

XI'AN INTERNATIONAL HALAL FOOD & TRADE CONFERENCE 2017

Held in conjunction with:



Venue: Xi'an Greenland Pico International Conference & Exhibition Center

Date: 26 – 27 October 2017

Time: 9.00am – 5.00pm

Theme: Exploring Halal Food & Trade in Asia

The nascent halal market has emerged as a new growth sector in the global economy and is creating a strong presence in many countries. The most promising halal markets are the fast-growing economies of the Asia, Middle East, Europe and the Americas. With an expanding consumer base, and increasing growth in many parts of the world, the halal industry is set to become a competitive force in international trade. The halal industry has now expanded well beyond the food sector, encompassing products and services as well as lifestyles.

The fastest growing region for halal products is Asia, driven by countries like Indonesia, Malaysia, China and Singapore. As this region has the largest Muslim population in the world, Asia has become an important and lucrative halal market, estimated to be worth approximately US\$418 billion, and growing. Major development in the halal market has been driven by the changing lifestyles of affluent consumers. The higher purchasing power of consumers in this region also brings about demand for more diversified products, opening up a new and evolving market for halal producers. Many Asian countries have been actively promoting themselves as centres for halal production, standardisation, research, and international trade.

Considering the flourishing global demand for halal food and products, many companies are venturing into this largely untapped and growing market, with halal certification being the key for successful entry. Therefore, Conference & Exhibition Management Services (CEMS) has established a partnership with Pure and Good Hub to curate the Xi'an International Halal Food & Trade Conference (XIHC) 2017 which aims to bring together the global halal business community in Xi'an, China, in conjunction with the premiere Xi'an International Halal Food and Trade Expo (XIHE) 2017.

The conference will focus on the theme “**Exploring Halal Food & Trade in Asia**”, and is designed to provide delegates with:

- Insights into the potential of key players in the global halal food market
- Knowledge on how to import and export halal food and products within Asia
- Knowledge on Halal Certification requirements in the various leading global halal hubs
- Knowledge on the global halal food safety standards
- An international platform to discuss issues, trends and challenges relating to the global halal industry

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The Halal Hub Division of Jabatan Kemajuan Islam Malaysia (JAKIM)

Speakers' Profile



Ms. Snow Xia | While spearheading several multinational corporations (MNCs) in China as the Country Head, Snow also undertakes the role of business consultant in many foreign firms, helping them penetrate China's trading market. With more than a decade of experience in importing food and commodities into China, it is without a doubt that she is well-versed with China's import regulations.

In addition, Snow is also the founder and Managing Director of two trading companies that carry more than 9,000 products, leading a team of more than 200 employees. To date, she has successfully established partnership with more than 34 countries and developed a close relationship with the Commercial Departments of numerous National Consulates. Through her significant years of experience in the FMCG sector and trade industry, Snow has accumulated huge resources including an extensive network of more than 1,000 major importers and distributors within China, connecting to most major supermarket chains, premium supermarkets, convenience stores and terminal operating system providers.



Mr. Muhammad Muhayudeen Bin Musa | With a degree in Food Science and Technology from University Putra Malaysia, Muhayudeen is currently the Senior Assistant Director of the Food Safety and Quality Programme; Head of Supply Chain Section in the Ministry of Health Malaysia (MOH) and a lead auditor for GMP and HACCP under the MOH scheme. He joined the government service in 2005 and has been working extensively in the food safety area for the past 12 years. He was also in charge of several sections such as Codex, Certification, Industrial Development, Import and Export, Food Service as well as Licensing activities in MOH.



Mr. A. B. Teoh | AB Teoh is an Export-Import Consultant; Columnist for a magazine of an agency of the Malaysian Ministry of International Trade and Industry (M.I.T.I); a former University Senior Lecturer (International Business & Entrepreneurship) and has been in the export business for more than 30 years. He is also the author of "Exporting and International Trade," (ISBN 978-983 43686-6-1) and founder of "The 12 steps@," a practical model and tool which has been proven to be very useful in helping businesses.

Some of AB Teoh's existing and previous clients and participants are business owners, CEOs and Senior Managers of SMEs, exporters, banks and senior government officers and industry practitioners, academics and international students in Brunei, Malaysia, Myanmar, New Zealand and Vietnam. He holds a Master of Business Administration (Oklahoma), U.S.A.

Whilst in NZ, he had the privilege to work with the FONTERRA group (world's largest dairy company), where he handled food service equipment and ingredients. He is also involved in international tenders for material supplies to water distribution and reticulation projects for recipient countries of The World Bank, Asian Development Bank and other international funding countries and organisations.



Mr. Zuraimi Bin Jumaat | Director of the Halal Compliance & International Strategic Alliance, Zuraimi leads SMEs in the Halal market development and compliance for global market. He possesses vast experiences in the halal industry which helps him develop strong insights on the global halal perimeters. He has been assisting government agencies, non-profit organisations and SMEs from countries such as Singapore, Malaysia, Indonesia, China, Canada, Thailand, Japan, Taiwan, Middle-East and Croatia, to tap into the halal industry by creating and operationalizing a sustainable framework.

Zuraimi was formerly from the Halal Certification Strategic Unit of the Islamic Religious Council of Singapore (MUIS) and served as the Halal Consultant for Warees Halal Limited, a division of MUIS' subsidiary that has been given the task of helping companies to attain certification and carries out audits for MUIS. Throughout his 15 years of career in both the statutory board and private practice, Mr Zuraimi has helped more than 400 companies to manage their Halal business processes and to adopt the Singapore MUIS Halal Quality Management System (HalMQ) to successfully attaining the MUIS Halal Certification.



Prof. Dr. Irwandi Jaswir | Currently a Professor at the International Islamic University Malaysia, teaching in the field of Biotechnology Engineering, Prof. Dr. Irwandi obtained his Philosophy of Doctor (PhD) in Food Chemistry and Biochemistry in year 2000 after completing his Master of Science (M.Sc.) in Food Science and Biotechnology in 1996 and Bachelor Degree (with honours) in Food Technology and Human Nutrition in 1993. He is also the director of International Institute for Halal Research and Training; and Secretary of Council of Professors, International Islamic University Malaysia. On top of that, Prof Dr Irwandi Jaswir also has many accolades under his belt, one of which includes Habibie Award 2013, the most prestigious Scientific Awards in the Muslim World.



Ms. Elvina Rahayu Agustin | A food expert, food engineer and a halal expert, Ms Elvina spent years as a halal auditor, travelling and auditing companies around the world from Asia to Europe. She currently holds the position of Deputy Head in the Certification Body under Integrated Laboratory, Bogor Agriculture University in Indonesia. The Certification Body is accredited by National accreditation body (Komite Akreditasi Nasional) for HACCP; ISO 22000 and Product Certification. She is also a lead auditor for HACCP and ISO 22000 and Halal Consultant (Halal Assurance System 23000).



Mr Ossama Emam | A dedicated professional, Mr Ossama has been working as a Halal Program Advocate since 2014, organizing, speaking, presenting and participating in several conferences, workshops and joint-committees. His regular speaking topics are Halal Certification Importance, global Halal market and UAE & GCC Halal scheme and implementation. He is currently a Marketing Manager at RACS Quality Certificates Issuing Services LLC, Dubai – UAE. RACS was the first accredited Halal certification body in GCC by GCC Accreditation Centre, duly approved and registered with the Emirates Authority for Standardization and Metrology ESMA. RACS is present in six different countries, viz UAE, KSA, Germany, Ireland, USA and China.

Conference Programme

26 October 2017 (Day 1)

Time	Agenda	Speaker
0900 – 1000 hours	Registration for delegates	
1000 – 1030 hours	Welcome Remarks by Mr Edward Liu , PBM, Managing Director, CEMS	
	Welcome Remarks by Dato' Dr. Sirajuddin Bin Suhaimee , Director, JAKIM's Halal Hub Division	
	Welcome Address by Senator Tan Sri Haji Mohd Ali Rustam , President, Dunia Melayu Dunia Islam (DMDI)	
1030 – 1200 hours	Tour of Exhibition	
1200 – 1300 hours	Lunch for Delegates	
1300 – 1330 hours	<p>Insights into the potential of China's fast-growing halal market</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ How attractive is China's halal market and what are the growth opportunities? ✓ What is the landscape for halal industry in China and who are some of the major players? ✓ Overview of import regulations and the complexities of exporting to China ✓ Key challenges faced when entering the China market 	Ms. Snow Xia , Managing Director
1330 – 1345 hours	Q&A Session	
1345 – 1415 hours	<p>A systematic approach to exporting with focus on ASEAN</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ Exporting to the ASEAN Countries ✓ Assessment Export Readiness ✓ Target Market Selection ✓ ASEAN FTA Agreements – AFTA ✓ ASEAN Economic Community (AEC) <p><i>(Mr. AB Teoh will be sharing the above topics using his "12-step" model which he founded and has been delivered more than 100 times in Malaysia and overseas.)</i></p>	Mr. AB Teoh , Export-Import Consultant
1415 – 1430 hours	Q&A Session	
1430 – 1500 hours	Refreshment Break	
530 hours	<p>Insights into the potential of Middle East's Halal industry and its Halal Certification Requirement</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ Global halal market opportunities ✓ The potential of halal industry in the Middle East ✓ Halal certification implementation in accordance with GSO 2055-1 (GCC Standards) 	Mr. Ossama Emam , Marketing Manager, RACS Quality Certificates Issuing Services LLC, Dubai – UAE
1530 – 1545 hours	Q&A Session	

27 October 2017 (Day 2)

Time	Programme/Topics	Speaker
0900 – 0930 hours	Registration for delegates	
0930 – 1000 hours	Launch of PGH-DMDI Halal Trade Office	
1000 – 1030 hours	<p>Insights into the potential of <u>Singapore's</u> Halal Industry and its Halal Certification Requirement</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ How attractive is Singapore's halal market? ✓ What are the domestic drivers of Singapore's halal market? ✓ How has the halal landscape evolved to respond to increasing demand? ✓ What are the export opportunities for Singapore? ✓ Singapore's Halal Certification Standard & how to obtain the Muis Halal Certification ✓ Singapore Branding for Global Export 	<p>Mr. Zuraimi Jumaat, Director, Halal Compliance International Strategic Alliance</p>
1030 – 1045 hours	Q&A Session	
1045 – 1115 hours	<p>Insights into the potential of <u>Indonesia's</u> Halal industry & its new Halal Assurance Regulation</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ How robust is Indonesia's halal industry? ✓ What opportunities exist for the industry to grow? ✓ The new halal assurance regulation that will be imposed as mandatory for all products produced and distributed in Indonesia ✓ Consequences of the new regulation to the stakeholders ✓ Main important issues/gap emerge between halal certification in Indonesia and companies 	<p>Ms. Elvina Rahayu Agustin, Deputy Head, Certification Body under Integrated Laboratory, Bogor Agriculture University</p>
1115 – 1130 hours	Q&A Session	
1200 – 1300 hours	Lunch for delegates	
1300 – 1330 hours	<p>Insights into the potential of <u>Malaysia's</u> Halal Industry & its Halal Certification Requirements</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ The potential and current status of the halal industry in Malaysia ✓ Top priority in the halal industry ✓ Rankings of halal industry on the world map ✓ Dos and Don'ts in applying Malaysian the halal logo ✓ Certification requirements required in order to obtain JAKIM Halal certificates ✓ Trading opportunities of Halal products and services in Malaysia 	<p>Professor Dr Irwandi Jaswir, International Islamic University Malaysia</p>
1330 – 1345 hours	Q&A Session	
1345 – 1415 hours	<p>Update on Malaysia's Food Safety Initiatives – The key to obtaining JAKIM Halal Certification</p> <p>Under this topic, we will discuss about:</p> <ul style="list-style-type: none"> ✓ Updated food safety programs and activities including food importation and food supply chain in Malaysia ✓ How to successfully obtain Malaysia's JAKIM Halal Certification 	<p>Mr. Muhayadeen, MOH</p>
1415 – 1430 hours	Q&A Session	
1345 – 1430 hours	Refreshment Break	
1430 – 1530 hours	<p>Panel Discussion</p> <p>An international platform where prominent figures from the key halal markets gather to discuss issues, trends and challenges related to the development of the global halal industry.</p>	

The organizers have made reasonable efforts to provide information that is accurate at the time of publication/posting to the web site. However, please be advised that this conference programme is subject to change without prior notice and does not constitute an agreement between the organizers and the conference delegates.

Conference Registration

Registration Fee

Registration Fee (2-day Conference)	Early Bird (Register on/before 30 th September 2017)	Regular (Register after 30 th September 2017)
Individual	USD \$260 / RMB \$1,550	USD \$360 / RMB \$2,050
Group (5 delegates & above)	USD \$240 / RMB \$1,450	USD \$340 / RMB \$1,950

Important Note:

- Registration fee includes all conference sessions, refreshment breaks luncheons and networking reception
- The following cancellation and refund policy will apply:
 - 100% full refund before 30 September 2017
 - Substitutions are allowed. All notices of cancellation and substitution must be given in writing

To register for the conference, please visit <https://www.xianhalal.com>

To enquire, please drop us an email at xihe-conference@cems.com.sg or call +65 6278 8666

