

# **WORLD HALAL DAY CROATIA 2016**

LATEST TRENDS & OPPORTUNITIES IN THE FASTEST GROWING MARKET IN THE WORLD

### **POST EVENT REPORT**

2nd-4th November 2016 Opatija, Croatia Organised by:







### **Organizer's impression**

" We are pleased to express that we are absolutely delighted with the outcome of World Halal Day Croatia 2016, the largest congress in the world on halal market and biggest business event in Croatia in this year. Of the immanence importance is Opatija's Declaration, the official document of this event that points out all challenges and opportunities the current world halal market is facing, and offers possible solutions for them. Special thanks to the Republic of Turkey for being our partner country and to all our sponsors, supporters, media partners, logistic partners and organizational team with many volunteers for their unwavering support in the organization of this event."

Aldin Dugonjić, CEO of Center for Halal Quality Certificaton





### **About the Event**

Year established: 2014

Frequency: annual

**Duration**: 3 days

**Organizers:** Center for Halal Quality Certification

Croatia &United World Halal Development

Partner Country: Turkey

Floor Space: 500 SQM

WORLD HALAL DAY Croatia 2016

Congress

38 Speakers

15 Countries

**Exhibition** 

46 Stands

11 Countries

**Presentations** 

Discussion Panels



### **Visitor Demographics**

Number of atendees: 1584



Albania
Algeria
Australia
Azerbaijan
Belgium
Bosnia
Croatia
Egypt
France
Germany
Indonesia

India
Iran
Kazakhstan
Kuwait
Malaysia
Morocco
Montenegro
Norway
Pakistan
Qatar
Russia

Saudi Arabia Serbia Slovenia Spain Singapore Sudan Turkey UK UAE USA



## Visitors' impressions

"I would like to congratulate you on the excellent success on organizing World Halal Day Croatia 2016. Secondly, I would like to convey my highest gratitude for inviting me and Indonesia to your high impact event, it has been our privilege to be able to participate in your event."

Riyanto Sofyan CEO of Sofyan Corporation INDONESIA "I want to send my deepest gratitude to you and all the organising team for the excellent work you did in the World Halal Day in Opatija. I am very happy and I did not find any shortages during the event."

Muhammad Qattan
Director Of islamic Economic Unit, Center of Excellence in
Managemant, Kuwait University
KUWAIT

"The event fulfilled all my expectations. I was honored and proud to be a part of it. My sincere congratulation to the organization's team. Specially interesting was panel dedicated to Islamic Banking, which was discussed for the first time in Croatia. Even though the time was limited, all relevant issues were raised. I managed to get some business contacts and hope for the successful collaboration."

Edib Smolo
Consultant and Trainer,
BOSNIA AND HERZEGOVINA



### **Visitors' impressions**

"We didin't know what halal is and that it is hugely present on Croatian market. We learned something new and get the opportunity to try halal products from different countries."

**Exhibition attendees from Croatia** 

"I thank you for your great organization and hope that we meet again in other fairs."

Erdal Bashar
HazeInuts-Dried Fruits Associations Coordination
Dept/Chief
TURKEY

"Being a part of World Halal Day Croatia 2016 was amazing experience, I am still under impressions. In my opinion, this was a world class event where I managed to get in touch with a lot of contacts. The collaboration with Chevap Rolls and Mostovi 2 restaurant has already started as well as with Bosnian and Herzegovina's portal halalmagazin.com. I look forward to good business results and more successful stories like this. Special thanks to Center for Halal Quality Certification for organizing this event."

Melita - Petra Ivanković Vege & Dobro, CROATIA

"We are really honored we had a chance to visit this fair. It was wonderful that organizers opened it for public so people get to know with various exhibitors."

**Exhibition attendees from Slovenia** 





# **Opening Ceremony**





## **VIP Speeches**

Mohammad Jinna President of United World Halal Development Singapore



" Today we all are here to witness the historic movement of World Halal Day and 100 years of Islam in Croatia." Ivo Dujmić Major of City of Opatija



"Long ago we all concluded that the cities facing the future must change, expand, adapt, including Opatija. To host this congress here will certainly contribute to our desire to position ourselves as the Halal Friendly destination."

Zlatko Komadina County President of Primorje-Gorski Kotar county



" In Opatija we have an excellent cuisine, the best of all, they say, the best of the continental and Mediterranean cuisine combined and in fact, in such a destination, it is logical that we have halal food and halal standards."

Ali Fazeli Chairman of Iranian Chamber of Guilds



" The makeup of Iranian participants in this event very well shows my country's interest in developing economic ties with Croatia with the focus on private sector. "



## VIP Speeches

Rashid bin Ahmed bin Fahad Minister of State, UAE



" I would like to congratulate your Excellency and the nation of Croatia for this milestone and your initiatives in halal ecosystem and your effort to promote Halal infrastructure in order to maintain sustainable halal industry that fulfils the needs and requirement of Croatia, the region and beyond "

Fatih Metin Deputy Minister, Ministry of Economy Republic of Turkey



" I would like to emphasize the great joy we feel participating as partner country in this wonderful event. I wish it will give effective results among the countries of the region and other participating countries."

Mufty dr. Aziz ef. Hasanović President of Meshihat of Islamic Community in Croatia



" Eminent speakers, the exhibition part of the event and B2B meetings will make this city and country unforgettable and expand new business opportunities since this is the biggest economic event in Croatia in 2016. I want to welcome you all in the tourist Mecca of the Republic of Croatia."

Kolinda Grabar Kitarović President of the Republic of Croatia



"The concept of halal, as well as problems that you will deal with at this congress are close to the basic starting points of my presidential programme for a better Croatia."

### **Award Giving Ceremony**



### **Awarded:**

Gavrilović d.o.o.

Grbić d.o.o.

Kraš d.d.

Milla d.o.o.

Naše klasje d.o.o.

Podravka d.d.

Vindija d.d.

Viro tvornica šećera d.d.

Osnovna škola Matije Gupca

**Hotel Aristos** 

Hoteli Baška d.d.

Hotel Bonavia

**Hotel Turist** 

**Hotel Westin** 

Turistička zajednica grada Zagreba

Nerida Oasis d.o.o.

Restoran Mostovi 2

### **Cheque Donation**





#### Awarded:

Society "Our Children" Opatija (DND Opatija



# Exhibition



















Zagreb



































# Presentations





### **Presentations**



"Introducing First Halal Certified School in Croatia" Mrs. Ljiljana Klinger, Principal of International School Matija Gubec, **CROATIA** 



"How to Approach to Global Halal Market Trough Singapore Halal Hub"

Mr. Zuraimi Jumaat, Director, Compliance & International Strategic Partnership at Pure & Good Hub, **SINGAPORE** 



"Introducing Islamic Finance in Croatia; Challenges and Opportunities" Mrs. Edina Mešić, Executive Secretary at Center for Halal Quality Certification, **CROATIA** 



"Legal Issues and Challenges in Islamic Finance"

Mr. Muhammed Qattan, Director of Islamic Economics Unit at Kuwait University, **KUWAIT** 



"Investment Opportunities in Islamic Banking"

Mr. Edib Smolo, Conultant and Trainer, **BOSNIA AND HERZEOVINA** 



"Positive Experience of Implementing Islamic Banking in EU Countries"

Mrs.Fatma Cinar, Head of International Banking Department at Kuveyt Turkish Participation

Bank, **TURKEY** 





# Discussion Panels





### Panel: Halal Market-New Global Trend



#### **MODERATOR:**

Mr. Nermin Botonjić Secretary General of Meshihat of Islamic Community, **CROATIA** 



Mr. Rafi Uddin Shikoh
CEO & Managing Director at
DinarStandard, **UAE** 



Mr. Zvonimir Mršić Management Board President at Podravka, **CROATIA** 



Mr. Marc Deschamps
Founder and Managing Director of the Halal Club Brussels, **BELGIUM** 



Mr. Ali Fazeli
President of Chamber of
Entrepreneurship Gulids, **IRAN** 



Mr. Ahmet Karabay

Deputy Genaral Director of DG Product
Safety and Inspection, Ministry of
Economy, TURKEY



Mr. Muhammad Munir Chaudry President of IFANCA, **USA** 



### **Panel: Challenges of Halal Market**



#### **MODERATOR:**

Mr. Raffi Uddin Shikoh
CEO & Managing Director at
DinarStandard, **UAE** 



Mr. Abid Masood
Technical Director of HFCE, **BELGIUM** 



Mr. Lotfi Ben Said
Assistant Secretary General of SMIIC,
TURKEY



Mr. Amir Sakić
Director of Agency for Halal Quality
Certification, **BOSNIA AND**HERZEGOVINA



Mr. Erdinç Çiftci
Halal Certification Expert at Turkish
Standards Institution, **TURKEY** 



Mr. Abdulla Al Maeeni Genaral Director of ESMA, **UAE** 



Mr. Alemi Hassan
Representative of Supreme Leader in
Ministry of Agriculture, IRAN



# Panel: Halal Tourism Market Overview-Trends and Opportunities



#### **MODERATOR:**

Mr. Marc Deschamps

Founder and Managing Director of the Halal Club Brussels, **BELGIUM** 



Mrs. Dilek Olkun
German Marketing Manager at
HalalBooking, **BELGIUM** 



Mr. Riyanto Sofyan
CEO of Sofyan Corporation,
INDONESIA



Mr. Petar Galović
Founder and CEO of Arabco
Projects, **CROATIA** 



Mr. Ali Asghar Mounesan
Director of Kish Free Zone,
IRAN



Mr. Muhammad Mahbub Khan
CEO of Halal Australia,
AUSTRALIA



# Panel: Strategies in Developing Halal Travel Destination



### MODERATOR:

Mr. Mirnes Kovač

Journalist and political Analyst,

BOSNIA AND HERZEGOVINA



Mr. Mustafa Turgul Firat
Controller at Ministry of Culture
and Tourism, **TURKEY** 



Mr. Muhammad Escudero Uribe Product Manager at Halal, **SPAIN** 



Mrs. Sandra Holsinger Starešina Product Manager at Abacus Tourism, **CROATIA** 



Mr. Habib Mohamed
Founder of Islamic Financial Ltd.,
SINGAPORE



# Panel: Development of Islamic Banking Industry in Regional Countries



MODERATOR:
Mr. Edib Smolo
Consultant and Trainer, BOSNIA
AND HERZEGOVINA



Mr. Amel Kovačević
Head of Retail Banking at BBI
Sarajevo, BOSNIA AND
HERZEGOVINA



Mr. Bermin Meškić Head of Legal Department of the Islamic Community, **CROATIA** 



Mr. Elvis Deumić
MSc. Islamic Finance at
QDREIC, **STATE OF QATAR** 



Mr. Suad Bećirović Rector of the International University o Novi Pazar, **SERBIA** 



# Panel: Correlation between Halal Products Manufacturing and Development of Halal Tourism



# MODERATOR: Ms. Ida Alić Head of PR of Meshihat of Islamic Community, CROATIA



Mr. Zoran Šimunić Director of Naše Klasje d.o.o., **CROATIA** 



Mr. Midhat Jašić
Professor at Faculty of Food
Technology, **BOSNIA AND HERZEGOVINA** 



Mr. Adis Hasaković
President of the Association of Halal
Industry, **BOSNIA AND HERZEGOVINA** 



Mr. Zvonko Hladnik
Director of Milla d.d., CROATIA













MODERATOR





# Gala Dinner









Croatia Airlines

Croatia Osiguranje d.d.

**Croatian Chamber of Economy** 

**Croatian National Tourist Board** 

Embassy Kingdom of Saudi Arabia in Bossnia and Herzegovina

**Embassy of Azerbaijan Republic in Croatia** 

**Embassy of Malaysia in Croatia** 

**Embassy of Qatar in the Republic Croatia** 

**Embassy of Republic Indonesia in Croatia** 

**Embassy of Republic Kazakhstan in Croatia** 

**Embassy of the Republic of Iran in Croatia** 

Embassy of the Republic of Turkey in Croatia

**Embassy of the United Arab Emirates in Germany** 

Gavrilovic d.o.o.

**Halal Club Brussels** 

Helal Expo Istanbul

**Hotel Rixos Libertas Dubrovnik** 

Iran Chamber of Guilds

Jadran d.d.

Kish Free Zone

**Kuwaiti Embassy in Czech Republic** 

**Kvarner Tourist Board** 

Meggle.

Milla d.o.o

Ministry of Economy of the Republic of Turkey

Mr. Abi Shalabi

Mr. Jasmin Devlić

Opatija

**Opatija Tourist Board** 

Podravka d.d.

Primorsko - goranska županija

Singapore Halal Hub

**Turkish Airlines** 

**Turkish Exporters Assembly** 

Vadeco d.o.o

Vindija d.d.









# Media & PR Coverage



### **MEDIA PARTNERS**



























### **Media Analytics:**

**Media Partners:** 14 Local: Regional: 8 International: **Published PRs:** 76

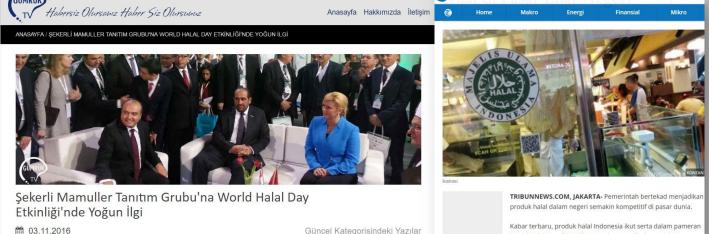




### "

# Media Exposure

**Tribunbisnis** 



WORLD HALAL DAY - Opatija, Hrvatska, 2016. II dio

⊙ 10. Novembra 2016. 🖿 Video galerija 🧇 40

Jumat, 18 November 2016

World Halal Day di Opatija, Kroasia, yang digelar pada 2-4

november 2016.





IFANCA President, Dr. Muhammad M. Chaudry with Croatia President Kolinda Grabar-Kitarović. during World Halal Day in Croatia Nov 2



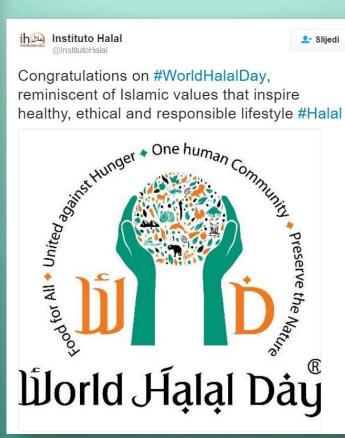
Četvrtak, 03.11.2016 u 03:

lransko izaslanstvo u HGK: Međunarodno halal tržište – potencijal koji možemo iskoristiti



Predsjednik Hrvatske gospodarske komore Luka Burllović (u srediri) s predsjednikom Obraničke komore Irana Alijem Fazelijem i veleposlaniko Slamske Republike Iran u RH Mohammadom Rezom Sadegnom

ran je Brom okorio vrata hrvatskom gospodarstvu i na nama je da to isknotistno. Nakon sankcija, ovo je tržište šedno suh rsta roba i uslaga, a s obzirom na velike infrastrukturne projekte koji se planiraju u iranu, nije nerealno da RH sudjeluje s 14lijihou ukupnom vodu", istaknov je predijednik Hrvatske gospodarske komore **Luka Burilović** njekom danažnjeg sastanikom redijednikom Obstručke komore irana **Alijem Szazijem** i velepostanskom bitamske Republike Iran u RH **Mohammadom** rema **Sadehom.** u Hvantskije nozonačnaja komori.



#### Završen "World Halal Day 2016": Potpisana Opatijska deklaracija





Croatia has potential for halal tourism and products

ZAGREB, Nov 2 (Hina) - The market for halal products is one of the fastest growing in the world and Croatia has great potential to develop halal production and tourism, it was said at a congress marking World Halal Day Croatia 2016 which started on Wednesday in the northern coastal town of Opatija.

More: http://www.hina.hr/vijest/9344764 Foto HINA



#### World Halal Day Croatia 2016 (WHD)

#### BBI banka na Svjetskom halal kongresu u Opatiji



Početkom novembra ove godine u Opatiji je održan trodnevn (WHD)". Kongres je okupio stručnjake iz 40 zemalja svijeta, k različitim privrednim granama, uključujući halal turizam, islai





Ana Sayfa

Kurumsal

Birliklerimiz

Mevzuat

@ B

Üyeli

Linkler

İletişim

#### world halal day etkinliği – şeker

Ana Savfa » İİB Gündem

Şekerli Mamuller Tanıtım Grubu; 02-04 Kasım 2016 tarihler Croatia 2016 etkinliğine info stand ile katılım gerçekleştirmi organizasyonuna iştirak eden ziyaretçilerin Tanıtım Grubu s

Fuar organizasyonu ilk önce açılış konuşmalarıyla başlamış Hırvatistan Diyanet Kurumu müftüsü Sn. Aziz Hasanoviç ve yer almışlardır. Açılış sonrasında Tanıtım Grubu standını zi Türk kahvesi, lokum ve baklava ikram edilmiştir.

Diğer yandan, hali hazırda devam eden organizasyonda, Bı sürdürmektedir.



World Halal Day 2016 - predstavljeni Asocijacija halal industrije BiH, AS GROUP i portal halalmagazin.com



## Opatija's Declaration

As a part of the yearlong celebration of the 100th anniversary of the official recognition of Islam as an equal religion in the Republic of Croatia, Center for Halal Quality Certification, in cooperation with the United World Halal Development organization in Singapore and sponsored by the Ministry of Tourism, the Ministry of Foreign and European Affairs, Ministry of Economy and the Ministry of Agriculture and with the support of Opatija, Primorje-Gorski Kotar county, Croatian Chamber of Commerce, the Croatian Tourist Board and the Tourist Board of Opatija, as well as Republic of Turkey as the partner country, with the support of the Islamic Republic of Iran organized World Halal Day Croatia, the first international halal event in Croatia from 2nd – 4th November 2016, with theme: "Latest Trends and Opportunities in the Fastest Growing Market of the World". After three days of panel discussions and presentations, gathered political representatives, religious dignitaries, manufacturers, service providers, researchers, representatives of halal certification and standardization institutions and financial institutions, representatives of the economic and tourist chamber of Croatia, Belgium, Great Britain, France, Spain, Italy, Bosnia and Herzegovina, Serbia, Montenegro, Turkey, Malaysia, Indonesia, Iran, Algeria, the United Arab Emirates, Qatar, Kuwait, Saudi Arabia, Australia, Singapore, Spain, Sudan, Canada, Azerbaijan, Russia, Norway, United States of America and Slovenia are aware that:

- \*concept of halal represents a style of life and it is not merely related to halal meat and the method of slaughtering
- \*halal does not exempt anyone, furthermore, halal adds an additional quality for each product and service
- \*the value of the halal market is currently estimated at 2 trillion US dollars
- \*the world's biggest economies want to participate more actively in the halal market
- \*halal has been misused for commercial purposes such as self declaration of halal without any certification procedures
- **❖issuing halal certificates from unauthorized institutions and individuals**
- **❖endless discussions on halal slaughtering modes and stunning methods**
- \*the various initiatives in the establishment of a uniformed halal standards in production and service provision
- **❖opportunities and potential offered by Islamic Banking and Finance**
- ❖initiatives and strategies of different countries to become leaders in the Islamic economy
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- ❖opportunities and potentials offered by Islamic Banking and Finance
- **❖initiatives and strategies of different countries to become leaders in the Islamic economy**





## Opatija's Declaration

Expressing gratitude to the Republic of Croatia, which has recognized Islam as an equal religion 100 years ago and thus established a legal framework for the institutional development of halal, which has resulted in the registration of halal standards in the Croatian Standards Institute, we hereby issue:

#### **OPATIJA's DECLARATION which:**

- I. Condemns any attempt to misuse the halal for any purpose.
- II. Calls on the acceptance of the interpretations of halal exclusively by authorized institutions.
- III. Welcomes the establishment of a unified halal standard in the Republic of Croatia and the region.
- IV. Calls upon all countries of the European Union and beyond to the establishment and implementation of halal standard and accreditation of halal certification bodies taking countries in Southeast Europe as an example of good practice.
- V. Taking into account the halal certification activities performed by Muslim communities/institutions in Non-Muslim countries over the last 30 years; invites the standardization bodies in Muslim countries that study in the fields of halal tourism, production, certification and accreditation, to cooperate with the Muslim communities/institutions in non-Muslim countries and welcomes all activities to reach common halal standards.
- VI. Welcomes the establishment of accreditation of halal certification bodies, and invites all countries to accept a unified accreditation in the world as the only true way to full regulation of the halal market.
- VII. Supports the current initiatives and strategies of some countries to become leaders in the Islamic economy, based on the principle of transparency and mutual respect.
- VIII. Welcomes the implementation of halal standards in schools of the Republic of Croatia considering it as a positive example which should be followed by all public institutions in the World
- IX. Invites educational institutions to establish special courses in order to better understand the possibilities and future development of the halal market.
- X. Invites the scientific institutions to established monitoring of halal and scientific development of the same.
- XI. Urges financial institutions in the application of Islamic banking and finance models as a models that can provide fresh capital and investment in particular sectors leading to positive examples in the world.
- XII. Ask all political representatives, religious dignitaries, manufacturers, service providers, scientific and academic communities, halal certification bodies, accreditation of institutions, standardization and financial institutions, commercial and tourism chambers to adopt and implement this declaration.

In Opatija, November 04th, 2016.



# Thank You to Our Organizational Committee, Volunteeres and Islamic Community

- 1. Aldin Dugonjić
- 2. Edina Mešić
- 3. Nermin Merdžanović
- 4. Nedim Omerović
- 5. Bermin Meškić
- 6. Nermin Botonjić
- 7. Mersad Kreštić
- 8. Muhamed Mandžić
- 9. Nejra Kadić Meškić
- 10. Ida Alić
- 11. Mirela Tinjić
- 12. Elvira Omerović
- 13. Aida Merdžanović
- 14. Amra Lemeš
- 15. Khaled Yassin
- 16. Alma Srebreniković
- 17. Lamija Turčinhodžić
- 18. Haris Opardija

- 19. Alen Kotorić
- 20. Hajrudin Mujakanović
- 21. Edin Dugonjić
- 22. Edita Dugonjić
- 23. Emira Adžajlić
- 24. Lejla Livak
- 25. Midhat Mulabdić
- 26. Almajra Aldžić
- 27. Eldina Bikić
- 28. Lejla Bikić
- 29. Zerina Pitarević
- 30. Majda Hasanović
- 31. Mirela Bećirović
- 32. Amra Čaušević
- 33. Alisa Hasanbegović
- 34. Nadija Livak
- 35. Nejra Žunić Hevešević
- 36. Senad Hevešević

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