

Exploring New Frontiers in the Halal Market 探索清真市場新藍圖

Date 日期 :	16/08/2024 (Friday) 2024年8月16日(星期五)
Time 時間 :	11:15am – 12:15pm 上午11時15分至下午12時15分
Venue 地點 :	The Forum PRO, Hall 5BC, HKCEC 香港會議展覽中心展覽廳 5BC The Forum PRO
Organiser 主辦單位 :	Hong Kong Trade Development Council 香港貿易發展局
Language 語言 :	Cantonese & English 廣東話及英語
Seminar Program 活動流程 :	<p><u>11:15am – 12:00nn</u> Navigating the Halal Landscape Implementation of the scientific verification process within the existing halal certification framework in Hong Kong 開啟香港清真認證科學驗證的新旅程</p> <p>Ms Sharifa Leung 梁雪花小姐 General Manager, GBA Halal Certification Centre Limited</p> <p>Dr Pang Chui Shaw 邵鵬柱教授 Founder, OriGene DNA Testing Company Limited 康源分子鑒定檢測有限公司</p> <p><u>12:00nn – 12:15pm</u> Experience Sharing: Unlocking HALAL Markets 探索清真市場機遇—開拓清真市場</p> <p>Ms Lawrende Chiu Technical Director, Apple's Island (Thailand) Co Ltd</p>

Subject to change, updated as of 4 Aug 2024

11:15am – 12:00nn

Navigating the Halal Landscape: Implementation of the scientific verification process within the existing halal certification framework in Hong Kong 開啟香港清真認證科學驗證的新旅程

About the Presentation 演講內容簡介：

As the demand for halal-certified products and services continues to grow in Hong Kong, the need for a robust and transparent certification process becomes increasingly critical. The existing halal certification framework in Hong Kong has served the market well, but advancements in analytical techniques and technologies present an opportunity to enhance the integrity and reliability of the certification process.

This session will explore the implementation of a scientific verification process within the existing halal certification framework in Hong Kong. Experts will delve into the current landscape of halal certification, identifying the challenges and opportunities that exist globally.

The topic will also highlight the anticipated benefits of this implementation, such as enhanced consumer trust, improved supply chain traceability, and the strengthening of Hong Kong's position as a hub for halal certification in the region. Presenters will share a roadmap for the phased implementation of the scientific verification process, emphasizing the importance of stakeholder engagement and collaboration throughout the journey.

By the end of the session, attendees will gain a deeper understanding of the evolving halal landscape and the transformative potential of incorporating scientific verification within the existing certification framework in Hong Kong.

隨著香港清真產品和服務市場日益擴大，確保清真認證程序的可靠性和透明度變得更為重要。雖然現有的清真認證框架一直運行。但隨著各國於品質分析技術和方式進一步提升，以致認證過程的完整性能帶來更大的機遇。

本次討論將聚焦於在香港現有清真認證框架內引入科學驗證程序。並深入分析當前的清真認證格局，剖析其中存在的挑戰和潛在機遇。

此外，講者將重點介紹科學驗證程序實施的預期效益，例如將增強消費者信任度、改善供應鏈可追溯性、以及鞏固香港作為區域清真認證中心的地位。他們將提供分階段實施科學驗證的路線圖。

通過本次演說，將能使大眾全面了解清真認證的審查程序，於不斷處於轉化的清真產業中，展示出現有認證框架內整合科學驗證的革新潛力，提升食品乎合清真認證嚴格準則。

這將為香港清真認證事業開啟嶄新的發展篇章。

12:00nn – 12:15pm

Experience Sharing: Unlocking HALAL Markets 探索清真市場機遇—開拓清真市場

About the Presentation 演講內容簡介：

Halal food refers to products that comply with Islamic dietary laws, making them permissible for Muslims to consume. This certification not only covers the ingredients used but also ensures that the entire production process meets stringent standards for cleanliness, ethical practices, and adherence to specific guidelines. The demand for Halal food has grown globally due to an increasing Muslim population and rising awareness of dietary and ethical choices. Obtaining Halal certification allows businesses to access a large market and demonstrates their commitment to quality and integrity. Halal food is valued for being clean, hygienic, and suitable for diverse consumer preferences, beyond religious requirements.

This abstract provides an overview of Halal food, its certification process, market trends, and considerations for businesses looking to enter or expand in the Halal food industry. Understanding these fundamentals is crucial for meeting consumer expectations and maintaining ethical standards in food production.

About the Speaker 演講嘉賓：

Ms Sharifa Leung 梁雪花小姐

General Manager, GBA Halal Certification Centre Limited

Sharifa is a seasoned business professional and community leader with a unique multicultural background. After studying in Australia, Hong Kong, and Canada, she has developed a global mindset and the ability to navigate diverse cultural landscapes with ease.

Sharifa's extensive experience spans over 30 years in the commercial industry, giving her deep insights into Hong Kong's business landscape. As an active council member of several prominent Islamic organizations in Hong Kong since 2008, she has gained a nuanced understanding of the local Muslim community's needs and aspirations.

Recognizing the growing demand for halal products and services in the region, Sharifa has become a passionate advocate for halal certification and positioning Hong Kong as a Muslim-friendly destination. Drawing on her entrepreneurial experience as the co-founder of 3 Hani Enterprises Limited, a halal food provider, and her recent endeavor in establishing the GBA Halal Certification Centre Ltd. with local and overseas partners, Sharifa brings practical knowledge and innovative solutions to the table.

Sharifa's ability to bridge cultural gaps, foster strong community connections, and navigate the complexities of business development make her a driving force in advancing halal awareness and adoption within Hong Kong's diverse commercial landscape. Her multifaceted approach, rooted in global perspectives and local community engagement, positions her as a respected leader poised to drive meaningful change.

梁雪花女士是一位資深的企業人士和社區領袖，擁有獨特的多元文化背景。她先後在澳洲、香港和加拿大修讀不同商業課程，培養出敏銳觸角和全球視野，能夠適應不同文化環境的差異。自 2008 年起，她活躍於香港多個伊斯蘭地區組織，任命理事會幹事及主席，從而更了解本地穆斯林社區的需要和生活習慣。

梁女士意識到清真產品和服務在香港的需求日益增長，她因此關注到清真產業的發展，希望可推動意義深遠的變革，提升香港清真認證的國際認受性。

梁女士成為了倡導清真認證和打造香港成為穆斯林友好目的地的先驅。憑藉作為三亨事務所有限公司的聯合創辦人，她以過往的創業經驗，以及獲得本地和海外合作夥伴的支持，於 2023 年成立了 GBA Halal Certification Centre Ltd，這將會為本地企業帶來清真認證全方位實踐和增加市場效益的機會。

梁女士憑藉對穆斯林社羣的認識和清真認真商業實際運作，擔起文化鴻溝的橋樑，負起清真產業鏈聯繫人角色。在瞬間萬變的香港，要應對商業發展的複雜性，平衡各方面的挑戰，在營商環境中，提出更有效貼切的解決方案，進而推動清真產業在港的發展。

她多年來在推廣教育清真飲食文化不遺餘力，積極參與世界各地的清真研討會和展覽，令她成為廣為人知的清真達人。相信在持續不斷的努力下，香港有望成為世界上知名的穆斯林友好城市。



About the Speaker 演講嘉賓：

Dr Pang Chui Shaw 邵鵬柱教授

Founder, OriGene DNA Testing Company Limited 康源分子鑒定檢測有限公司

Professor Pang-Chui Shaw obtained his Ph.D. degree from Imperial College, University of London, UK. He is now Deputy Director of Institute of Chinese Medicine, Director of Li Dak Sum Yip Yio Chin R & D Centre for Chinese Medicine and Professor and Director of Biochemistry Programme, School of Life Sciences. He has also served as Chairman of the Endangered Species Advisory Committee, Agriculture, Fisheries and Conservation Department of the Hong Kong SAR and now a member of the Advisory Committee, Government Chinese Medicines Testing Institute, Hong Kong SAR. He has trained more than 50 Ph.D. students, published more than 250 refereed articles, three books and has obtained four USA and four Chinese patents.



邵鵬柱教授從倫敦帝國學院獲得博士學位。現為中國醫學研究所副所長、李德森葉宜勤中文醫療研究中心主任、生命科學學院生物化學學程主任教授兼主任。同時，他還擔任過香港特別行政區農業、漁業和保育局瀕危物種諮詢委員會主席，現為香港特別行政區政府中藥材測試研究所顧問委員。

About the Speaker 演講嘉賓：

Ms Lawrende Chiu

Technical Director, Apple's Island (Thailand) Co Ltd

Lawrende Chiu is an expert in food science and global quality management with extensive experience in both governmental and private sectors. She earned both her Bachelor and Master of Food Science degrees from McGill University. Throughout her career, Lawrende has worked in key roles at several prominent organizations globally, including Agriculture Canada, Health Canada, Hain Celestial (USA & Canada), Dan D Pak (Canada, USA, Vietnam, Thailand), Apple's Island (Thailand), and Du & Law Academy (Vietnam), where she is a Co-founder. Specializing in ensuring food products meet stringent quality and safety standards, Lawrende focuses on food safety, processing, and export trading. She has been instrumental in advancing food quality and safety standards, ensuring compliance with international regulations.



As the Technical Director at Apple's Island, Lawrende leads in the Halal market, overseeing the development of innovative food technologies and ensuring strict Halal certification requirements are met. Her deep understanding of Halal standards has enabled her to effectively guide manufacturers in exporting Halal-certified products worldwide.

Dedicated to education and mentorship, Lawrende co-founded Du & Law Academy to train the next generation of food science professionals in Vietnam. Her extensive knowledge and practical insights, particularly in the Halal market, are widely recognized in the industry.