

# Halal Digital Forum 2021

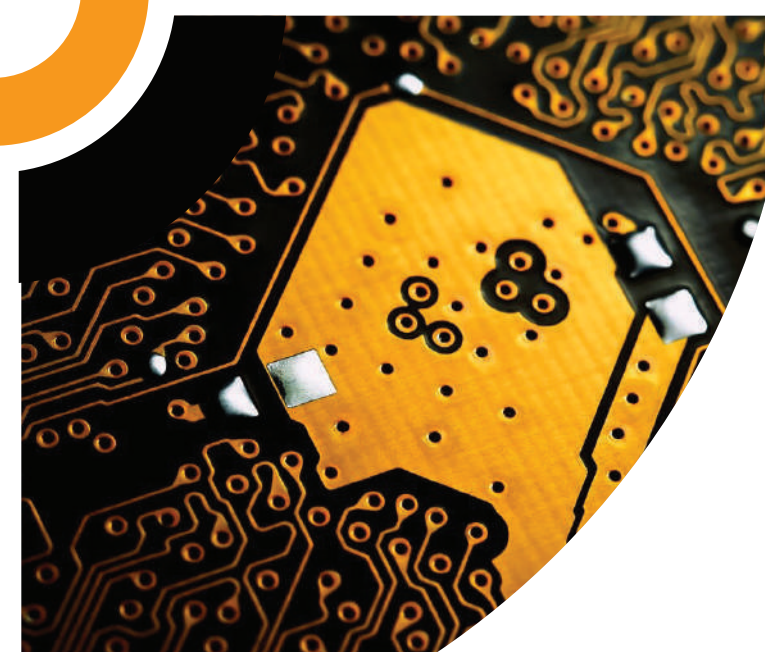
## Driving the Force in Making Malaysia as the Global Halal Hub through Digitalisation

Virtual Event

24<sup>th</sup> - 25<sup>th</sup> February 2021



**Opening Keynote Address by**  
YB Dato' Seri Mohamed Azmin Ali  
Senior Minister  
Ministry of International Trade & Industry



Supported by:





## About the Event

Without a doubt, the outbreak of Covid-19 has changed our life and routine rather tremendously and drastically. Admittedly it has impacted our daily routine and pattern which somehow forces us to immediately adapt to the changes and rather embrace the new norm. Furthermore, we have seen a significant increase of usage and how it has impacted the economy.

With a comprehensive Halal ecosystem, Malaysia is endowed with a competitive advantage to fully capitalize this timely opportunity. Malaysia is strongly committed in leading the nation's digital economy and becoming the global hub in halal industry. With over 40 years of experience in the development of Halal industry, Malaysia continues to rise above the occasion and become the pioneer of Halal industry. In the ever-changing economic disparity due to the global pandemic, we must then take charge and continue the effort in finding the golden opportunities in the global Islamic digital economy.

In the era of the Fourth Industrial Revolution (Industry 4.0), FinTech, blockchain, cloud and artificial intelligence (AI) must be embraced for a bigger and better future. The world is rapidly re-inventing itself with emerging technologies that have successfully brought huge improvements to the society and ummah.

The *Halal Digital Forum 2021* brought to you by Bizzarence Technologies is Southeast Asia's most interactive meeting for halal industry leaders, key officials of government agencies and economists in creating critical platforms for dialogue focusing on business models and innovation that is disrupting the industry. This exclusive one-day interactive summit themed "*Driving the Force in Making Malaysia as the Global Halal Hub through Digitalisation*" will discover the latest insights on achieving financial sustainability, transformational digital solutions in business operations, emerging trends in the halal industry and new technological solutions to stay relevant in the pandemic era.

## The Halal Digital Forum 2021 objectives are as follows:

- Championing the halal trade and investment opportunity to raise more awareness and promoting a healthier economy
- Accelerating growth for all stakeholders in the halal industry through innovative technology
- To better prepare delegates with the sustainable halal and competitive aspects of the halal industry
- Gain insights on how digital technologies can make the halal industry more efficient and effective
- Overseeing the halal Malaysia ecosystem and promoting innovative partnership
- Empowering the Islamic digital economy

## Who will be attending the Event?

This Forum will prove particularly worthwhile for CEOs, Heads, VPs, Directors, Head of Departments, Managers and Executives responsible for:

- Global Halal Industry
- Islamic Banking
- Technology
- Digital Transformation
- Halal Affairs
- Trade & Logistics
- Halal Department
- Supply Chain
- Quality Assurance & Control
- Legal



## **This Halal Digital Forum is to support the current vision of the government in making Malaysia the Global Leader of Halal Industry**

**Below are Initiatives from the government:**

- **To support the Halal Master Plan 2030**
- **Realizing the dream of establishing Malaysia as the centre of halal food**
- **To support the eleven strategic thrusts have been set for the development and promotion of Malaysia as a global halal hub**
- **To Boost the formation of an Islamic Digital Economy in Malaysia**
- **Creating a holistic and conducive entrepreneurship ecosystem to support Malaysia's inclusive, balanced and sustainable socio-economic development agenda**

## **Potential Partners that are invited to support the Halal Digital Forum 2021**

- **Ministry of International Trade and Industry**
- **Halal Development Corporation**
- **Ministry of Entrepreneur Development and Cooperatives**
- **Malaysia Digital Economy Corporation (MDEC)**
- **Association of Islamic Banking and Financial Institutions Malaysia (AIBIM)**
- **Cradle Fund Sdn Bhd**
- **International Centre for Education in Islamic Finance (INCEIF)**
- **Department of Islamic Development Malaysia**
- **Halal International Selangor**
- **Malaysia External Trade Development Corporation**
- **EU-Malaysia Chamber of Commerce and Industry**
- **HalalFocus**
- **Japanese Chamber of Trade & Industry, Malaysia**
- **The National Chamber of Commerce and Industry of Malaysia**
- **Malaysian Industry-Government Group for High Technology**
- **SME Corporation**
- **The Malay Chamber of Commerce Malaysia**
- **Malaysian Global Innovation & Creativity Centre**
- **Dunia Fintech**
- **The Associated Chinese Chambers of Commerce and Industry of Malaysia**
- **World's Poultry Science Association Malaysia Branch**
- **Professional Culinaire Association of Malaysia**
- **AlHuda Centre of Islamic Banking and Economics**
- **The Malaysian Institute of Food Technology (MIFT)**
- **Malaysia Franchise Association**



## SUPPORTING PARTNER



### Halal International Selangor

Aspire Flagship Sdn Bhd is an organization entrusted to spearhead and implement the Selangor state initiative under the program Halal International Selangor. HIS was established in 2016 with a mission "To create a Halalan Toyyiban ecosystem that connects local and global stakeholders to halal trade and business opportunities."

HIS main objective is to develop human capital in halal through the programme Halal Technical Competent Person (HTCP) and at the same time to increase the Halal Trading through the programme and Halal Trade Delivery Assurance (HTDA) Hub.



### PERDASAMA

PERDASAMA is a non government organisation focusing mainly on bumiputera businesses rights and agendas.

Actively coming with new ideas for its members to participate seriously in various industries for their businesses, PERDASAMA encourages transformation and open relationships between bumiputera companies and non-bumiputera companies and vice versa.

PERDASAMA dedicated team from the bottom staff to the advisers contributed to the success of the organisation and with the continuous support from 16 branches throughout Malaysia



## TECHNOLOGY PARTNER



### Right CliQ

**RightCliQ Solutions (M) Sdn Bhd offers technology consulting and beneficial technology partnerships to enterprises and organizations who are on the path towards digitizing. We strive to transform businesses pragmatically by creating trust worthy experiences and offer dependable software solutions and services from vision to code and everything in between the Software Development Life Cycle.**

**We are at the heart of the Web, Mobile, Social and Cloud revolutions - where there is a need to rethink protection and verification.**

**The immutable nature of the blockchain prevents data frauds, product fakes, counterfeit certificates and at the same time helps overcome the need for relying on third party verification as the movement of data can be tracked and traced along any type of value chain. Based on this concept, we build custom solutions for various industries. Our protection and verification suite of solutions leverage \*VeriDoc Global's patented verification system powered by blockchain and QR code technologies.**

**\*RightCliQ is VeriDoc Global's Regional Partner for APAJ**



## KNOWLEDGE PARTNER

# INCEIF<sup>®</sup>

THE GLOBAL UNIVERSITY OF ISLAMIC FINANCE

### INCEIF

INCEIF was founded by Bank Negara Malaysia. It is a leading global university for Islamic finance with AACSB accreditation, making it a truly world class university for postgraduate Islamic finance programmes. With this accreditation, INCEIF joins the top 5% of business schools in the world.

- The SETARA 5 rating puts INCEIF on the top quadrant of education institutions in Malaysia
- With students and alumni from more than 148 countries, INCEIF offers a truly global experience
- INCEIF curriculum is driven by practical content with input from the industry
- Renowned Faculty Experts in
  - Islamic Social Finance
  - Islamic Banking
  - Islamic Capital Market
  - Islamic Economy
  - Takaful
  - Wealth Management
  - Waqaf & Zakat

INCEIF provides rigorous academic programmes such as Professional Certificate in Islamic Finance (PCIF), Masters in Islamic Finance Practice (MIFP), MBA (Sustainable Business), MSc in Islamic Finance and PhD in Islamic Finance. The university is also at the frontier of research, providing graduates with the opportunity to develop advanced analytical & technical skills that are sought after by global employers.

INCEIF has three intakes in each academic year (January, June & September). INCEIF also provides financial aid (Bursary, Scholarships and others) to qualified students.

Find out more at [www.inceif.org](http://www.inceif.org)



## MEDIA PARTNER



**HalalFocus.com** is an online news resource for businesses involved in the global Halal industry; also including relevant ethical issues associated with it. Since 2007 HalalFocus has provided online daily news updates, cutting edge commentary, research papers, Halal events and new developments in technology now being introduced into the food industry for traceability, food safety and fraud protection, within this growing sector. HalalFocus is an excellent resource for researching all categories of the Halal sector over the years.



**AlHuda Centre of Islamic Banking and Economics (CIBE)** is a recognized name in Islamic banking and finance working in the areas of Advisory , Training, Education, Shariah Audit , Certifications and publications. AlHuda CIBE is identified as a prominent sole institution all over the world for providing the relevant services under one umbrella and is proud to work mutually with 40 international organizations as a strategic partner for the development of Islamic banking and finance worldwide.



**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.



## ADVISORY PARTNER



### Rozi Osman International

**Rozi Osman International PLT is a firm established by Ms Roziatul Akmam Osman, a Halal Subject Matter Expert, specialising in Strategic Halal Leadership and Management along with Strategic Halal Marketing and Continuous Improvement.**

**Ms Rozi Osman is a duly-certified Halal Executive and Internal Halal Auditor by the Halal Professional Board under Malaysia's Department of Islamic Development (JAKIM). She is also a Certified Public Accountant (CPA) as well as a Lean Six Sigma Green Belt holder. Her accumulated wealth of experience and expertise from over 15 years of exposure in the Halal industry, combined with more than 20 years of involvement in the accountancy profession, form the underlying strengths for the services she provides through her firm.**





## Esteemed Speakers



**Rizal Mohd Yusof**  
Head of SME Banking  
Bank Islam Malaysia Berhad, Malaysia



**Rizal Nainy**  
Chief Executive Officer  
SME Corp. Malaysia



**Dato' Azman Shah Mohd Yusof**  
Chief Executive Officer  
North Port (Malaysia) Bhd



**Bilal Parvaiz**  
Director - Islamic Business & Head Product  
Management (CCIB)  
Standard Chartered Bank, Malaysia



**Ms Joann Enriquez**  
Chief Executive Officer  
Investment Account Platform, Malaysia



**Zahrol Ahmad**  
Managing Director  
Cargomind Sdn Bhd



**Zulkarnine Shah Zainal Abidin**  
Chief Operating Officer  
Halal International Selangor, Malaysia



**Rozi Osman**  
Halal Subject Matter Expert  
Rozi Osman International PLT, Malaysia



**Andy Roy Sian**  
Digital Transformation Leader  
NEM Malaysia Sdn Bhd, Malaysia



**Assoc Prof Dr Mohamed Eskandar Shah**  
Assoc Dean, School of Graduate and Professional  
Studies, INCEIF  
Financial Sector Specialist Consultant, World Bank



**Aliasgar Abbas**  
Chief Executive Officer  
RightCliQ Solutions, Malaysia



**Remea Yaakub**  
Director of Halal, F&B and Agro-based Section  
Malaysia External Trade Development Corporation  
(MATRADE)



**Aida Lim Abdullah**  
Chief Executive Officer  
Penang Halal International



**Dr. Mohd Iskandar Illiyas Tan**  
CEO and Co-Founder  
HOLISTICS Lab Sdn Bhd (UTM Spin-Off Company)



## CONFERENCE AT A GLANCE

**DAY 1**  
**24<sup>th</sup> Feb 2021**  
**Malaysia Time, MYT UTC/GMT +8 hours**

**0800 Registration & Morning Coffee**

**0830 Welcoming Note & Chairperson's Remarks**

**0845 Opening Keynote "Driving the Digital Transformation in Making Malaysia as the Global Halal Hub"**  
by YB Dato' Seri Mohamed Azmin Ali, Senior Minister of International Trade & Industry

**0915 Session One**

**Panel Discussion: Reshaping Malaysia's Halal Digital Scene for a Better Today and Tomorrow**

Malaysia is keeping pace with Southeast Asia's digital transformation by recording the highest percentage of digital consumers with 83 per cent of its population. Find out what is the current progress on digital and Halal initiative by our current government.

- Understanding the impact of digital adoption on Halal Industry
- Pushing through the COVID-19 recovery will be digital
- Preparing the Halal small and medium enterprises for the new wave of business as the global digital economy comes of age.
- Creating the need for contactless and cashless transactions, social distancing, and an emphasis on cleanliness and Safety.

[MODERATOR]

Rizal Mohd Yusof ( Head of SME Banking - Bank Islam, Malaysia )

[PANELIST]

Rizal Nainy ( Chief Executive Officer- SME Corp. ,Malaysia )

Dr. Mohd Iskandar ( CEO and Co-Founder - HOLISTICS Lab Sdn Bhd (UTM Spin-Off Company) )

Eng Chew Hian ( Ecosystem Development Director - Huawei Cloud and Ai Malaysia )

**1000 Session Two**

**The Blockchain -based Halal Traceability Systems: A Hype or Reality?**

Halal food such as meat can encounter several issues throughout its supply chain and logistics. At any time, Halal integrity is not guaranteed and risks of becoming non-Halal is the major concern of all parties along the supply chain.

- Many traceability systems were proposed based on emerging technologies and recommended to be incorporated into Halal food supply chains
- Greater decentralization, visibility and transparency.
- Suggesting Halal meat supply chain traceability system for real-time food tracing

by Aliasgar Abbas ( Chief Executive Officer - RlghtCliQ Solutions, Malaysia )



## CONFERENCE AT A GLANCE

### 1030 Coffee & Networking Break

### 1045 Session Three

#### **Panel Discussion: Championing the Halal Trade & Logistics Industry**

Halal trade is being recognized as a new benchmark to ensure safety and quality of products. Halal logistics applies the same principles as conventional logistics, but with a special exception on the type of products handled.

- Capture a slice of the fast-growing global halal market, estimated total US\$6 trillion for Ports and Logistics Company
- Understand the strategic function and coordination of logistics management in halal industry.
- Championing the rising demand for halal logistics
- Encourage halal logistics adoption, enlighten them on the prospect of halal logistics and the massive halal Industry
- Determine the role of the government in promoting halal logistics.

[MODERATOR] Zulkarnine Shah Zainal Abidin ( Chief Operating Officer - Halal International Selangor, Malaysia )

PANELIST] Dato' Azman Shah Mohd Yusof ( Chief Executive Officer - North Port (Malaysia) Bhd )  
Zahrol Ahmad ( Managing Director - Cargomind Sdn Bhd )

### 1110 Session Four

#### **Becoming the engine of growth of the halal Investment and promoting the innovative Partnerships**

- Build a road map for how public-private alliances can provide large-scale solutions for achieving the Halal industry goals
- Aiding in developing business models
- Engaging with public and private stakeholders; advocacy and awareness raising; providing expert consultancy services and collaborating with the researcher to generate new ideas for joint solutions, among other initiatives.

by Remea Yaakub, Director of Halal ( F&B and Agro-based Section - Malaysia External Trade Development Corporation (MATRADE) )

### 1150 Session Five

#### **Going Beyond Halal Food through the Expansion of Global Business Opportunities**

- Expand the halal offerings to consumers in this part of the world
- Beyond halal food to include halal pharmaceuticals, halal medical devices and even halal ingredients

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### 1230 Session Six

#### **Promoting technology adoption in halal's legislation?**

Malaysia already have a clear guideline on halal products as well as comprehensive and extensive scope of existing law. However, it was found that there are issues that need to be addressed and focus either in terms of enforcement and prosecution.

- The issue of Enforcement - JAKIM only play a monitoring role, confirming the error and its officers as witnesses related cases including the issue of the standardization of halal logo.
- The issue of prosecution - There are two main issues, namely the effectiveness of prosecution and constraints.
- The Drafting of Halal Malaysia Act - The most important in the formulation of the act is strictly lawful because it will give space to the implementation of halal in Malaysia much better.

[MODERATOR] Andy Roy Sian ( Digital Transformation Leader - NEM Malaysia Sdn Bhd, Malaysia )

[PANELIST] Prof Dr. Marco Tieman ( Founder - LBB International )

Dr Azlina Zakaria ( Director University Malaya Halal Research Centre - University Malaya, Malaysia )

Invited Panelist from JAKIM

### 1310 Lunch Break

### 1410 Session Seven

#### **Panel Discussion: The Formation of the Islamic Digital Economy and its Core Components**

- Empowering the Malaysian SME through capitalising the e-commerce platform and utilising it at full capacity
- Promoting healthier and sustainable economic welfare through the development of trading and investment
- Creating bigger and better job opportunities among Malaysian in the emerging sectors that increasingly embracing the Halal values in their operations

[MODERATOR] Ms Joann Enriquez ( Chief Executive Officer - Investment Account Platform, Malaysia )

[PANELIST] Bilal Parvaiz ( Director - Islamic Business & Head Product Management (CCIB) - Standard Chartered Bank, Malaysia )

Assoc Prof Dr Mohamed Eskandar Shah ( Assoc Dean, School of Graduate and Professional Studies (INCEIF) - Financial Sector Specialist Consultant, World Bank )

Aida Lim Abdullah ( Chief Executive Officer - Penang Halal International )



## CONFERENCE AT A GLANCE

**DAY 1**  
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### 1450 Session Eight

#### **Adoption of Technology in Malaysia : Current Progress and Where We are Standing Now?**

We are currently number 41 out of 180 countries on the Digital Adoption Index, COVID-19 pandemic had forced businesses to reshape how they ran their day-to-day operation, it had to shift from traditional methods to more digital and consumer-centric approaches.

- Technology adoption is no longer an option - it is now the needed solution to cushion the devastating impact of COVID-19.
- Are we aligned to Industry 4.0 aspirations that would attract investors and encourage human capital development?
- Providing the foundation to accelerate technology adoption by industry via smart partnerships

[Reserved for DUOPHARMA BIOTECH BERHAD]

### 1530 Session Nine

#### **The Strategic Effort Aligns with the Current Infrastructure through Smart Manufacturing in F&B Industry**

Developing a comprehensive industrial ecosystem, and for the halal industry to embrace new opportunities via the adoption of smart manufacturing processes that will enhance production flexibility and efficiency, and radically transform existing value chains and business models.

- The future of Malaysia's food and beverages (F&B) industry remained resilient to pandemic and recession-proof as manufacturers increasingly adopt digital technologies.
- Promoting the sharing of technical know-how and marketing of smart manufacturing technology to Halalpreneurs
- Towards increasing self-sufficiency in halal food.

### 1600 Coffee & Networking Break

### 1615 Session Ten

#### **Roundtable Discussion: Designing a Sustainable Halal Digital Industry Together**

**Methodology:** This Session will be two-way discussion that involved Delegates and the Moderators, each table will be providing with a set of questions by the Moderators to come out with strategy and plan on designing the Sustainable Halal Industry.

[MODERATOR] **Rozi Osman ( Halal Subject Matter Expert - Rozi Osman International PLT, Malaysia )**

### 1700 End of Forum



## WORKSHOP AT A GLANCE

**DAY 2**  
**25<sup>th</sup> Feb 2021**  
**Malaysia Time, MYT UTC/GMT +8 hours**

### **Interactive Workshop:** **Halal Integrated Platform** (4-hour session)

#### **Workshop Objective**

At the end of this workshop, participants should be able to:

- Understand how HIP can help your Organisation?
- Begin to access to high-quality halal ingredients that meet the Shariah-standard
- Learn to promote and advertise products online to larger audience through HIP
- Explore talents and hire workers that fit current needs



## COMPANY DETAILS

Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_

## ATTENDEE DETAILS

Name: \_\_\_\_\_  
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 Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_

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## CONTACT US

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Virtual Event	
Day 1	RM500
Day 2	RM500
Both Days	RM800
* Price Per Person	

## TERMS & CONDITION

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- 3. Cancellation Policy:** If you are unable to attend this event, a replacement client may be sent in your place at no extra charge. Bizzarence Technologies Sdn Bhd does not provide refunds for cancellations made more than 7 days after your registration is received, therefore the invoiced fee remains payable in full. We will refund your registration fee should you wish to cancel your registration within the 7 day cooling off period. Any cancellation must be made in writing and sent by email or fax. Bizzarence Technologies Sdn Bhd will make available course documentation to any delegate who is unable to attend and who has paid in full. Unfortunately some speakers request their papers are not distributed.
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## APPROVAL

\_\_\_\_\_  
 (signature)

Date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_