



Mediterranean **Halal** Forum

November 23rd, 2018 – Casa Llotja de Mar – Barcelona

The **Mediterranean Halal Forum** will be the perfect space to talk about how the halal industry is becoming more a universal icon or ecosystem of high quality and wholesomeness than a merely certification associated to religion. The global halal market has now expanded beyond the food sector to pharmaceuticals, health products, medical devices, cosmetics, travel and tourism, fashion, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing. The halal industry is becoming exponentially one of the most promising and potentially high value-added industries.

I. Rethinking the Halal Agenda in the Mediterranean Region

- ✓ The Potential and Opportunities for Halal Sectors in the Mediterranean region.
- ✓ What halal sectors offer the best investment opportunities?
- ✓ How European and Euro-med Companies in responding to the increasing Halal food demand?
- ✓ Major Market Trends of the Coming Decade.
- ✓ How to Regulate Halal Redefining Regulatory Procedures in the Halal Industry.
- ✓ Bridging the gaps in halal supervision and audit.
- ✓ What will the new halal standards mean for the Mediterranean Food Industry?



II. The Event

The **2nd edition** of this forum will bring together key players and senior governments and decision makers to discuss commercial and business opportunities for the Halal industry in the Mediterranean region.

This Forum will explore some of the success stories in these sectors, elaborate on the lessons learned, as well as point the way to future investment opportunities.

Halal sectors that will be discussed in the forum:

- Halal Food & Beverages.
- Halal Pharmaceuticals and Cosmetics.
- Halal Tourism.

Join us at the **Meda Halal Forum** to learn and share the importance of the industry and future outlook in regional and global markets.



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III. The Program (Preliminary Draft)*

10:45-12:15

Session I: Opportunities, Trends & Investments in the Halal Industry. It's Impact on the Mediterranean

María Peña Mateos, CEO, ICEX (Chair)

Adnan Halawi, Senior Proposition Manager for Islamic Economy, Thomson Reuters (Moderator)

Rafi-uddin Shikoh, CEO, DinarStandard

Baker Ahmad Alserhan, President, International Islamic Marketing Association

Mehmet Asutay, Director, Durham Centre for Islamic Economics and Finance

12:15-13:30

Session II: Redefining Regulatory Procedures & New Standards in the Halal Industry

Susanna Barquin, Deputy Director, Prodeca (Chair)

Bárbara Ruiz-Bejarano, IR Director, Instituto Halal (Moderator)

Ihsan Övüt, Secretary General, SMIC

Ashraf Ismail Afify, CEO, EOS

Sadiq Syed, Trade Promotion Advisor, International Trade Center

13:30-14:30

Session III: Unlocking the potencial of the Halal Tourism for the Mediterranean Countries

Héctor Gómez, Managing Director, Turespaña (Chair)

Tomás Guerrero, Managing Director, Halal International Tourism (Moderator)

Elnur Seyidli, CEO, HalalBooking.com

Chris Nader, Vice President, Shaza Hotels

Numan Cizmecioglu, Country Manager, Turkish Airlines

*Under revision.

*Speakers to be confirmed.



IV. Your Engagement

- Participate at the Meda Halal Forum and showcase your success to become an example to follow.
- Support the importance to adapt to the region's current and future demands and strengthen cooperation in building partnerships for future developments.
- Join our list of Meda Halal Sponsors & Partners.
- Encourage and register team members who are interested in halal industry to attend the Forum.

V. News & Contact

CONTACT US: medaweekbarcelona@ascame.org



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