

## OVERALL PROGRAMME

DAY 1, WEDNESDAY - 3 APRIL 2019			
TIME	PROGRAMME	VENUE	INFORMATION
0830 – 1000	<b>International Buyer Breakfast Reception</b>	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	By invitation only
0900 – 1100	<b>Opening Ceremony of Global Halal Summit 2019</b>	Level 3, MySpace 1	By invitation only
0900 – 1700	<b>The 11<sup>th</sup> World Halal Conference 2019</b> Theme: Fostering a Robust Halal Economy: Global Integration and Ethical Practise by Halal Industry Development Corporation (HDC)	Level 1, Hall 1	By invitation only
	<b>Muslim Friendly Tourism Forum</b> By Islamic Tourism Centre (ITC)	Level 1A, MY 12 & 13	Open to All
0930 – 1700	<b>The 1<sup>st</sup> Global Halal Industry Congress (GHIC)</b> by Jabatan Kemajuan Islam Malaysia (JAKIM)	Level 3, Myspace 2	By invitation only
1000	Exhibition Opens	MITEC Level 1, Hall 2, 3 & 4 Level 2, Hall 6, 7 & 8	Trade Visitor only
1100 – 1300	<b>Building A World Class Food Industry</b> By Majlis Amanah Rakyat (MARA)	Level 1A, MY 9	Open to All
1100 – 1200	<b>HALAL MASTERCLASS</b> Selangor As A Global Halal Hub By Invest Selangor	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1200 – 1300	<b>EXPERT PANEL SESSION</b> The Future of Digital: Rise of Islamic Digital Economy By Malaysia Digital Economy Corporation (MDEC)	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>COOKING DEMONSTRATION</b> By Rasaku	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1300 – 1400	<b>EXPERT PANEL SESSION</b> Interview with the Minister of Primary Industry	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>BEVERAGE DEMONSTRATION</b> By Fraser & Neave (F&N)	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1400 – 1700	<b>MyPITCH</b> Product Pitching Session	Level 1A, MY 9	Open to All
1400 – 1500	<b>EXPERT PANEL SESSION</b> App For Muslim Internet By SalamWeb	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>COOKING DEMONSTRATION</b> By Ramly Food Processing	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1500 – 1600	<b>EXPERT PANEL SESSION</b> Fourth Industrial Revolution (4IR) Building Ramps for SMEs to join the Global Halal Superhighway: Blockchain, IoT, AI By OneAgrix	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>FOOD DEMONSTRATION</b> Taiwan	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All

1600 – 1800	<b>COUNTRY FOCUS</b> Opportunities in China : The Transformation of New Concepts of E-Commerce & Retail By Mr. Wong Chao, Secretary of CBC & New Cross-Border Retail Professional Committee	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1600 – 1700	<b>COSMETICS DEMONSTRATION</b> By Jacques Cosmetics	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1800 – 1900	<b>PANEL TALKS</b> Modest In Fashion	<b>FASHION DISTRICT</b> Level 2, Hall 7	By invitation only
1900	<b>End of Day 1</b>		

<b>DAY 2, THURSDAY - 4 APRIL 2019</b>			
<b>TIME</b>	<b>PROGRAMME</b>	<b>VENUE</b>	<b>INFORMATION</b>
0900 – 1700	<b>The 11<sup>th</sup> World Halal Conference 2019</b> Theme: Fostering a Robust Halal Economy: Global Integration and Ethical Practise by Halal Industry Development Corporation (HDC)	Level 1, Hall 1	By invitation only
	<b>Trade Talk: Strategies To Access Global Halal Market</b> By the Malaysia External Trade Development Corporation (MATRADE)	Level 1A , MY 9	Open to All
0900 – 1200	<b>Halal In Travel</b> By Crescent Rating	Level 1A, MY 12 & 13	Open to All
0900 – 1000	<b>BREAKFAST NETWORKING SESSION</b> <b>F&amp;B, Pharmaceuticals, Cosmetics &amp; Logistics</b> By Starbucks	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	By invitation only
1000	Exhibition Opens	MITEC Level 1, Hall 2, 3 & 4 Level 2, Hall 6, 7 & 8	Trade Visitor only
1000 – 1100	<b>HALAL MARKET INSIGHTS</b> By Thomson Reuters	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>PRODUCT LAUNCHING</b> Musang King Premium Durian Coffee by De' Armani	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1100 – 1200	<b>HALAL MASTERCLASS</b> Title: TBC By Bank Rakyat	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>COOKING DEMONSTRATION</b> By Rasaku	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1200 – 1700	<b>Muslim Friendly Tourism Forum</b> By Islamic Tourism Centre (ITC)	Level 1A, MY 12 & 13	Open to All
1200 – 1300	<b>HALAL MASTERCLASS</b> Digital VR Innovation By Light Art VR	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>FOOD DEMONSTRATION</b> By Arla Foods	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1300 – 1400	<b>EXPERT PANEL SESSION</b> Taking The Islamic Digital Economy To The Next Level By MuslimPro	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>BEVERAGE DEMONSTRATION</b> By Fraser & Neave (F&N)	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1400 – 1500	<b>HALAL MASTERCLASS</b> Value In Halal Ecosystems By CIMB Islamic	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>COOKING DEMONSTRATION</b> By Anggun Chef	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All

1500 – 1600	<b>EXPERT PANEL SESSION</b> Cross Border Business: Malaysia & Indonesia By Pixel Play Venture	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>COOKING DEMONSTRATION</b> By Indofood	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1600 – 1700	<b>EXPERT PANEL SESSION</b> Title: TBC By Ministry of Tourism, Art and Culture Malaysia	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>PRODUCT LAUNCHING</b> By GM-TECH	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1800 – 1900	<b>PANEL TALKS</b> Modest Fashion Industry – The Nation's New Income Generator	<b>FASHION DISTRICT</b> Level 2, Hall 7	By invitation only
1900	<b>End of Day 2</b>		

<b>DAY 3, FRIDAY - 5 APRIL 2019</b>			
<b>TIME</b>	<b>PROGRAMME</b>	<b>VENUE</b>	<b>INFORMATION</b>
0900 – 1700	<b>IMHALAL Conference</b> by iHALALMAS@FBMUiTM	Level 1A, MY 1, 2 & 3	Open to All
	<b>Halal Innovation Festival</b> By World Startup Festival	Level 1A, MY 10	Open to All
0900 – 1000	<b>BREAKFAST NETWORKING SESSION</b> <b>Islamic Finance, Digital, Tourism, Modest Fashion</b> By Starbucks	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	By invitation only
1000	Exhibition Opens	MITEC Level 1, Hall 2, 3 & 4 Level 2, Hall 6, 7 & 8	Trade Visitor only
1000 – 1600	<b>Halal Career Talk</b>	Level 1A, MY 9	Open to All
1000 – 1100	<b>HALAL MARKET INSIGHTS</b> By Thomson Reuters	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
	<b>PRODUCT DEMONSTRATION</b> By Media Prima	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1100 – 1200	<b>BEVERAGE DEMONSTRATION</b> Discovering Starbucks Reserve By Starbucks	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1200 – 1500	<b>Friday Prayer Break</b>		
1500 – 1600	<b>EXPERT PANEL SESSION</b> The Future Of The Global Halal Trade By HalalNode	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1500 – 1700	<b>MIHAS Awards</b>	<b>MIHAS THEATRE</b> Level 2, Hall 6	By invitation only
1600 – 1700	<b>EXPERT PANEL SESSION</b> Rural Development Contribution to Halal Export By Ministry of Rural Development	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1700 – 1800	<b>COUNTRY FOCUS</b> Examining Islamic Finance in Kazakhstan - Where We Stand, Challenges and Opportunities by Datuk Dr. Mohd Daud Bakar, Founder and Executive Chairman of Amanie Group	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1800 – 1900	<b>PANEL TALKS</b> Title: TBC	<b>FASHION DISTRICT</b> Level 2, Hall 7	By invitation only
1900	<b>End of Day 3</b>		



# The 16<sup>th</sup> Malaysia International Halal Showcase

3 – 6 April 2019

Malaysia International Trade & Exhibition Centre (MITEC)

## DAY 4, SATURDAY - 6 APRIL 2018

TIME	PROGRAMME	VENUE	INFORMATION
1000	Exhibition Opens	MITEC Level 1, Hall 2, 3, 4 Level 2, Hall 6, 7, 8	Trade and Public Visitor
1000 – 1200	<b>Ramly Burger Battle</b> by Ramly Food Processing	<b>MIHAS THEATRE</b> Level 2, Hall 6	Open to All
1100 – 1200	<b>COUNTRY FOCUS</b> Canadian Halal Market – Growth and Challenges By Nasser Deeb, Founder & CEO of THE EXPO HUT, Director at Halal Expo Canada	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1200 – 1300	<b>HALAL MASTERCLASS</b> Ask Dr. Zubaidi : Choosing Healthy Fats By Dr Zubaidi Hj Ahmad	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1400 – 1500	<b>COUNTRY FOCUS</b> Prospect of Halal Hub in Bangladesh: It's Challenges & Opportunities By MD. Mamunur Rahman, Business Development Specialist, Founder and CEO of EXPOPRO	<b>INDUSTRY ZONE,</b> Level 1, Hall 4	Open to All
1800 – 1900	<b>PANEL TALKS</b> Creating Synergy Within The Industry To Boost The Modest Fashion Market In Malaysia.	<b>FASHION DISTRICT</b> Level 2, Hall 7	By invitation only
1900	<b>End of MIHAS 2019</b>		