



WORLD HALAL FORUM EUROPE 2010 – LONDON

Day 1 - Wednesday, Nov 10th, 2010

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| 07:30 – 10:00 | Registration |
| 09:00 – 10:45 | SESSION 1: OPENING CEREMONY AND KEYNOTE ADDRESS |
| 09:00 – 09:10 | Qur'an Recitation |
| 09:10 – 09:20 | WHF Introduction Video |
| 09:20 – 09:30 | Welcome Remarks Hajjah Jumaatun Azmi Founder and Managing Director World Halal Forum/ KasehDia Sdn Bhd Malaysia |
| 09:30 – 09:50 | Keynote Address Sir Iqbal Sacranie Special Advisor Muslim Council of Britain, UK |
| 09:50 – 10:15 | Halal – A Platform for Social Integration Muddassar Ahmed CEO Unitas Communications, UK |
| 10:15 – 10:45 | The State of Halal Markets in the West Abdalhamid Evans Director World Halal Forum Europe, UK |
| 10:45–11:15 | Refreshments and Networking |

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| 11:15 – 13:00 | SESSION 2: STUNNING, RELIGIOUS SLAUGHTER & LEGISLATION |
| 11:15 – 11:45 | Regulation, Certification & Consumer Protection John Pointing Barrister & Senior Lecturer Kingston University, UK |
| 11:45 – 12:15 | Proposed EU Legislation on Stunning & Labelling Philip Pfeffer, Partner, Chadbourne & Parke (London) LLP, UK |
| 12:15 – 13:00 | Panel Discussion: Abdalhamid Evans (Panel Chair) Director, World Halal Forum Europe, UK Dr Shuja Shafi, Deputy Secretary General Muslim Council of Britain, UK Abu Bakr Reiger, President, European Muslim Union, Germany Dr Yunes Teinaz Chartered Environmental Health Practitioner, UK |
| 13:00–14:15 | Lunch, Dhuhr & Asr Prayers |

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| 14:15 – 15:45 | SESSION 3: DEVELOPING SECTORS IN THE HALAL MARKETPLACE |
| 14:15 – 14:45 | The Potential Challenges to Halal from Genetic Modification and Cloning in the Food and Feed Chain Richard Werran Managing Director, Cert ID Europe Ltd. UK |
| 14:45 – 15:15 | Halal Cosmetics and Pharmaceuticals Dr Mah Hussain Gambles Managing Director, Saaf International UK |
| 15:15 – 15:45 | Panel Discussion Darhim Hashim CEO IHI Alliance (Panel Chair) Roziatul Akman Osman CCM Halal Council Malaysia Plus Invited Panelists |
| 15:45–16:30 | Networking, Refreshments and Maghrib Prayer |

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| 16:30 – 18:00 | SESSION 4: NEW HORIZONS FOR HALAL |
| 16:30 – 17:00 | Developing Investment Potential in the Halal Sector Rafi'uddin Shikoh Founder, Dinar Standard USA |
| 17:00 – 17:30 | The Rise of Halal Friendly Travel Fazal Bahardeen CEO, Crescentrating.com Singapore |
| 17:30 – 18:00 | Panel Discussion Mohammed Nazir (Panel Chair) CEO, Nazir Associates UK Plus Invited Panelists |
| <i>E n d o f D a y O n e</i> | |



WORLD HALAL FORUM EUROPE 2010 – LONDON

Day 2 - Thursday, Nov 11th, 2010

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| 09:00 – 11:00 | SESSION 5: THE MARKET PLACE – THE RETAIL SECTOR |
| 09:00 – 09:30 | <p>Legal Implications of Religious Descriptions: Food Labelling <i>Stuart Shotton</i> Consultancy Services Manager FoodChain Europe Ltd UK</p> |
| 09:30 – 10:00 | <p>Issues for Halal Manufacturers <i>Koen De Praetere</i> General Manager Volys Star Belgium</p> |
| 10:00 – 10:30 | <p>Panel Discussion <i>Mr. Darhim Hashim (Panel Chair)</i> CEO, International Halal Integrity Alliance Ltd, Malaysia</p> <p><i>David Mainon (TBC)</i> Senior Technical Manager, ASDA, UK</p> <p><i>Khalid Hussain</i> CEO, Pak Supermarkets, UK</p> |
| 10:30–11:00 | Refreshments and Networking |

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| 11:00 – 12:30 | SESSION 6: THE CASE FOR ACCREDITATION AGENCIES IN THE HALAL INDUSTRY |
| 11:00 – 11:30 | <p>The Emergence of Accreditation Agencies in the Global Market <i>Mr. Darhim Hashim</i> Chief Executive Officer International Halal Integrity (IHI) Alliance Ltd Malaysia</p> |
| 11:30 – 12:00 | <p>An Accreditation Agency in the UK – Is it Needed? <i>Dr Shuja Shafi</i> Deputy Secretary General Muslim Council of Britain UK</p> |
| 12:00 – 12:45 | <p>Panel Discussion <i>Zahed Amanullah (Panel Chair)</i> Managing Director HalalFire Media, UK</p> <p><i>Ahmad Adam</i> Founder, American Halal Association, USA</p> <p><i>Azzedine Bahi</i> Lyon Grand Mosque, France</p> <p><i>Mahmoud Tatari</i> General Manager, Halal Control EU Germany</p> |
| 12:45–14:15 | Lunch, Dhuhr & Asr Prayers |

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| 14:15 – 15:45 | SESSION 7: THE MEDIA & THE MESSAGE – REACHING HALAL CONSUMERS |
| 14:15 – 14:45 | <p>Consumer Power in Halal Market <i>Zahed Amanullah</i> Managing Director HalalFire Media, UK</p> |
| 14:45 – 15:15 | <p>Reaching Muslim Consumers with Digital Media <i>Mohamed El-Fatraty</i> Founder & CEO Muxlim Inc. Finland</p> |
| 15:15 – 15:45 | <p>Panel Discussion <i>Jumaatun Azmi (Panel Chair)</i> Managing Director, Kasehdia Malaysia</p> <p><i>Nazia Hussain</i> Director of Cultural Strategy, Ogilvy & Mather Worldwide Head of Strategy, Ogilvy Noor, UK</p> <p><i>Jonathan Bilal Wilson,</i> Senior Lecturer & Course Leader Advertising & Marketing Communications Management University of Greenwich, UK</p> |
| 15:45–16:30 | Networking, Refreshments and Maghrib Prayer |

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| 16:30 – 18:00 | SESSION 8: RESOLUTION FORMATION WHERE DO WE GO FROM HERE? |
| 16:30 – 17:45 | <p>Discussion and Suggestion for Resolutions (Representatives from WHF, Various Agencies and Industries Stakeholders)</p> <p><i>Abdalhamid Evans (Session Chair)</i> Director World Halal Forum Europe, UK</p> <p><i>Mr. Darhim Hashim</i> Chief Executive Officer International Halal Integrity (IHI) Alliance Ltd, Malaysia</p> <p><i>Dr Shuja Shafi</i> Deputy Secretary General Muslim Council of Britain, UK</p> <p><i>Ahmad Adam</i> Founder, American Halal Association, USA</p> <p>Plus Invited Panellists</p> |
| 17:45 – 18:00 | <p>Closing Remarks <i>Abdalhamid Evans</i> Director World Halal Forum Europe UK</p> |
| F O R U M E N D S | |

This programme is subject to changes and please check website for the latest programme at all times