

LET'S EXPLORE
ENDLESS OPPORTUNITIES IN
HALAL INDUSTRY

Two Days Specialized Training Workshop on Halal Tourism



26th – 27th June, 2020

Islamabad - Pakistan





Halal Tourism

About Halal Research Council

Halal Research Council is an organization working globally on Halal certifications in order to cater the needs of food and nutrition agencies and side by side non-food agencies especially in the FMCG sectors.

Halal Research Council certifies the products under the reverent coordination of recognized Shariah Supervisory Board, Highly qualified Food Technologists, Chemical Engineers and R&D professionals in respect of eligibility for Certification through research based methodology scrutinizing the sources of ingredients, examining the entire supply chain, chemical examination and analyzing Shariah prospects of ingredients used in the products.

Halal Tourism

Halal Tourism is a subcategory of religious tourism which is geared towards Muslim families who abide by Shariah rules. Muslim traveler's requirements for travel are different to those of non Muslim travelers. They require alcohol free environments as well as Halal food in the countries in which they travel. The resorts/ hotels in Halal Tourism do not serve alcoholic beverages, pork; have separate swimming pools and spa facilities for men and women conforming to the Shariah permitted environment for Muslim Tourists. In Halal tourism chicken, meat and beef comes from a Halal source, way and processing by Halal slaughtered animal. It is estimated that Halal Tourism market spent \$ 137 billion in 2012 which will reach at \$ 200 billion in 2020.

Halal Tourism especially during travelling brings conveniences for both men and women. Some components of Halal Tourism are the beauty such as prayer calls for all, separate prayer rooms, availability of Qur'an, caretaker desks and websites having Muslim-related information such as prayer times, mosque with locations and Halal Food center/s, translation services and other assistance that may be needed by the tourists from Muslim countries, especially those who are unable to communicate in English and generally, a Muslim-friendly environment. In modern era, greater mobility and increased migration of the Muslim communities the travelling has become a part and parcel of everyday life, thus tourism has been an important source of revenue for many countries. Halal tourism is a product which, adding value, purifies the tourism industry. It has been the need of time for corrective measures and initiatives to for Halal Tourism. With the growth of Halal Tourism, Food and non-food industry will find new markets to undertake research, adopt technologies for Halal food processing, preservation and packaging, Halal food safety and refined sanitation.



Training Contents

Halal Tourism:

- Introduction to Halal Tourism
- Halal Tourism Standard
- Significance and need of Halal Tourism
- Global Trends and Practices
- Key players

Global View:

- Global view of Halal Tourism Industry
- Top rated Halal Tourism regions
- Current best places and future potential regions of Halal Tourism
- Real time case study "Halal Tourism for economic growth and development"

Halal Tourism Marketing:

- How to market the Halal Tourism
- Techniques and initiatives to be taken by Islamic Financial Institutions

Financial Sector

- Need of investment/ finance
- Islamic Banking industry and Halal Tourism
- Source of investment for Islamic Financial sector
- Optimal return to the Islamic Financial Institutions

Role of Stakeholders

- Role of Airline companies
- Role of resorts (location, environment and facilities etc).
- Role of restaurants (foods, beverages, facilities and lacking areas) with necessary corrective measures thereto.
- Role of Travelling agencies
- Muslim minorities associations for Halal Tourism development

How to address the Halal Tourism:

- Identifying the issues of Halal Tourism
- Solution to the problems of Halal Tourism around the globe
- How to address the issues of Halal Tourism
- Alliance of Public and Private sector for Halal Tourism promotion

Investment in Halal Tourism:

- Investment in Halal Tourism
- Missing but potential areas of Halal Tourism for investment
- Benefits to the investors
 - Return from Halal Tourism
- Halal Logistic
 - Nature, need, availability and benefits



Speakers Profile



Dr. Syed Muhammad Ghufraan Saeed
(Expert Food Technologist)

Dr. S.M. Ghufraan Saeed is an Expert Food Technologist and currently working as Assistant Professor in Department of Food Science and Technology, University of Karachi, he had serve for Department of Food Engineering, NED University of Engineering and Technology. Last three years had serve for well-known Multinational Company, SGS Pakistan as Assistant Manager in Department of Agricultural Services. During stay at SGS, he establish state of the art lab for the testing of HALAL food through DNA basis. He also involved in teaching, Department of Food Science and Technology, University of Karachi during the session 2007 to 2012 (Five years). He also works in HEJ Research Institute as Research Associate. He has sound background of the subject and capable of handling and research study based on food. His analytical ability and critical thinking often helps in solving research based problems and to reach the correct findings and conclusions. During last eight years he gets training from Department of Food Bioscience, Reading University, UK on Full funding of British Council, Twenty four research publications in National and International Repute Journal, Address public interest issues related to food through Print and Electronic media, Present the research work and Halal Food Management System in Workshops, Seminars and Symposium on International level in UK, New Castle, Dubai, Hong Kong and Pakistan. Member of Executive Committee of 1st and 2nd Nutraceutical Food conference in 2009 and 2010, held in HEJ Research Institute of Chemistry and Department of Food Science and Technology respectively, with collaboration of British Council Karachi and English Biscuit Manufacturer. Executive member of committee for celebration of World Food Day 2015, certified lead auditor of FSSC 22000 and PNAC approved ISO 17025 assessor.



Mufti Raees Ahmad
Member – Shariah Advisory Committee

Mufti Raees Ahmad is the member of Shariah Advisory Committee of Halal Research Council and qualified Takhsus – Fil – Fiqah (Specialization in Islamic Jurisprudence - equivalent to PHD), Shahadatul Aalamia (Equivalent to M.A Arabic & Islamic Studies) Wifaq-ul-Madaris Arabia Pakistan, Dora Qaza-wa-Tahkeem from Jamia tul Rasheed Karachi. He has much expertise in Halal Trainings as he has conducted number of customized training workshops in different Halal institutions in Pakistan.



Who should attend this Training?

- Government officials/ nominees
- Airlines & Airport Operators
- Hotels and Resorts
- Home stay Operators
- Ground Transports
- Boats & Cruises
- Tour Guides
- Time Shares
- Travel Product Suppliers
- Government Agencies and NGOs
- Public & Private investors
- Islamic Banks and Takaful Companies
- Telecommunication Companies
- Business and Trade Associations
- Media & Publishers

Training Methodology

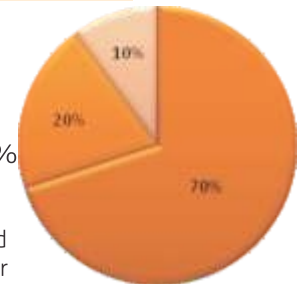
The segregation of methods to be used for training is following:

- 70% of total time for lectures/Slide Show/Multimedia Presentations
- 20% of total time for Class discussions and experience sharing (Q&A Session)
- 10% of total time for Individual and group work presentation

70% Lectures/Slide show/Multimedia Presentations

20% Class discussions and experience sharing (Q & A Session)

10% Individual and group work presentation 10% of total time



Training material will be provided as per the content design by the experts. A detailed facilitation plan for each session of training course will be developed including power point slides and printed copies of the material.





Registration Form

Two Days Specialized Training Workshop on Halal Tourism

26th – 27th June, 2020 Islamabad - Pakistan

Please complete and return by e-mail, regular mail or fax.

Please note that the name and title you give here, will be printed on participants' list and on certificates.

Participant Information

Title _____ Prof. Dr. Other: _____ Mr. Ms. Mrs.

First name _____

Last name _____

Organization _____

Address _____

Postal/Zip code _____ City: _____ Country: _____

Venue: _____

Telephone: _____ Fax: _____ E-mail: _____

Training Fee

The Training fee shall include admission to the Two days specialized Training, Tea/Coffee, Lunch, Training Material and Certificates.

TRAINING	Fee Detail
Two Days Specialized Training Workshop on Halal Tourism 26 th – 27 th June, 2020 at Islamabad - Pakistan	PKR 24,500/-

Account details for payment

You can proceed your fee by Cheque or Demand Draft in favour of Halal Research Council or You can also transfer your fee Online/Wire Transfer. Bank account Detail is below.

For Participants

Beneficiary Name: Halal Research Council
Beneficiary A/C#: 3421-10044375009
Bank Name: Faysal Bank Limited
Branch Address: Cavalry Ground (Islamic Branch) Lahore, Punjab - Pakistan
Bank Swift Code: FAYSPKKA

Corresponding Bank: Standard Chartered Bank, New York U.S.A
SWIFT ADDRESS: SCBLUS33
IBAN: PK84FAYS3421010044375009

Additional Instructions

- Payment Information Registration forms must be accompanied by full payment in order to be processed.
- Full payment is due on registration
- Registration will not be confirmed until full payment has received
- Confirmation Please allow 3 days for e-mail confirmation of your registration.

By sending in this registration form, I acknowledge that I commit myself to the immediate payment of the full Workshop fee. I have taken notice of the cancellation terms on this form.

Return Address: **HALAL RESEARCH COUNCIL**

98 A Sunflower Society, J1, Johar Town - Lahore
Ph: +92 42 359 13096 - 8
Fax: +92 42 359 13056
E-mail: info@halalrc.org
Web: www.halalrc.org

Date: ___/___/___ Signature: _____



Our Promise

◇ Service Excellence

We are committed to the highest level of professionalism, and Strive to be respectful, responsive, and reliable.

◇ Quality Products

All our services meet the required standards, and offer you competitive pricing and strict regulatory compliance.

◇ Highly Sharia Compliance

Our services are carefully designed for strict adherence to the principles of Sharia. Every product we offer is reviewed, approved, and overseen by highly respected, independent Professionals.

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