



2ND GLOBAL HALAL TRADE & LOGISTICS Summit

17 - 18 June 2013
InterContinental
Kuala Lumpur
Malaysia
www.kwhalal.com



17 - 18 June 2013, InterContinental, MALAYSIA | 21 - 22 October 2013, St Regis Saadiyat Island, Abu Dhabi, UAE

INTRODUCTION

From Farm to Factory to Fork manufacturers of halal products bear the responsibility in ensuring that the sourcing, manufacturing, storage, handling and distribution of their products are Halal compliant throughout the supply chain. They are responsible for ensuring the integrity of their products is maintained from farm to factory to consumers.

With a growing number of international manufacturers seeking halal certification for their products, the demand for a complete halal compliant supply chain process is now increasing. It is evolving to be a necessary criteria for many large international halal manufacturers - causing a gap (and business opportunities) between the demand and supply of halal compliant transport, logistics, storage and distribution services.

The 2nd Global Halal Trade & Logistics Summit is a platform for exchange of ideas and information and is an excellent networking and business development opportunity for professionals in the halal compliance, manufacturing, logistics and supply chain industries internationally. Malaysia, the global leader in the halal sector, will play host to this important event in June followed by Abu Dhabi in October 2013.

CONFIRMED SPEAKERS & PANELISTS:

Abdul Aziz Mohamad
Chairman, Halal
Excellence Centre
**Brahim's Airline
Catering**

**Abdul Rahman
Abdullah Thani**
Director
Corporate Office
**Chemical Company of
Malaysia**

**Atty Hj Abdul
Rahman Linzag**
President
**Islamic Da'wah
Council of the
Philippines (IDCP)**

**Aminuddin Sham
Tajudin**
Director
Processed Foods,
Biotechnology,
Trade Services and
Halal Promotion
MATRADE

Asad Sajjad
Secretary General /
CEO
**Halal Development
Council Pakistan**

**Chandrasekhar
Sharma**
Head of Supply Chain,
Malaysia & Singapore
Henkel

Darhim Dali Hashim
Chief Executive Officer
**International Halal
Integrity Alliance**

Dr. Hassan Bayrakdar
Head of Scientific &
Regulatory Affairs
Middle East, Africa,
Turkey & India, **MARS**

Dato' Seri Jamil Bidin
Chief Executive Officer
**Halal Industry
Development
Corporation (HDC)**

**Leonard Ariff Abdul
Shatar**
Chief Executive Officer
**CCM Duopharma
Biotech Berhad**

**Adjunct Professor
Marco Tieman**
Chief Executive Officer
LBB International

Mohamed Jinna
Chief Executive Officer
Halal India

**Mohammad Roslan
Saludin**
General Manager
Shariah & Halal
Compliance
**KFC Holdings
Malaysia**

**Mohd Fakarudin bin
Masod**
Assistant Director
General, Halal Hub
Division
**Department of Islamic
Development Malaysia
(Jakim)**

Muti Arintawati
Vice Director
**LPPOM Majelis Ulama
Indonesia (MUI)**

Nagendran Muniandy
Head of Warehouse
**Country Farm
Organics Malaysia**

Nasrat Taliff
Managing Director

**Imed Lab Malaysia
Othman Md Yusoff**
Head of Halal Affairs
& Chairman of Halal
Committee
**Nestlé Manufacturing
Malaysia**

Ratih Puspitasari
Director of Scientific &
Regulatory Affairs
Cargill Indonesia

Sher Afzal Mazari
Director of External
Affairs, South East Asia
& Australasia
Unilever

Wan Ahmad Sabree
Chairman, Halal
Committee
Puratos Malaysia

AUDIENCE PROFILE

GOVERNMENT

- Ministries of Trade & Industry
- Ministries of Halal Affairs
- Ministries of Religious Affairs & Standards
- Ministries of Transport
- Food Standards Agencies – (Certification & Compliance)
- Ministries of Health (Halal Certification & Compliance)

HALAL MANUFACTURERS & SUPPLIERS

- Food & Beverages, Pharmaceutical, Biotech & Cosmetics - Heads of:
- Halal Compliance Department
- Head of Research & Development
- Head of Supply Chain
- Head of Procurement
- Head of Warehousing
- Head of Quality Assurance

FREIGHT TRANSPORT – AIR, SHIPPING, ROAD, RAIL & PORTS

- Heads of Halal, Logistics & Freight Management
- Cold Chain Logistics Providers
- Cargo Airlines
- Shipping & Cargo
- Software Suppliers – Tracking & Administration
- Cargo Container Operators, Manufacturers, Service Providers, Inspection & Survey

ACADEMIA & RESEARCH

- Chairpersons / Heads of Faculties / Professors / Heads of Departments / Students
- Universities & Research Institutions
- Think Tanks & Thought Leaders
- Research & Development

HALAL COMPLIANCE, STANDARDS & ACCREDITATION

- Heads of National & International Halal Certification, Standards & Compliance Bodies Organisations

INDUSTRIAL & MANUFACTURING LOCATIONS & STORAGE

- Distribution Centres
- Halal Park Operators
- Industrial Parks
- Free Trade Zone & Special Economic Zone Operators
- Commercial Real Estate & Facilities Management
- Warehouse Management
- Warehouse Construction & Suppliers
- Leasing & Brokerage
- Industrial Asset Management



For Enquiries And Registration:

KW GROUP SDN BHD

Unit B-6-10, Block B, Phileo Damansara 1, Jalan 16/11, 46350 Petaling Jaya, Selangor, MALAYSIA

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DAY 1 (MONDAY 17 JUNE 2013)

| | | | |
|-------------|---|-------------|---|
| 0800 | Conference Registration | 1215 | <i>Networking Lunch</i> |
| 0845 | Chairperson's Opening Remarks | 1330 | Establishing Halal Parks to Boost Trade and Logistics <ul style="list-style-type: none"> • Interpreting the concept of Halal parks • Exploring the role of Halal parks as a "one stop" centre with full-fledge infrastructure • Capitalising on trade opportunities to maximize profitability |
| 0900 | Keynote Opening Speech | 1415 | Developing Cold Chain Logistics to Ensure the Quality of Perishable Halal Products <ul style="list-style-type: none"> • Tackling the challenges in storing Halal products • The elements of Halal cold chain management • Practical solutions to enhance efficiency in cold chain system |
| 0900 | <p>INTERACTIVE PANEL DISCUSSION Tapping into the Emerging and Growing Market of Halal Trade & Logistics</p> <ul style="list-style-type: none"> • A global overview of the evolution of the Halal industry • Initiatives and strategies in promoting the Halal industry • Aligning the supply chain and logistics system with expectations of Muslim consumers • Discussing the incentives for Halal logistics operators <p>Panelists: Aminuddin Sham Tajudin <i>Director</i> <i>Processed Foods, Biotechnology, Trade Services and Halal Promotion, MATRADE</i></p> <p>Darhim Dali Hashim <i>Chief Executive Officer</i> International Halal Integrity Alliance</p> <p>Dr. Hassan Bayrakdar <i>Head of Scientific & Regulatory Affairs, Middle East, Africa, Turkey & India</i> MARS</p> <p>Sher Afzal Mazari <i>Director of External Affairs, South East Asia & Australasia</i> Unilever</p> <p>Othman Md Yusoff <i>Head of Halal Affairs & Chairman of Halal Committee</i> Nestlé Manufacturing Malaysia</p> | 1500 | <i>Afternoon Refreshments & Networking</i> |
| 1030 | <i>Morning Refreshments & Networking</i> | 1530 | Case Study: Setting Up A Halal Logistics Operation <ul style="list-style-type: none"> • What are the processes and procedures that the logistics operators need to go through? • Building infrastructure and acquiring expertise for enhanced efficiency • Overcoming issues and challenges |
| 1100 | <p>INTERACTIVE PANEL DISCUSSION Discussing the Procedures of Obtaining Halal Certification for Warehousing, Transportation and Container Services</p> <ul style="list-style-type: none"> • Benefits of obtaining the certification • Discussing the requirements, documentation, costs and timeline of the certification process • Identifying the relevant and important parties in this process <p>Panelists: Mohamed Jinna <i>Chief Executive Officer</i> Halal India</p> <p>Mohd Fakarudin bin Masod <i>Assistant Director General, Halal Hub Division</i> Department of Islamic Development Malaysia (Jakim)</p> <p>Muti Arintawati <i>Vice Director</i> LPPOM Majelis Ulama Indonesia (MUI)</p> | 1615 | <i>Chairperson's Closing Remarks & End of Day 1</i> |



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DAY 2 (TUESDAY 18 JUNE 2013)

| | | | |
|-------------|---|-------------|--|
| 0800 | Conference Registration | 1245 | Networking Lunch |
| 0845 | Chairperson's Opening Remarks | 1400 | <p>INTERACTIVE PANEL DISCUSSION Developing an Efficient Traceability System to Increase Halal Transparency in the Supply Chain</p> <ul style="list-style-type: none"> • How does effective halal transparency affect consumer trust? • Ensuring the commitment of all stakeholders in the quality assurance system • Exploring the use of technologies such as RFID, barcodes, GSM etc in the halal traceability process <p>Panelists: Abdul Aziz Mohamad <i>Chairman, Halal Excellence Centre</i> Brahim's Airline Catering</p> <p>Leonard Ariff Abdul Shatar <i>Chief Executive Officer</i> CCM Duopharma Biotech Berhad</p> <p>Adjunct Professor Marco Tieman <i>Chief Executive Officer</i> LBB International</p> <p>Mohammad Roslan Saludin <i>General Manager, Shariah & Halal Compliance</i> KFC Holdings Malaysia</p> |
| 0900 | <p>INTERACTIVE PANEL DISCUSSION Discussing the Importance of Maintaining Halal Integrity along the Supply Chain</p> <ul style="list-style-type: none"> • Procurement – keeping an eye on the production, processing and distribution of Halal raw materials • Is a proper segregation between halal and non-Halal products enough? • Halal auditing to prevent cross-contamination <p>Panelists: Atty Hj Abdul Rahman Linzag <i>President</i> Islamic Da'wah Council of the Philippines (IDCP)</p> <p>Asad Sajjad <i>Secretary General / CEO,</i> Halal Development Council Pakistan</p> <p>Mohamed Jinna <i>Chief Executive Officer</i> Halal India</p> <p>Wan Ahmad Sabree <i>Chairman, Halal Committee</i> Puratos Malaysia</p> | 1515 | Afternoon Refreshments & Networking |
| 1015 | Morning Refreshments & Networking | 1545 | <p>INTERACTIVE PANEL DISCUSSION The Future of Global Halal Trade and Logistics</p> <ul style="list-style-type: none"> • How is the Halal trade changing the supply chain and logistics industry? • Identifying potential markets and regions • Exploring relevant and new technologies, systems and trends <p>Panelists: Abdul Rahman Abdullah Thani <i>Director, Corporate Office</i> Chemical Company of Malaysia</p> <p>Darhim Dali Hashim <i>Chief Executive Officer</i> International Halal Integrity Alliance</p> <p>Dato' Seri Jamil Bidin <i>Chief Executive Officer</i> Halal Industry Development Corporation (HDC)</p> <p>Nasrat Taliff <i>Managing Director</i> Imed Lab Malaysia</p> |
| 1045 | <p>Exploring the Process of Ritual Cleansing (Samak/Sertu) for Warehouses, Transportations and Tank Containers</p> <ul style="list-style-type: none"> • What is samak/sertu? • Why is it important in Halal supply chain? • Understanding the processes and procedures involved | 1700 | Networking Refreshments & End of Summit |
| 1130 | <p>INTERACTIVE PANEL DISCUSSION Key considerations when Selecting 3PL Providers as Key Strategic Partners – The Halal Manufacturers' Perspective</p> <ul style="list-style-type: none"> • 3PL's understanding and compliance to the halal standards, certification, cost, reliability, track record, commitment • Relationship management with the 3PL provider <p>Panelists: Dr. Hassan Bayrakdar <i>Head of Scientific & Regulatory Affairs, Middle East, Africa, Turkey & India</i> MARS</p> <p>Ratih Puspitasari <i>Director of Scientific and Regulatory Affairs, South East Asia & India</i> Cargill Indonesia</p> <p>Chandrasekhar Sharma <i>Head of Supply Chain, Malaysia & Singapore</i> Henkel</p> <p>Nagendran Muniandy <i>Head of Warehouse</i> Country Farm Organics Malaysia</p> | | |

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G R O U P



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SPEAKER PROFILES



HAJI ABDUL AZIZ MOHAMAD is the Chairman of Brahim's Halal Excellence Centre and has been in Airline and In-flight Catering industries for 25 years. Prior to that, he served Malaysian Airline System for 15 years before joining MAS Catering Sdn Bhd, now known Brahim's Airline Catering. As a Chairman, his role is to monitor the Halal process for on board Halal meals for 32 airlines ex-KLIA and forms expansive global catering networking in more than 48 countries

serving 173 airports. He also serves as a Halal Lead Auditor for others LSG Sky Chefs networking. HJ Abdul Aziz has been instrumental in the establishment of LSG Sky Chefs Halal Management System, which is now being adopted not only in Europe and Asia Pacific, but also by countries worldwide.



DARHIM DALI HASHIM is the Executive Director and Managing Principal of Azka Capital Sdn Bhd, a private equity fund management and corporate advisory firm specialising in investments in the Halal industry. Concurrently he also serves as Executive Director of International Halal Integrity Alliance Ltd (IHI Alliance), an international non-governmental organisation created to uphold the integrity of the Halal market concept in global trade. Previously, he worked in various senior

management positions including leading a diversification strategy for a conglomerate into the agricultural sector. In the early part of his career, he was an audit manager at PricewaterhouseCoopers after having completed his Chartered Accountancy qualification with Kingston Smith in London. He graduated with a Bachelor of Science (Honours) degree in Economics from the University of Bristol in England.



ATTY. HJ ABDUL RAHMAN LINZAG is the President of the Islamic Da'wah Council of the Philippines (IDCP), the first and pioneer Da'wah organization in the Philippines. Prior to that, he contributed as the Secretary General for the World Halal Council. Currently, he also serves as the Chairman of Islamic Development Bank (IDB) Educational Trust Foundation and the Member Executive Committee for the Regional Islamic Da'wah Council for Southeast Asia and

the Pacific (RISEAP). He graduated with a Bachelor of Laws degree from the Manuel L. Quezon University in 1975. He also did Bachelor of Science in Elementary Education, Bachelor of Science in Higher Education and Bachelor of Arts (English) in University of Mindanao. In 2000, he attended a special program of instruction for lawyers in Harvard University.



ADJUNCT PROFESSOR MARCO TIEMAN is the founder of LBB International, a logistics advisory and research firm with offices in Asia and Europe specialised in logistics design and supply chain optimisation. LBB provides consultancy, research and supply chain management solutions in agrifood logistics, industrial logistics, third party logistics and healthcare logistics. Today LBB is seen as an authority in halal logistics, advising Governments

and the private sector in developing halal compliant supply chains and logistics operations. Mr. Tieman has a M.Sc. in Industrial Engineering & Management Science from the University of Twente (the Netherlands) and is pursuing his Ph.D. in halal supply chain management with the Universiti Teknologi MARA (Malaysia). He is a member of the Editorial Advisory Board of the Journal of Islamic Marketing (Emerald, UK). He has written numerous academic and professional articles on halal logistics and supply chain management.



ASAD SAJJAD is the founder member of HDC (Halal Development Council), the only registered NPO/NGO in Pakistan dedicated to the development of Halal Economy. He received his Master of Business Administration in Marketing from the Greenwich University, London, UK. He did his Bachelors in Business Administration from the Los Angeles City College, USA. Asad is also the Founder & Secretary General of (HAP) Halal Products & Services Association

of Pakistan, a trade organization representing Pakistan companies exporting Halal Consumables (Food), Non-Consumables & Services, Founder & Secretary General of (SAARC-HC) SAARC Halal Council, an association of Halal Food Certifiers from SAARC countries, Founder / Director of (IHF) International Halal Federation, an international body representing Halal certifiers from all over the world, propagating to use one Halal logo for the world.



MOHAMED JINNA is the Chief Executive Officer of Halal India, Executive Director of Halal Nepal and Executive Director of Halal Bangladesh Services and Executive Director of Halaal International Hub Singapore. He graduated with a Master of Science – Telecommunication & Networking from the Baharathidasan University, India. He has introduced relevance of new technology or practices to halal certificate tracking system. Currently, he is working as Halal Ambassador to

Propagate Halal concept to Muslims & Non Muslims Nations. Over a period of time he has developed new ideas and unconventional approaches in Halal Industry; Identify improvement opportunities around the world and implement them in Halal Processes; Generate viable ideas for global halal friendly tourism & halal medical tourism.



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SPEAKER PROFILES



MOHAMMAD ROSLAN BIN SALUDIN is the Group General Manager for Department of Shariah & Halal Compliance at KFC Holdings Malaysia. He graduated with a Masters Degree in Library and Information Science from International Islamic University, Malaysia. He has designed and established an efficient central administrative, management, control and monitoring system for Halal in an integrated poultry and food manufacturing and restaurant

business environment to cover over 1000 local Halal certified premises, manufacturing plants, warehouses, internal transportation & logistics, 2000 halal certified products, 180 halal restaurants operating in Singapore, Brunei, Cambodia and India and numerous third party suppliers supply chain. Since 2007, he started to serve as a secretary to the Shariah Advisory Council of KFC Holdings, an independent advisory panel that provides shariah advisory services to the company business activities.



OTHMAN MD YUSOFF is the Chairman of Halal Committee for Nestlé and Head of Halal Affairs for Nestlé Malaysia. He was involved in Halal matters for the world's largest food service company in 1994 as a member of the Halal committee for Nestlé Malaysia. In 1995, he was transferred to Nestlé R&D Center Kempthall as Project Manager. In the same year, he was transferred to Nestlé's Head office in Vevey, Switzerland as Technical Advisor for pasta &

culinary. His many project work and technical advisory covers various countries globally. They include commissioning projects and technical advisory in Singapore, Indonesia, Turkey, Syria, Saudi Arabia, Czech & Slovak Republic, France and Germany. In 2004, he was entrusted with the responsibility as the Chairman of Halal Committee for Nestlé and moved to the Regulatory Affairs department. He holds a degree in Food Science & Technology from Agriculture University of Malaysia.



RATIH PUSPITASARI is the Director of Regulatory and Scientific Affairs for SEA and India in Cargill. She has 20 years of experience in the food industry and worked for various multinational companies as a senior role. For the past two years, she served PT Fonterra Brands Indonesia and has been responsible for Government relation, Regulatory Affairs, Nutrition, New Product Development and Innovation. Prior to her appointment as the Director of Regulatory

and Scientific Affairs of PT Fonterra, she was the Assistant Vice President of Regulatory Affairs in PT Nestle Indonesia.



WAN AHMAD SABREE is currently the Halal Development & Regulatory Affairs Manager for Puratos Malaysia and Chairman of Puratos Halal Competence Center. His career in Halal industry started when he joined Halal Industry Development Corporation of Malaysia as Manager for Industry Development. One of the main responsibilities was to promote Malaysia as a global halal hub through attracting FDIs, development of local Halal SME and Halal

capacity building. His current role in Puratos is to lead the development and implementation of Halal System for Puratos group. He is also the Vice Chairman of Halal Working Committee for the Federation of Malaysian Manufacturers. He has lead successful halal related projects including "Halal Champion" and "Halal Success Companies" program during his tenure at Halal Industry Development Corporation of Malaysia.



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| CHAIR PERSON - FULL DAY | DAY 1 | | | | |
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| PANEL PARTICIPATION | | | | ✓ | ✓ |
| EXHIBIT (TABLE TOP) | ✓ | ✓ | ✓ | ✓ | ✓ |
| REPS | 2 | 2 | 2 | 2 | 2 |
| DAY 1 EVENING NETWORKING RECEPTION HOST | DAY 1 | DAY 2 | | | |
| LUNCH | | | DAY 1 | DAY 2 | |
| COFFEE BREAK | | | | | DAY 2 |
| CORPORATE PRESENTATION (15 MINUTES) | ✓ | ✓ | ✓ | ✓ | ✓ |
| CONFERENCE TICKETS | 8 | 6 | 4 | 2 | 1 |
| BANNER - AUDITORIUM | ✓ | ✓ | ✓ | | |
| BANNER - FOYER | ✓ | ✓ | ✓ | ✓ | ✓ |
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DELEGATE REGISTRATION

| COURSE FEES | FIRST CALL (\$USD) | EARLY BIRD (\$USD) | STANDARD (\$USD) |
|-------------|--------------------|--------------------|------------------|
| DEADLINE | 29 MARCH | 30 APRIL | 1 MAY ONWARDS |
| COURSE FEES | 1595 | 1795 | 1995 |

REGISTRATION FORM

ATTENDEE DETAILS

Name (Dr/Mr/Mrs/Ms): _____

Job Title: _____

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Signature (Mandatory): _____ Mobile Phone: _____

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Company Name: _____

Address: _____

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Approving Manager: _____

Job Title: _____ Email: _____

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Signature (Mandatory): _____ Mobile Phone: _____

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KW GROUP '2nd Global Halal Trade & Logistics'.

Hotel reservations and travel arrangements are the responsibilities of the registrant.

InterContinental Kuala Lumpur

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TERMS & CONDITIONS

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Cancellation must be received in writing at least 14 business days before the start of the event, to receive a refund less 50% processing fee per registration. No refund will be made available for cancellation notifications received less than 14 business days before the event.

KW Group reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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