14:30	BUSINESS NETWORKING LUNCH
14:30 – 15:00	<p>REVERSE LINKAGES OPPORTUNITIES</p> <ul style="list-style-type: none"> • Mr Aminuddin Mat Ariff, Senior Capacity Development Specialist (Science & Technology), Capacity Development Department, Islamic Development Bank Group, SAUDI ARABIA
15:00 – 15:45	<p>HALAL NUTRACEUTICAL AND FUNCTIONAL FOOD: EXPLORING FROM MARINE RESOURCES</p> <p>Panelist:</p> <ul style="list-style-type: none"> • Dr Mohamed Issa, President and Chief Executive Officer, Noor Pharmaceuticals, USA • Prof Ir Sukoso, Brawijaya University, INDONESIA <p>Moderator: Mr Azizi Meor Ngah, Board member of Halal Industry Development Corporation / Programme Director of Foodplus, Crops for the Future, University of Nottingham Malaysia Campus</p>
15:45 – 16:30	<p>HALAL VACCINE : TOWARDS IMPROVING GLOBAL HEALTHCARE AND WELL-BEING</p> <ul style="list-style-type: none"> • Dr. Pierre Morgan, Chief Executive Officer, AJ Biologics, MALAYSIA
16:30 - 17:00	RESOLUTIONS AND CLOSING CEREMONY
16:30	EVENING REFRESHMENTS
	END OF CONFERENCE

DAY 1, 1 APRIL 2015 (WEDNESDAY)

PLENARY SESSION I

14:00 – 17:00

Venue: Room 401 & 402, Level 4, KL Convention Centre

HALAL INTELLECTUAL PROPERTY EXCHANGE: THE NEXT WAVE TO
COMMERCIALIZATION FOR THE GROWTH OF THE HALAL INTELLECTUAL
PROPERTY

Speakers:

- Mr Raguraman Gurusamy, Managing Director, Global IP Ventures, MALAYSIA
- Prof. Dato Dr. Mohamed Shariff Mohamed Din, Universiti Putra MALAYSIA
- Mr Azryain Borhan, Advisor, J Corp.,MALAYSIA
- Assoc. Prof. Dr. Kamariah Ismail, Universiti Teknologi MALAYSIA
- Mr Joy Mathews Mamen, Recording Industry Association Malaysia, Senior Legal Manager and Secretarial, MALAYSIA
- Mrs Samirah Muzaffar, Intellectual Property Specialist, Malaysian Intellectual Property Office, MALAYSIA

END OF PROGRAMME

DAY 2, 2 APRIL 2015 (THURSDAY)

Time: 08:30 – 09:30

Venue: The Galleria (Banquet Hall, Level 3, KL Convention Centre)

BREAKFAST NETWORKING SESSION BETWEEN THE HONORABLE DATO' SRI
MUSTAPA MOHAMED, MINISTER OF INTERNATIONAL TRADE AND INDUSTRY,
MALAYSIA AND PRE-SELECTED HIGH PROFILE DELEGATES FROM JAPAN, CHINA,
KOREA, FRANCE, BELGIUM, KAZAKHSTAN AND UNITED ARAB EMIRATES

PLENARY SESSION II

Time: 11.30 – 14:00

Venue: Room 401 & 402, Level 4, KL Convention Centre

TOWARDS REALIZING THE TRUE POTENTIAL OF HALAL ECONOMY THROUGH THE DEVELOPMENT OF GLOBAL HALAL HUB-TO-HUB

Speakers:

- Dato' Chia Kon Leong, Chief Executive Officer, Port Klang Free Zone, MALAYSIA
- Mr Adil Al. Zarooni, Senior Vice President, Economic Zones World, UNITED ARAB EMIRATES
- Mr Low Pooi Choon, Marketing Manager, Sunship Sdn Bhd (Representative of Port of Marseille), MALAYSIA

PLENARY SESSION III

Time: 11:30 – 14:00

Venue: Room 403 & 404, Level 4, KL Convention Centre

HALAL CROWD FUNDING: ESTABLISHING THE ISLAMIC GIFT ECONOMY

Speakers:

- Mr Adnan Merican, MD Alif World, MALAYSIA
- Dr. Shehab Marzban, Co-founder and Managing Partner, Shekra Crowd Funding, EGYPT
- Assoc. Prof. Dr. Adi Setia Md Dom, IGE Lecturer, CASIS, Universiti Teknologi MALAYSIA
- Dr. Madga Ismail Abdel Mohsin, International Centre For Education in Islamic Finance, MALAYSIA
- Mr Abu Bakar Sidek, Director of Operation, ISRA' Consultancy, MALAYSIA

BUSINESS NETWORKING LUNCH

PLENARY SESSION IV

Time: 14.00 – 16:00

Venue: The Galleria (Banquet Hall, Level 3, KL Convention Centre)

THE CREATION OF GLOBAL HALAL DATA POOL

Speakers:

- Mr Nihat Arkan, Chief Executive Officer, 1 World Sync, GERMANY
- Mr Lee Cheng Suan, CGS1 Malaysia
- Mrs Amnah Shaari, Chief Executive Officer, Serunai Commerce, MALAYSIA