

# MAKKAH HALAL FORUM - Third Edition

## Halal as a Professional Industry



Under the Patronage of  
**H.E. Dr. Majid bin Abdullah Al-Qasabi**  
**Minister of Commerce**



14-16  
February 2026



Makkah Chamber exhibition  
& convention center

Organizers



HALAL  
360°



@MakkahHalal  
makkahhalalforum.com



## Day 1

Saturday 14 February 2026

### Registration

1:30 pm : 2:00 pm 

Main Exhibition Hall 

### High-Level Conference

2:00 pm : 8:00 pm 

Theatre 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

### Exhibition

2:00 pm : 10:00 pm 

Theatre 

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

### Halal Experts Corner (By Reservation)

2:00 pm : 10:00 pm 

Main Exhibition Hall 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

### Halal Chefs

3:00 pm : 9:00 pm 

Main Exhibition Hall 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

### Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm 

Meeting Room 

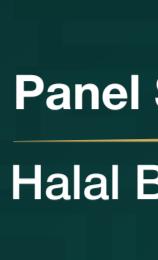
Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

### High-Level Roundtable (Closed)

7:00 pm : 09:00 pm 

Meeting Room 

Exclusive closed-door roundtables bringing together global halal leaders to foster strategic collaboration, knowledge exchange and actionable insights shaping the future of the halal industry.

**Day 1****Saturday 14 February 2026****Opening Remarks**

**H.E. Mr. Yousef Hassan Khalawi**  
Secretary General, Islamic Chamber  
of Commerce and Development

2:00 pm – 2:05 pm

14 February 2026

Theatre

**Panel Session****Halal Branding for Global Positioning**

**Mr. Nafees Khundker**  
Group Chief Executive Officer &  
Managing Director at Bitsmedia Pte Ltd  
(Muslim Pro App)



**Mr. Ufuk Seçgin**  
Co-Founder & Chief Marketing  
Officer at Halalbooking



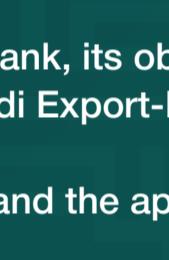
**Mr. Khawaja Ahmed Osman**  
Chief Executive Officer, Pasha Fabrics



**Moderator**  
**Ms. Farzana Baduel**  
President-Elect of the Chartered Institute  
of Public Relations (CIPR)  
& CEO of Curzon PR

**Leader Talk****Halal as a Global Professional Identity**

**H.E. Mr. Yousef Hassan Khalawi**  
Secretary General, Islamic Chamber  
of Commerce and Development



**Moderator**  
**Dr. Bandar Arab**  
Executive Director,  
Savola World foundation

**Asr Prayer**  
03:50 PM : 04:15 PM

**Workshop****Financing and Insurance Solutions from the Saudi Export-Import Bank****Workshop Topics:**

- Introduction to the Saudi Export-Import Bank, its objectives, and its role.
- Products and services offered by the Saudi Export-Import Bank.
- Export financing guarantee programs.
- How to benefit from the bank's products and the application process.



**Mr. Fawaz Khayyat**  
Financial Institutions Management



**Mr. Bader Al-Khawaji**  
Business Development Management



**Mr. Abdulaziz Al-Sulami**  
Business Development Management

**Panel Session****Halal Positioning – A National Economic Asset**

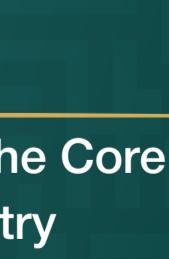
**Mr. Abu Bakar Yusof**  
Chief Executive Officer  
at The Malaysia External Trade  
Development Corporation – MATRADE



**Miss Titi Khoiriah Muhalis**  
Deputy Chairperson at the Indonesian  
Chamber of Commerce  
and Industry (KADIN)



**Mr. Muhammad Atif Hanif**  
Chief Executive Officer of Al Baraka Bank Pakistan



**Mr. Dino Selimović**  
Advisor to the Minister of Foreign  
Affairs of Bosnia and Herzegovina



**Mr. Marut Mekloy**  
President, Thai Muslim Trade Association (TMTA)



**Moderator**  
**Mr. Conor Clifford Murphy**  
Partner at DinarStandard

**Maghrib Prayer**  
06:00 PM : 06:35 PM

**Panel Session****Islamic Finance & Investment as the Core of Global Professionalism in the Halal Industry**

**His Eminence Shaikh Yasser Abdulaziz Al-Murshidi**  
Head of Sharia Compliance and Secretary General  
of the Sharia Committee at Al-Inmaa Bank



**Mr. Khurram Hilal**  
Chief Executive Officer Islamic  
Banking at Standard Chartered Bank



**Dr. Muawiya Al-Qawasmi**  
Director of Corporate and Project  
Management at the Arab Islamic Bank



**Moderator**  
**Mr. Ibrahim El-Sayed**  
International Relations and Business  
Development Manager at Albaraka  
Fourn for Islamic Economy

5:40 pm – 6:00 pm

14 February 2026

Theatre

6:35 pm – 8:00 pm

14 February 2026

Theatre

## Day 2

Sunday 15 February 2026

### Registration

1:30 pm : 2:00 pm   
Main Exhibition Hall 

### Exhibition

2:00 pm : 10:00 pm   
Main Exhibition Hall 

### High-Level Conference

2:00 pm : 10:00 pm   
Theatre 

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

### Halal Chefs

3:00 pm : 9:00 pm   
Main Exhibition Hall 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

### Halal Experts Corner (By Reservation)

3:00 pm : 7:00 pm   
Main Exhibition Hall 

A premium conference featuring keynote addresses, leadership talks, and expert panel discussions exploring the dynamics, opportunities, and future of the global halal economy.

### Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm   
Meeting Room 

Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

### MoU Signing Platform

7:00 pm – 8:00 pm   
Media Wall 

### Official Opening Ceremony (Invitation Only)

8:00 pm : 10:00 pm   
Theatre 

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

## Day 2

Sunday 15 February 2026

### Panel Session

#### C-Suite Readiness for Strategic Capacity Building



**Mr. Fazal Bahardeen**  
Chief Executive Officer,  
CrescentRating & HalalTrip



**Mr. Murat Onuk**  
Managing Partner,  
Arz Asset Management



**Mr. Junaid Wahedna**  
Founder and Chairman of Wahed



**Moderator**  
**Dr. Bandar Arab**  
Executive Director,  
Savola World foundation

Asr Prayer  
03:20 PM : 04:15 PM



### Workshop

#### Artificial Intelligence and Professionalism in the Halal Industry

4:00 pm – 6:00 pm

15 February 2026

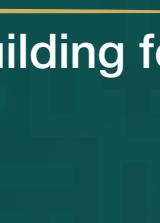
Meeting Room

##### Workshop Topics:

- Challenges and opportunities presented by artificial intelligence in the halal sector.
- Review of best professional practices in product verification, supply chain management, and digital authentication.
- Presentation of practical tools and strategies for halal companies to implement AI solutions in a professional and effective manner.
- Enhancing participants' understanding of how to build consumer trust through innovation and adherence to the highest professional standards.



**Mr. Muhammad Malik**  
Co-founder of SIFR Initiative



**Mr. Talha Shaikh**  
Digital Transformation Specialist, ICCD



**Mr. Daniyal Ahmed**  
AI Specialist, ICCD

### Leader Talk

#### Country Success - BiH's Capacity Building for Halal Economic Growth

4:15pm – 4:35 pm

15 February 2026

Theatre

### Panel Session

#### Powered by Halal Echo : From Influence to Leadership: The Role of Influencers as Entrepreneurs in the Halal Sector



**Ms. Passant Nur El-Din**  
Content Creator & Tour Guide



**Mr. Gikhedel Benchamin**  
Content Creator – Thailand



**Ms. Farzana Baduel**  
President-Elect of the Chartered Institute  
of Public Relations (CIPR) & CEO of Curzon PR



**Moderator**  
**Ms. Efnan Han**  
International News Anchor at TRT World



**Mr. Muhammad Malik**  
Co-founder of SIFR Initiative

6:00 pm – 6:10 pm

15 February 2026

Theatre

February 14 - 16, 2026

February 14 - 16, 2026

## Day 3

### Registration

Monday 16 February 2026

1:30 pm : 2:00 pm

Main Exhibition Hall

### Exhibition

2:00 pm : 10:00 pm

Main Exhibition Hall

An interactive exhibition showcasing halal-certified organizations, leading brands, institutions, and international trade opportunities across the halal value chain.

### B2B Meetings Platform

2:00 pm : 10:00 pm

Networking Lounge

A curated business matchmaking platform facilitating targeted peer-to-peer meetings and strategic connections among global halal stakeholders.

### Halal Chefs

3:00 pm : 9:00 pm

Main Exhibition Hall

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

### Women Empowerment in Halal Track

4:00 pm : 5:20 pm

Theatre

A dedicated track advancing women's leadership in the halal economy through impactful dialogue and empowerment.

### Specialized Workshops (Masterclasses)

4:00 pm : 6:00 pm

Meeting Room

Practical, application-focused workshops designed for the private sector and chamber representatives, aimed at enhancing operational efficiency and transferable industry knowledge.

### HalalPreneurship Track

5:30 pm : 6:45 pm

Meeting Room

A strategic track highlighting high-impact business models, next-generation leaders, and globally scalable startups within the halal economy.

### Halal Echo ( Influencers Gathering )

7:00 pm : 9:00 pm

Meeting Room

Live culinary demonstrations highlighting the creativity and global versatility of halal ingredients, reimagining international cuisines through halal-compliant innovation and modern culinary expression.

Day 3

Monday, 16 February 2026

## Panel Session

4:00 pm – 5:20 pm

16 February 2026

Theatre

### Advancing Muslim Women's Professionalism in the Global Halal Markets



**Ms. Alia Jafar**

Director International Relations,  
Islamic Chamber of Commerce  
and Development



**Ms. Diana Sabrain**

Co-Founder and Chief  
Executive Officer, OneAgrix



**Ms. Nawal AlBabtain**

Director of Halal Product Advisory (HPA)  
at Halal Product Development Company (HPDC)



Moderator

**Ms. Natavan Mammadova**

Secretary-General, Maida Nazir  
for Women's Economic Empowerment

## Workshop

4:00 pm – 6:00 pm

16 February 2026

Meeting Room

### SMIIC, OIC Global Halal Quality Infrastructure, a Modern System for Global Halal Market and OIC/SMIIC Standards on Halal Issues

#### Workshop Topics:

- Organization of Islamic Cooperation (OIC) & Standards and Metrology Institute for Islamic Countries (SMIIC)
- SMIIC's Structure and SMIIC Organs
- OIC Global Halal Quality Infrastructure( OHAQ), & IFHAB
- Modern System for Global Halal Market
- OIC/SMIIC Standards on Halal Issues



**H.E. Mr. İhsan Övüt**

Secretary General of the Standards and  
Metrology Institute for the Islamic Countries (SMIIC)

## Panel Session

5:30 pm – 6:45 pm

16 February 2026

Theatre

### Halapreneurship Track in partnership with Saleh Kamel Sustainable Entrepreneurship & Enterprise Development Organization (SKSEED)



**Mr. Ayman Elsawy**

Chief Executive Officer at Bokra Holding



**Mr. Saad Ismael Alami**

Chief Executive Officer, Fadl Invest



**Mr. Kerim Ture**

Founder & Chairman, SalamBooking



**Mr. Muhammed Taslaq**

Director of Investments at Alchemist Doha



Moderator

**Dr. Wael ElDesouki Bedda**

Secretary-General, Saleh Kamel Sustainable  
Entrepreneurship & Enterprise Development

**Official Sponsor**



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A horizontal banner with a yellow background. On the left is the logo of Al-Khaleej University, which consists of a globe with a grid pattern and the text "الجامعة الخليجية" below it. In the center is the logo for "Al-Sabiqah" (سابق) featuring a stylized torch on a cross-shaped base with the text "السابق" above it. On the right is the logo for "Al-Bayan" (بيان) featuring a red ribbon-like shape with the text "بيان" written vertically in Arabic.

**Media Partner**

## **Organizer**





# مکہ حلال فورم

## MAKKAH HALAL FORUM

MAKKAH HALAL FORUM - Third Edition  
**Where Leaders Shape The Halal Future**



14-16  
February 2026



Makkah Chamber exhibition  
& convention center

[www.makkahhalalforum.com](http://www.makkahhalalforum.com)

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