

منتدى مكة للحلال

MAKKAH HALAL FORUM

Where Leaders Shape the Halal Future

25 - 27 Feb, 2025
www.makkahhalalforum.com

Official Sponsor



Strategic Partners



Manafea Partners



Organizers



Under the esteemed Patronage of His Excellency
Dr. Majid Bin Abdullah Al-Qasabi
Minister of Commerce, Kingdom of Saudi Arabia



25 - 27 Feb, 2025

We aim to provide better opportunities for partnerships with the private sector through 3 pillars:

- Our position as the heart of the Arab and Islamic world.
- Our determination to become a global investment powerhouse.
- Our unique strategic location into a global hub connecting three continents, Asia, Europe and Africa.

Makkah Halal Forum in Numbers

10+

Country Pavilions

21

National Country Chamber of Commerce Presidents

75

Country Official Representatives

120

Country

180+

Companies

6000+

Visitors

42

Int. Media Portals Published Our Event

6

Memorandum of Understanding

40+

Panelists & Speakers

400+

B2B

60+

International Commercial & Media Representatives

410+

Trade Delegates

EXPECT MORE AT MHF 25

منتدى مكة للحلال
MAKKAH HALAL FORUM 
Where Leaders Shape the Halal Future

**JOIN GLOBAL LEADERS AND INNOVATORS AT
THE 2ND MAKKAH HALAL FORUM**

25 - 27 Feb, 2025

New Featured Tracks at MHF 25



**Scheduled
B2B Meetings**



**Round Table
Discussions**



Masterclasses



**Hybrid
Conference**



**Sightseeing
Tour**



**Visit to an Industrial
City Investment Zone**



Launch of Halal Awards

MHF PROGRAM 2025

- Overview -

Conference Program

11:00 AM
05:30 PM

2
Days program

25th - 26th,
Feb 2025

Round-Table Program

04:30 PM
07:30 PM

1
Day program

26th,
Feb 2025

Master-Class Program

11:00 AM
05:15 PM

2
Days program

26th - 27th,
Feb 2025

Cooking-Show Program

01:00 PM
04:00 PM

3
Days program

25th - 27th,
Feb 2025

6
Slots

- Conference Program -

SUSTAINABLE DEVELOPMENT THROUGH HALAL

TUESDAY, February 25th, 2025

Opening Remarks

11:00 AM
11:05 AM



H.E. Mr. Yousef Khalawi
Secretary General of the Islamic Chamber
of Commerce and Development (ICCD)

Session 1: Panel Discussion

11:10 AM
12:35 PM

Industry Innovation for Sustainable Halal Food & Beverage

Points of Discussion

- Advancing industrial production supporting sustainable halal practices.
- Collaboration fostering innovative Halal industrial progress.
- Halal sustainability contributing to environmental preservation and reducing pollution.
- Integrating Sustainability & innovation to foster synergy and shape the future of Halal food and beverage sector.

Moderator



Dr. Wael Eldesouki Bedda
Secretary General of Saleh Kamel Sustainable
Entrepreneurship & Enterprise Development
Organization (SKSEED)

Panelists



Mr. Zulfiqar Hamadani
Chief Executive Officer at Tanmiah Food Co



Mr. Igor Marti
Vice President Halal Market
at BRF FOODS (Virtual)



Prof. Dr. Irwandi Jaswir
Deputy Dean International Institute
for Halal Research and Training (INHART),
International Islamic University Malaysia (IIUM)

Dhuhr
Prayer Time



12:35 PM
12:55 PM

Keynote 1

The Role of Sharia in Complementing Halal Sustainability

 12:55 PM
01:15 PM

Speaker




H.E. Prof. Dr. Koutoub Moustapha Sano

Secretary General of International
Islamic Fiqh Academy (IIFA)

Leader Talk 1: Interview

Strategies Shaping The Future of Halal

 01:25 PM
01:45 PM

Interviewer



Dr. Wael Eldesouki Bedda

Secretary General of Saleh Kamel Sustainable
Entrepreneurship & Enterprise Development
Organization (SKSEED)

Interviewee



H.E. Mr. Yousef Khalawi

Secretary General of the Islamic Chamber
of Commerce and Development (ICCD)

Keynote 2

Indonesian Perspective for Halal Ecosystem Growth

02:05 PM
02:25 PM

Speaker



H.E. Mr. Haikal Hassan

Head of Halal Product Assurance
Organizing Body (BPJPH)

Session 2: Panel Discussion

Fostering Halal Economic Sustainability Through Cross Border Collaboration

02:35 PM
03:50 PM

Points of Discussion

- Public-private Cooperation strengthening economic development.
- Addressing Halal trade barriers enhancing market integration and trade growth.
- Bilateral and multilateral agreements supporting Halal trade growth.
- Strengthen ties with international organizations improving global Halal positioning.

Moderator



Dr. Wael Eldesouki Bedda

Secretary General of Saleh Kamel Sustainable
Entrepreneurship & Enterprise Development
Organization (SKSEED)

Panelists



H.E. Mr. Dino Selimović

Adviser to the Minister of Foreign Affairs
of Bosnia and Herzegovina



Sir Iqbal Sacranie OBE

Chairman of the Muslim Trade Forum UK



Mr. FaizalKhan Jaafar

Trade Commissioner at The Malaysia External
Trade Development Corporation Jeddah
(MATRADE)



Tomás Guerrero Blanco

Director at Halal Trade (Virtual)

Asr
Prayer Time



03:50 PM

04:15 PM

Session 3 : Panel Discussion

Empowering Women Through Halal Business

04:15 PM
05:30 PM

Points of Discussion

- Initiatives for encouraging women and enabling them to thrive in the halal economy.
- Strategies to support Muslim women in halal sectors.
- Innovative practices of women entrepreneurs in the halal sector.

Moderator



Ms. Natavan Mammadova

ICCD Women's Economic
Empowerment Lead

Panelists



Ms. Fayruz Mohamed

National 1st Deputy Chairperson
of the South African National
Zakah Fund (SANZAF)



Prof. Dr. Hj. Siti Nur Azizah

The Chairperson of the Association
of Indonesian Muslim Women
Entrepreneurs (PERSAMI)



Ms. Deena Ataie

Owner & Director of Heriots Patisserie

- Conference Program -

WEDNESDAY, February 26th, 2025

Session 4: Panel Discussion

Effective End-to-End Halal Supply Chain
Management for Sustainable Development

11:00 AM
12:15 PM

Points of Discussion

- Transport and navigation advancements optimizing Halal supply chains.
- Halal Sustainable practices minimizes waste and promoting responsible production.
- The Importance of Halal Supply Chain Management and Halal Ecosystems.

Moderator



Dr. Bandar S. Arab
Executive Director at Savola
World Foundation

Panelists



Dr. Marco Tieman
The Chief Executive Officer
at LBB International (Virtual)



Mr. Rizki Utomo
The Chairman of AHLI Asosiasi
Halal Logistik Indonesia



Mr. Mahayudin Mohd Hashim
Head of Internal Halal Committee of Kuantan
Port (Consultant)

**Dhuhr
Prayer Time**  12:15 PM
12:55 PM

Session 5: Panel Discussion

Halal-preneurship: Halal Tech Building a Digital Halal Ecosystem

 12:55 PM
02:05 PM

Points of Discussion

- The Role of investments enhancing Halal tech innovation
- Leveraging advanced technological practices in Halal Sectors.
- Advancements in Halal e-commerce and IT sectors

Moderator



Dr. Wael Eldesouki Bedda

Secretary General of Saleh Kamel Sustainable
Entrepreneurship & Enterprise Development
Organization (SKSEED)

Panelists



Ms. Tulay Kabatas Salva

The Head of Capital Markets Funding
Department Albaraka Türk
Katılım Bankası AŞ



Mr. Sinan Ismail

The Founder and Chief Executive Officer
of Durioo+ (Safe Streaming App)
and Omar & Hana



Mr. Morrad Irsane

The Co-Founder and Chief Executive
Officer of Takadao

Leader Talk 2: Interview

Economic Sustainability Through Halal Science & innovation

02:10 PM
02:40 PM

Interviewer

Interviewee



Dr. Bandar S. Arab
Executive Director at Savola
World Foundation



Assoc. Prof. Dr. Winai Dahlan
Founding Director of the Halal Science Center,
Chulalongkorn University (HSC-CU)

Session 6: Panel Discussion

The Kingdom's Efforts in Advancing the Global Halal Ecosystem

02:45 PM
04:05 PM

Points of Discussion

- Collaboration within Halal Stakeholder in the Kingdom boosting economic growth.
- Strengthening partnerships in the Kingdom enhancing Halal industry-wide synergy.
- Partnership development to facilitate collaboration with Halal key stakeholders.
- Halal collaborative efforts in strengthening Saudi Arabia's quality infrastructure.

Moderator



Dr. Bandar S. Arab
Executive Director at Savola
World Foundation

Panelists



H.E. Dr. Adel AlKeaid
Chief Executive Officer of Saudi
Accreditation Center (SAC)



H.E. Eng. Abdulaziz AlRushodi
The Chief Executive Officer
of Saudi Halal Center



Mr. Ameen Al Saadi
Chief Investment Officer at Halal
Products Development Company (HPDC)

Asr
Prayer Time  04:05 PM
04:25 PM

Closing Remarks

04:25 PM
04:30 PM



H.E. Mr. Yousef Khalawi
Secretary General of the Islamic Chamber
of Commerce and Development (ICCD)

- Master Class Program -

WEDNESDAY, February 26th, 2025

Master Class 1 (Sponsored)

Empowering The Halal Industry Through Education BY FAMBRAS

01:00 PM
02:30 PM

Master Class Overview

This masterclass will cover key aspects of the Halal industry. discussing the importance of Halal education globally, explore its growth in Latin America, and show how companies can benefit from Halal training programs. session will also examine how technology, like blockchain and AI, is transforming the Halal sector, and discuss the growing importance of online Halal businesses.

Key Points

- The Role of Halal Academy in Advancing Global Halal Education.
- The Evolution of Halal Education in Latin America.
- Empowering Companies Through Halal Qualification Programs.
- Block chain as Facilitator for halal business.
- AI and halal business.
- Halal e-commerce.

Instructors



Dr. Mohamed El Zoghbi
President of the Federation
of Muslim Associations of Brazil (FAMBRAS)



Mr. Tamer Mansour
Strategy Director of the International
Halal Academy & Eco Halal

- Master Class Program -

THURSDAY, February 27th, 2025

Master Class 2

Global Halal Market Challenges and Opportunities BY ICHS

11:00 AM
02:00 PM

Master Class Overview

This comprehensive workshop will provide participants with a deep understanding of the global halal market, its challenges, and the opportunities it presents for businesses. It address global challenges and Promoting global opportunities for trade facilitation. The workshop will equip attendees with the knowledge necessary to succeed in this rapidly growing sector.

Key Points

- Introduction to the Global Halal Market.
- Challenges Facing the Global Halal (Market Standardization and harmonization of halal certification standards, Supply chain challenges, and ensuring halal integrity).
- Opportunities in the Global Halal Market (Expanding market access for halal products and services, developing innovative halal products and services, Building strategic partnerships and collaborations).
- Case Studies and Examples.

Instructor



Eng. Ashraf Al Tanbouly

Chief Executive Officer at the Islamic
Chamber Halal Services (ICHS)

02:15 PM
05:15 PM

Master Class 3

Shaping the Future of The Global Halal Economy:
Innovation, Collaboration & Shared Growth Master Class
BY THE SAUDI HALAL CENTER

Master Class Overview

The global Halal economy is a force for good, evolving rapidly and creating new opportunities for collaboration, innovation, and sustainable growth. This session brings together experts, industry leaders, and policymakers to explore how science, ethical trade, digital transformation and strategic partnerships can strengthen the trust and resilience of the global Halal ecosystem.

Key Points

- Unlocking Opportunities in Halal Pharmaceuticals – Exploring how the \$500 billion market can meet healthcare needs while maintaining Halal integrity.
- Ethical Trade & Sustainable Growth – Strengthening the connection between Halal principles and UN SDGs to promote fair trade, inclusivity, and responsible business practices.
- Saudi Halal Digital Solutions: Enhancing Compliance & Trust – Leveraging digital innovation to streamline Halal certification, traceability, and transparency, reinforcing trust in Halal products worldwide.
- A Call for Collaboration – Forming stronger partnerships between governments, industries, and academia to harmonize Halal standards, expand markets, and drive innovation.

Instructors



Dr. Thamer Baazeem

Executive Vice President for Strategic Partnerships and Marketing at Saudi Halal Center



Dr. Youssef Al-Harbi

Deputy Chief Executive Officer of Corporate Services at Saudi Halal Center



Eng. Abdulrahman Alsulaiman

Digital Transformation Manager at Saudi Halal Center

- Round Table Program -

WEDNESDAY, February 26th, 2025

Round Table

Global Halal Legislation (Standards & Accreditation)

04:30 PM
07:30 PM

Round Table Description

This round table meeting will explore key aspects of Halal legislation, offering 360-degree views from the key players of Global standards and accreditation bodies discussing country of origin and the process of self-declaration.

Moderator



Dr. Umar A. Oseni

Secretary General at Organization of Islamic Cooperation Arbitration Centre (OIC-AC)

Participants



H.E. Mr. İhsan Övüt

Secretary General of the Standards and Metrology Institute for the Islamic Countries (SMIIC)



Eng. Abdullah AlHadlaq

Head of The Technical Committees at the GCC Standardization Organization (GSO)



H.E. Mr. Haikal Hassan

The Head of the Halal Product Assurance Organization Body (BPJPH)



Eng. Badr Al Abdullatif

Secretary General of Islamic Forum for Halal Accreditation Bodies (IFHAB)



H.E. Eng. Moteb Almezani

The Director General of the GCC Accreditation Center (GAC)



Mr. Iszam bin Padil

Senior Principal Assistant Director of the Department of Islamic Development Malaysia (JAKIM)



H.E. Eng. Hany El Desouki

The Executive Director of the Egyptian Accreditation Council (EGAC)

- Cooking Show Program -

TUESDAY, February 25th, 2025

Cooking Show 1

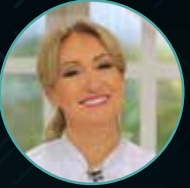
01:00 PM
02:00 PM



Chef Ramin Nuriyev
Chief Executive at Ajwa Hotel Sultanahmet

Cooking Show 2

03:00 PM
04:00 PM



Chef Nermine Hanno
Chef Consultant and Chef Instructor
at Nermine Hanno Culinary Arts and Sciences Academy

WEDNESDAY, February 26th, 2025

Cooking Show 3

01:00 PM
02:00 PM



Chef Zahra Ali Khan
Founder of Feya London

Cooking Show 4

03:00 PM
04:00 PM



Chef Abdulaziz Alhumedan
Owner of Pastry Line

THURSDAY, February 27th, 2025

Cooking Show 5

01:00 PM
02:00 PM



Chef Zahra Ali Khan
Founder of Feya London

Cooking Show 6

03:00 PM
04:00 PM



Chef Ramin Nuriyev
Chief Executive at Ajwa Hotel Sultanahmet

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