

SHIFT2010

21 - 22 April 2010 • Singapore Expo
Foyer 1 • Level 2 • Hall A

Day 1 Wednesday, 21 April 2010

- 09 00 **Registration**
- 09 30 **Welcoming Remarks**
- 09 40 **Keynote Speech by Guest of Honour**
- 09 50 **Changing Muslim Consumer Behaviour & Trends – Case Studies in Asia & Europe**
Cedomir Nestorovic
Teaching Associate Professor, Essec Business School, France
- 10 20 **Tea Break**
- 10 40 **Halal Market Dynamics in Muslim-Minority Markets**
AbdalHamid Evans
Managing Director & Senior Analyst, Imarat Consultants, Malaysia
- 11 20 **Case Study 1: Exporting Halal Products to Muslim-Minority Countries – Opportunities & Challenges**
Jayadev Unnithan, Director
Suriya Trading Enterprises Pte Ltd, Singapore
- 11 50 **Case Study 2: Exporting Halal Products to Muslim-Minority Countries – Opportunities & Challenges**
Rei Koh, Assistant Technical Manager
Ha Li Fa Pte Ltd, Singapore
- 12 20 **Panel Discussion**
Moderator – Razali Ramli
Chairman, SHIFT2010 Organising Committee
- 12 50 **Networking Lunch Sponsored by SPRING Singapore**
- 14 30 **Responding to Consumer & Industry Trends – Adapting Halal Certification Practices/Policies in Asia**
Dewi Hartaty Suratty
Head (Halal Certification), Majlis Ugama Islam Singapura, Singapore
- 15 00 **Responding to Consumer & Industry Trends – Adapting Halal Certification Practices/Policies in Europe**
Abdul Qayyoem
President, Halal Feed and Food Inspection Authority, Netherlands
- 15 30 **Tea Break**
- 15 45 **Responding to Consumer & Industry Trends – Adapting Halal Certification Practices/Policies in America**
Mohammad Mazhar Hussaini
President, Association of American Halal Certifiers, U.S.A.
- 16 10 **Responding to Consumer & Industry Trends – Adapting Halal Certification Practices/Policies in Australia**
Ali Chawk, Director/Food Division
Australian Halal Food Services (AHFS), Australia
- 16 30 **Panel Discussion**
Moderator – Razali Ramli
Chairman, SHIFT2010 Organising Committee
- 16 55 **Closing Remarks**
- 17 00 **End of Day 1**

Day 2 Thursday, 22 April 2010 (Optional) *Limited seats*

- 10 00 **Exhibition Viewing – FHA2010 at Singapore Expo**
- 12 00 **Transport from Singapore Expo to Site Tour at Royal Plaza on Scotts**
- 12 30 **Lunch & Site Tour**
- 14 30 **Transport to MUIS**
- 15 00 **Presentation & Briefing at MUIS**
- 16 00 **Transport back to Singapore Expo**

Singapore International Halal Forum

“Changing Consumer & Industry Trends in Muslim-Minority Countries”

The global Halal food market is growing rapidly and projected to reach USD 641.5 billion in 2010. Discover how you can ride this growth at the Forum which will provide insights into the Muslim consumer behaviour, as well as the Halal certification process. There will be international and local speakers presenting case studies from Asia, Europe, Australasia and America. Experts and practitioners will share experiences in accessing markets in Muslim minority countries.

Organised by:



Singapore Exhibition Services Pte Ltd

Supported by:



Majlis Ugama Islam Singapura
(Islamic Religious Council of Singapore)

Media partner:



Lunch sponsor:



Key Speakers



Cedomir Nestorovic
Teaching Associate Professor
Essec Business School, France



AbdalHamid Evans
Managing Director & Senior Analyst
Imarat Consultant, Malaysia



Dewi Hartaty Suratty
Head (Halal Certification), Majlis
Ugama Islam Singapura, Singapore



Mohammad Mazhar Hussaini
President
Association of American Halal Certifiers,
U.S.A.

Who Should Attend:

- Food Manufacturers and Processors
- Auditors and Certifiers, Government Officers
- Meat and Poultry Producers
- Policy Makers
- SMEs
- Halal Industry Stakeholders

Visit www.foodnhotelasia.com/halal_forum.htm for updates

Halal Business Networking Session

The Halal Business Networking Session, is organized in conjunction with SHIFT2010, serving as a platform to bring Halal industry players together. Organised by SPRING Singapore and supported by IE Singapore, MUIS and SMA, the one-to-one B2B meetings will provide opportunities for Halal trade buyers to make business connections and form strategic partnerships with Singapore food manufacturers. The meetings will commence in the afternoon of 21st April 2010 (Wednesday) from 2.00pm to 6.00pm.

To register your interest in the networking session, please contact **Ms Shermin Goh** (shermin_goh@spring.gov.sg, DID:6279 3112), or **Ms Ashlyn Kuah** (ashlyn_kuah@spring.gov.sg, DID: 6279 3681).



Singapore International Halal Forum (SHIFT2010) Registration Form

Registration Fees Fees entitle you access to the registered session(s), proceedings, refreshments, lunch and visit to FHA2010 exhibition.	Early Bird Rate (Up until 31 Mar 2010)		Regular Rate (From 1 to 15 Apr 2010)	
	Overseas Delegate	Local Delegate (with 7% GST)	Overseas Delegate	Local Delegate (with 7% GST)
Singapore International Halal Forum (21 Apr)	<input type="checkbox"/> SGD 345.00	<input type="checkbox"/> SGD 369.15	<input type="checkbox"/> SGD 425.00	<input type="checkbox"/> SGD 454.75
Optional: Lunch + Site Tour + Visit to MUIS (22 Apr) Limited seats	<input type="checkbox"/> SGD 115.00	<input type="checkbox"/> SGD 123.05	<input type="checkbox"/> SGD 115.00	<input type="checkbox"/> SGD 123.05

*A 7% Goods & Services Tax (GST) is applicable to all companies in Singapore
 *Only registered delegates can sign-up for optional activities on 22 April
 *Discounts DO NOT apply to the optional activities on 22 April

Complete the Registration Form (for multiple registrations, please make copies of the form) and submit it via:

- Fax to: + 65 6272 2962**
(with copy of payment details)
- Mail with cheque to: SINGAPORE EXHIBITION SERVICES PTE LTD**
No. 1 Jalan Kilang Timor, #09-02 Pacific Tech Centre, Singapore 159303
Attn: SHIFT2010

Delegate's details

Please make copies of this form to register additional delegates.

Name: _____

Job title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Email: _____

Contact person (for group registrations): _____

Contact person's email: _____

Discounts (discounts are not cumulative)

- 10% discount for Warees Halal clients
- 10% discount MUIS Halal Certificate Holders
- 10% discount for FHA2010 exhibitors
Name of Exhibitor: _____
- 20% discount to groups of 3 or more registering from the same organisation. Delegates must register as a group

Cancellations / Substitutions

Substitutions or registration fee refunds should be made in writing before 12 April 2010. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will be borne by the registrant. No refunds will be provided for cancellations or no shows after this date.

Closing Date for Pre-Registration – 15 April 2010

After this date, please register personally on-site at Singapore Expo, from 19 April 2010. On-site registration is subject to space availability.

Payment

Please indicate clearly on your cheque/bank draft/telegraphic transfer that payment is for SHIFT2010. All payments must reach SES by 26 March 2010 to confirm your seat. All bank charges and returned cheque charges must be borne by the delegate.

Bank draft / cheque, drawn on a Singapore bank account, in SINGAPORE DOLLARS only made payable to Singapore Exhibition Services Pte Ltd.

Telegraphic transfer made to the account of Singapore Exhibition Services Pte Ltd. Please fax a copy of the payment advice upon arrangement of payment. SGD40 should be added to the total fees to cover bank charges. Our banker:

Standard Chartered Bank
 Battery Road Branch
 6 Battery Road #01-01 Singapore 049909
 Account number : 01-060-2565-1
 Swift code : SCBLSGSGXXX

Credit Card

Please charge the amount of SGD _____ to my **AMEX / VISA / Mastercard / Diners** (circle where applicable)

Cardholder's name: _____

Card no.: _____

Expiry date: _____ Signature: _____

Important

- A confirmation notice will be sent via email to registrants only after full payment has been received. Please contact **Ms Kerry Goh** at kg@sesallworld.com, if you do not receive any confirmation 1 week prior to the event.
- Attendance will only be allowed upon full receipt of payment.
- The organiser reserves the right to refuse entry to any delegate as it deems fit.
- The organiser will make every attempt to accommodate all registered delegates. However it reserves the right to stop registration before the closing date in the event of a full house. In the event of a full house, the organiser will contact unsuccessful delegates to arrange for a refund of any registration fees that may have been paid.
- Should there be a need to cancel the event, the organiser will refund delegates for registration fees paid, and will not be held responsible for any travel and/or accommodation costs incurred.
- All visitors must be in proper attire. Those in shorts, bermudas, singlet or slippers will not be allowed entry. The organiser reserves the right to refuse entry to delegates who are not properly dressed.