



HFA Halal Industry Conference (HHIC) 2018

We are pleased to bring another high profile, well supported and most awaited event of Halal food industry.

Date: 3rd May 2018 (Thursday)

Venue: Primrose Hill, London Marriott Regents Park,
128 King Henry's Road, London NW3 3ST

Time: 9.30 to 17.30 (registration starts at 8.30)

We are also organising two training workshops:

1. Advance Training for Butchers by AHDB Beef and Lamb
2. Halal Academy Training (GSO 2055-1, OIC/SMIIC-1 and GSO.S.993) by Emirates International Accreditation Centre (EIAC)

on

2nd May 2018 (Wednesday)

(Pre-registration is required)

Event is supported by:



Conference Programme

3rd MAY, 2018 (Thursday)

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| 9:30-9:40 | Opening Remarks Dr Abdul Matin Khan , Chairman, Halal Food Authority | 13:00-14:00 | Lunch Break |
| 9:40-11:10 | Session 1: Disruptive Change: Opportunities and Challenges of Halal market expansion 1. Abdhamid Evans , Senior Strategist, Imarat Consultants, Halal Market Specialists, UK 2. Saeeda Ahmed , UK Country Director, Aladdin Street Global, Malaysia 3. Ronnie Faizal Tan , Director, Global Halal Hub Pte Ltd, Singapore | 14:00-15:25 | Session 4: Halal Retailing, its effects on consumers' choices and its impact on scale of economies 1. Chris Gayle , Social Mission Strategy and Policy Manager, Ben & Jerry's Europe 2. Imran Kausar , Managing Director, KKR Halal Ltd, UK 3. Victoria Boldison , Founder & CEO, Bolst Global |
| 11:10-11:30 | Coffee Break & Networking | 15:25-15:45 | Coffee Break & Networking |
| 11:30 - 12:30 | Session 2: Perception Vs Branding, effective ways to represent your halal brand in Muslim minority countries 1. Dr Aliakbar Jafri , Reader in Marketing, University of Strathclyde, UK 2. Dr Haseeb Shabbir , Head for Marketing and Business Strategy, University of Hull, UK | 15:45-17:20 | Session 5: Halal regulations, certifications, accreditations and recognitions Session Chair: Saqib Mohammed, HFA 1. H.E. Amina Ahmed Mohammed , Chief Executive Officer of Emirates International Accreditation Center (EIAC) 2. Yasin Zulfikaroğlu , Experienced Specialist in SMIIC General Secretariat, Turkey 3. Datuk Fadilah Baharin , Director General, Department of Standards Malaysia |
| 12:30-13:00 | Session 3: Potential impact of Brexit on UK and European halal food trade Session Chair: Dr Barbara Ruiz-Bejarano Davis, Instituto Halal, Spain 1. Marc Deschamps , member of Wallonia's Foreign Trade and Investment Agency (AWEX), Belgium 2. Katie Doherty , Policy Director, International Meat Trade Association, UK 3. David Thomson , Chief Executive, Food and Drink Federation (FDF), Scotland | 17:20-17:30 | Closing remarks & End of Conference |



MOCKTAIL RECEPTION & DELEGATES' NETWORKING

**Thursday, 3rd May 2018
18:00 – 19:00**



Training Workshop - HHIC 2018 2nd May 2018 (Wednesday)

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|------------------|---|
| 08.30 - 12.30 | Advance Training for Butchers delivered by AHDB Beef and Lamb |
| 14.00 - 18.00 | <p>Halal Academy Training delivered by Emirates International Accreditation Centre (EIAC) UAE with assessment and certification.</p>  <p>مركز الإمارات العالمي للاعتماد Emirates International Accreditation Center</p> <p>Training will cover the following:</p> <ul style="list-style-type: none"> ✓ GSO 2055-1: Requirements for Halal Food Production ✓ OIC/SMIIC-1: Requirements for Halal Food Production ✓ GSO.S. 993: Requirements of Animal Slaughtering |

Pre-registration is separately required for this segment.
Places will be allocated on first come first served basis.

SYMBOL OF AUTHENTICITY!

