

28 June 2009



Brunei Darussalam is once again hosting two major Halal sector events, the IHMC International Halal Market Conference and the IHPE International Halal Products Expo from 30th July to 2nd August 2009



## IHMC 2009 lines up a group of top Halal sector specialists

The 4<sup>th</sup> Brunei International Halal Market Conference is being held on 1-2 August 2009 at the International Convention Centre.

The IHMC has earned a reputation as one of the top Halal sector conferences in the world, and the programme for 2009 boasts an impressive line-up of Halal industry specialists.

The theme for this year's event is "Halal – An Engine of Growth and Opportunity" and the conference will focus on some of the ways in which Halal has a key role to play in these times of economic turbulence.

"Our intention for this year's IHMC is really two-fold," commented Abdalhamid Evans, Director of Imarat Consultants, the event

organisers again for 2009. "We wanted to ensure that the content is relevant from an international perspective, to maintain the high standards of previous years. So we have an outstanding group of speakers, dealing with some cutting edge developments in the Halal industry globally.

"At the same time, we want this year's event to showcase some of Brunei's impressive achievements in the Halal sector. There have been some major developments in the role that Brunei plays in the Halal market, both regionally and globally, and these will be showcased at both the International Halal Product Expo from 30 July, and also at the IHMC. Brunei's Halal sector is really on the move, and this also represents a lot of new business

opportunities, so it is really worth attending these events."

The keynote address will be given by Yang Teramat Mulia Paduka Seri Pengiran Anak Puteri Hajah Masna binti Al-Marhum Sultan Haji Omar 'Ali Saifuddien Sa'adul Khairi Waddien, D.K.M.B., D.K., P.H.B.S., Ambassador At-Large, Ministry of Foreign Affairs and Trade.

Local speakers include

- **Hajah Normah Jamil**, Director of Agriculture, Ministry of Industry and Primary Resources, and
- **Ms. Zubaidah binti Haji Mahmud**, Senior Scientific Officer, Department of Pharmaceutical Services, Ministry of Health.

International speakers in this year's programme include

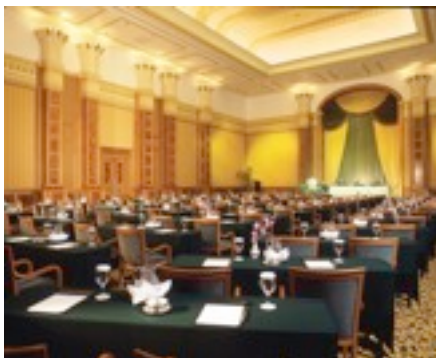
- **Tan Sri Dato' Muhammad Ali Hashim**, Chairman KFC Holdings (Malaysia) Berhad, Malaysia
- **Mr James Jessamine**, Master Planner, SQW Consultants, United Kingdom
- **Dr Paul Temporal**, Visiting Fellow, Saïd Business School, Oxford University, UK
- **Abdalhamid Evans**, Senior Analyst, Imarat Consultants
- **Ms. Selma Djukic**, President, White Owl Global Services Ltd, Canada
- **Mr. Darhim Hashim**, CEO of International Halal Integrity Alliance,
- **Professor Eiichi Tamiya**, Department of Applied Physics, Osaka University, Japan
- **Ms. Tina Jamaluddin**, General Manager Corporate Marketing, Prima Agri Products Sdn Bhd
- **Ms. Sandy Bucao**, Country Manager, Intertek Labtest, Philippines

There will also be an open panel session allowing full participation from the audience and to engage in discussion with the panellists. All in all, the IHMC 2009 is going to be a must-see event for anyone interested in the Halal industry

**Full details of the programme can be obtained from**

[www.brunehalalexpo.com](http://www.brunehalalexpo.com) and  
[www.halalfocus.com](http://www.halalfocus.com)

**For further enquiries, please contact the IHMC secretariat on +673 2333964, or email [ihmc\\_2009@yahoo.com](mailto:ihmc_2009@yahoo.com) or to [salama@imaratconsultants.com](mailto:salama@imaratconsultants.com)**



#### Book Your Seat!

The IHMC 2009 is a not-to-be-missed event for serious Halal sector stakeholders, whether in Government, Corporate or SME sectors, plus for academics and students. **Book Now!**



**Halal is creating a whole new horizon of business and investment opportunities that are just now coming to people's attention.**

**Now is an important time to pay attention to new market developments**

## The Halal Market surviving the economic downturn

The past 12 months have been full of reports of the credit squeeze, job losses and economic hard times, and there is now frequent reference being made to a 'global recession'.

Most of these reports have stemmed from the recession's epicentre in the USA, but due to the interconnected nature of the global economy, these ripples have spread out across the world, and we have certainly felt the aftershocks in South East Asia.

Politicians, analysts and commentators have expressed the opinion that this recession will be 'deep and long', and it seems fairly clear that the effects of the fundamental flaws in the credit markets that gave rise to these problems in the first place will be felt for a long time to come.

For those of us in the Halal industry here in S E Asia, it will be useful to look at what kind of effect the recession will have on our own businesses, and on regional Halal industry projects.

### People always buy food

One of the basic points to bear in mind is that the food market is often the last one to really feel the effects of recession. People cut back on luxuries first, so the basics of

food, clothing and shelter are fairly recession-proof. Prices may fluctuate, and demand will vary, but most families serve up three meals a day, three hundred and sixty-five days a year.

Food plays a double role in most peoples lives. We eat for nutrition, but we also eat for comfort and celebration, and – especially in hard times – we all still have the need to feel good about our lives, or to have a small reward for a job well done, and food often plays this important role in our lives.

A clear example of this can be seen in the fast-food market, where McDonalds reported a net profit increase of 80% for the year 2008, as more people turned to low-cost meals out instead of more expensive options.

A McDonalds spokesperson in Australia commented that they "served more customers in the final week of 2008 than in any week of our 32-year history."

Other fast-food companies, such as Subway, have reported a similar increase in sales for late 2008, underlining the fact that people are looking for cheaper ways to eat out in hard times.

### Halal sector is strong

But it is not just the fast-food end of the market that is holding up well. Halal food sales are also strong, and in many cases Halal options are out-performing their non-Halal competitors.



The range of opportunity in the Halal sector is as diverse as the range of foods on an international buffet. Opportunity is really only limited by your imagination.



Crescent Foods in Chicago, who produce high quality Halal chicken products that are at the top end of the price scale, have also reported increased demand in 2008.

Crescent CEO Ahmad Adam commented recently that despite having high-priced products, demand has never been higher, and as major US retailers come to realise the potential strength of the Halal consumers, they are all demanding case-ready lines for Halal chicken, beef and lamb.

This indicates that price is not the only criteria for success, and that quality and value are important factors regardless of the overall economic climate.

Furthermore, the Halal sector in general is still massively undersupplied, with supply nowhere near meeting the overall consumer demand.

Relative to the size of the consumer market, there are still only small numbers of Halal-certified product lines available to the global market.

However, there are indications that this is about to change. Some of the major food producers that have suffered from the downturn are taking a serious look at the Halal sector as a route to economic survival.

Going Halal not only gives wider access to US consumers, especially the currently under-rated US Halal consumers, but also opens up export potential to the wider Halal market.

With so many Muslim majority countries still major importers of food, and with the weaker dollar, US producers who make the shift to Halal may find that they have new export markets opening up in front of them.

With new GCC Halal slaughter guidelines being developed and - via the IHI Alliance - more open and collaborative accreditation procedures on the way, we expect to see significant developments in the international markets over the coming year.

So despite the doom and gloom in some sectors, there appear to be more new avenues of opportunity than ever in the Halal markets.

And with some of the new Halal industrial developments and international JV's about to come on-stream, the Halal sector is looking strong.

Brunei's new Halal sector developments will also bring some fresh energy and opportunity to the market, not just in South east Asia, but also farther afield in the GCC and European markets.

Halal Food and Finance may well prove to be recession-beaters, and the ramifications of this are far-reaching.

*For more Halal market news and updates, please visit [www.halalfocus.com](http://www.halalfocus.com)*



**I-2 August, Brunei Darussalam**

# Registration

## REGISTRATION DETAILS

Name \_\_\_\_\_  
 Occupation/Position \_\_\_\_\_  
 Company/Organisation \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ Post code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

## NATURE OF BUSINESS

Meat       Poultry       Dairy       Food Processing       Retail  
 Ingredients       Beverages       Pharmaceuticals       Contract Mfr       Packaging  
 Logistics       Government       NGO/Association       Certification       Academic  
 ICT       Marketing       Import/Export       Consulting       Media  
 Other (please state) \_\_\_\_\_

## SIZE OF ORGANISATION

1-10       11-25       26-50       51-100       101-200       201-500       500+

## IHMC 2009 REGISTRATION RATES (Please tick your chosen option)

<input type="checkbox"/> <b>Early Bird Rate (until 30th June 2009)</b>	<b>BND 200.00</b>
<input type="checkbox"/> <b>International Delegate Rate (after 30th June 2009)</b>	<b>BND 250.00</b>
<input type="checkbox"/> <b>International Returning Delegate (from 2006, 2007 &amp; 2008)</b>	<b>BND 200.00</b>
<input type="checkbox"/> <b>International Group Rates (3 or more delegates)</b>	<b>BND 180.00</b>
<input type="checkbox"/> <b>Local Delegates - Private Sectors/Associations</b>	<b>BND 100.00</b>
<input type="checkbox"/> <b>Local Delegate Rate - Company under Business Incubator Program, Ministry of Industry and Primary Resources</b>	<b>BND 50.00</b>
<input type="checkbox"/> <b>Local Delegate Rate - Student</b>	<b>BND 10.00</b>

## PAYMENT OPTIONS (Please tick your chosen option)

**I will pay upon arrival during the Registration session on the 1st August 2009**  
 **I hereby enclose a cheque for BND \_\_\_\_\_ payable to BG COLLECTION AC TUTONG**  
 **I have transferred the sum of BND \_\_\_\_\_ to BG COLLECTION AC TUTONG**  
**Account Number: 001-839000-0001 at HSBC Ltd, 7 Jalan Enche Awang, Pekan Tutong, Tutong TA1341, Negara Brunei Darussalam, quoting Swift Code "bnbb".**  
**A copy of the transfer slip is attached.**

## Please send the completed form to:

Mrs Hajah Siti Maslina, The Secretariat, 4th International Halal Market Conference 2009, Entrepreneurial Development Centre, Ministry of Industry and Primary Resources, B19, Simpang: 32-15, Kampong Anggerek Desa, Jalan Berakas, Negara Brunei Darussalam.  
 Tel: +673 2333964, +673 2334172, Fax: +673 2334136, email: ihmc\_2009@yahoo.com

Name \_\_\_\_\_ Signed \_\_\_\_\_

**For further enquiries, please contact: Mr Effandi Bin Haji Salleh at [effandisalleh@gmail.com](mailto:effandisalleh@gmail.com)**

**OR Mrs Salama Evans at [salama@imaratconsultants.com](mailto:salama@imaratconsultants.com)**

**For further details, please refer to [www.bruneihalal.gov.bn](http://www.bruneihalal.gov.bn) OR [www.bruneihalalexpo.com](http://www.bruneihalalexpo.com)**