CONCEPT NOTE

Certification must translate into "trust". Even more so when it comes to the matter of halal.

From the perspective of consumers, it is becoming more and more difficult to determine the halal authenticity of food, cosmetics and other daily consumables, due to complicated production processes and uncertainties about the ingredients and chemicals used in their production. Unreliable or false halal markings and certificates, which exist even in highly regulated markets, also constitute a significant problem that undermines the consumers' trust in halal certification. **Would a global halal certification system based on internationally recognized best practices be a viable solution to this problem?**

As for the traders' perspective… For some markets, the halal certificate is a tool that makes the product more attractive in the eyes of halal-sensitive consumers, and therefore more competitive. For other markets, the halal certificate might be a prerequisite demanded by retailers, or even a mandatory requirement imposed by government agencies. The big questions here are: Which halal certificate, and according to which standard or regulation? In the current state of affairs, traders often have no solution but to apply for several halal certificates, one for each target market. This leads to additional costs and uncertainties that disrupt trade. **Would a global halal certification system based on a single standard be a reasonable solution to this problem?**

What about government? Regardless of whether halal certification is mandatory or voluntary in a given country, it is first-and-foremost a matter of consumer protection policy. It is also a matter of trade policy, since halal certification schemes based on different standards imposed by different countries inevitably lead to technical barriers to trade. Is the existence of multiple national or regional halal certification schemes a sign of distrust, even among Muslim countries? **More importantly, is it possible for all Muslim countries around the world to come together and develop a common halal certification system based on mutual trust? One that allows equal participation of all Muslim countries?**

The answer to all these questions is YES, YES and YES!

This is why SMIIC, the Standards and Metrology Institute for Islamic Countries was established in August 2010. SMIIC's standards and certification scheme were developed with the contribution of over 40 countries, in a combined effort to create a single global halal certification scheme that would benefit all OIC member states. As a member-driven Organization, the entirety of SMIIC's work and products have been prepared by government representatives, technical experts, academicians and religious scholars assigned to participate in SMIIC's technical committees. As a result, SMIIC now boasts a range of halal standards from food, cosmetics and textiles to management systems, tourism, conformity assessment and laboratory services.

This conference brings together representatives from consumer organizations, traders, and governments to discuss the factor of "trust" in the halal certification market, and also to highlight the SMIIC's role in facilitating trust for consumers, trust in the trade, and trust among governments in the context of halal quality infrastructure.

With this purpose, the Conference will have three dedicated sessions on the following topics:

Session 1: Halal laboratory practices

Session 2: The human factor & qualifications of personnel working in the halal industry

Session 3: Utilising technology to cultivate trust in the halal industry – Can blockchain be the medium of trust?

Conference Programme: Globalising the Trust in Halal Certification

* All times are indicated in Ankara (GMT +3) time.

06 October 2021, Wednesday	

10:30 – 11:00	**OPENING SESSION**
	• Addresses by:
	  ▪ Mr. Zafer Soylu (Chairman of BoD, Halal Accreditation Agency)
	  ▪ H.E. Mr. İhsan Övüt (Secretary-General, Standards and Metrology Institute for Islamic Countries)
	  ▪ Mr. Fatih Ünlü (General Director, COMCEC)
	  ▪ Mr. Mustafa Tuzcu (Deputy Minister, Ministry of Trade)
	• Presentation of the agenda (Mr. Korkut Yavuz, Project Coordinator)

11.00 – 12:30	**GENERAL SESSION** - **The ever-expanding scope of SMIIC halal standards: What has been achieved and what is to come** *Speaker*: H.E. Mr. İhsan Övüt (Secretary General, SMIIC) - **Winning the hearts and minds: How to build consumers' trust in halal certification** *Speaker:* Mr. Javier Albarracin (Barcelona Halal Services) - **The role of halal certification bodies (and countries) in ensuring trust in halal certified products** *Speaker:* Mr. Adem Çetinay (Supreme Islamic Council of Halal Meat in Australia)
12.30-14.00	Lunch Break
14.00-15.30	**FOCUSED SESSION 1: HALAL LABORATORY PRACTICES** - **SMIIC 35:2020 - Challenges with halal authenticity** *Speaker:* Mr. Mohammad Hossein Shojaee AliAbadi (Chairperson of CCA SMIIC Committee on Standards for Conformity Assessment) - **Ensuring the proficiency of halal laboratories through SMIIC 36:2020** *Speaker*: Mr. Mohammad Hossein Shojaee AliAbadi (Chairperson of CCA SMIIC Committee on Standards for Conformity Assessment)

	- **The importance of the proficiency of laboratories carrying out halal analyses, and the role of reference material in verifying methods and ensuring the traceability of analyses** *Speaker:* Mr. Burhanettin Yalçınkaya (Researcher, National Metrology Institute)
15.30-15.45	Coffee Break
15.45 – 16.30	**FOCUSED SESSION 1 (cont…): HALAL LABORATORY PRACTICES** - **Halal-compliance in laboratories: IZU's experience with the SMIIC 35 and ISO 17025 standards** *Speaker:* Mr. Bilal Çakır (Researcher and Deputy Laboratory Coordinator, Laboratories of the İstanbul Zaim University) - **From standard, to research, from research to commercial product: The impact of halal-focused testing kits in the halal certification industry** *Speaker*: Mr. Fahrettin Özcan (Entrepreneur, Letgen Biotechnology)
16.40-16.45	**Wrap-up & Closure for Day 1**

07 October 2021, Thursday	
11:00 – 12:30	**FOCUSED SESSION 2: THE HUMAN FACTOR & THE QUALIFICATIONS OF PERSONS WORKING IN THE HALAL INDUSTRY** - **SMIIC 34:2020 – Certification of persons involved in halal related activities: Building trust through mutual recognition of qualifications of persons** *Speaker:* Mr. Erdem Başdemirci (Head of Department of Halal Accreditation, Halal Accreditation Agency) - **Sample personnel certification programme for the halal industry** *Speaker:* Mr. Feyzullah Erdoğan (Turkish Standards Institute) - **10 years of experience in the halal certification sector – lessons on enhancing personnel qualifications** *Speaker:* Mr. Mesut Duru (Turkish Standards Institute)
12.30 – 14.00	Lunch Break
14.00-16.00	**FOCUSED SESSION 3: UTILISING TECHNOLOGY TO CULTIVATE TRUST IN THE HALAL INDUSTRY – CAN BLOCKCHAIN BE THE MEDIUM OF TRUST ?**

	- **Leveraging blockchain with IoT technologies: restructuring the conventional way of managing the global halal industry** *Speaker*: Ms. Diana Sabrain (CEO of OneAgrix) - **The use of blockchain technology in the halal certification system as an enabler of "Trust"** *Speaker*: Mr. Seracettin Yıldız (Specialist of the High Council on Religious Matters, Department for Religious Affairs) - **Exploring the role of Islamic fintechs for halal industry** *Speaker*: Mr. Melih Turan (Project Director, Department of Financial Strategies and Analysis, Finance Office of the Presidency of the Republic of Türkiye) - **Going halal through blockchain – a case study from Singapore** *Speaker*: Mr. Salehin Amat (Whatshalal, Singapore)
16.00 – 16.15	**Wrap-up and Closure for Day 2**

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Website: https://english.hak.gov.tr/conference

For Registration on Zoom

Link: https://us02web.zoom.us/j/87842135413

Password: 1301

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