

# THAILAND HALAL ASSEMBLY 2017



**Halal Wisdom :**  
CONVERGENCE OF SCIENCE, TECHNOLOGY  
AND ISLAMIC ARTS

“ Thailand International Halal Expo (TIHEX) and  
International Conference on Halal Science, Industry and Business ”

## Nov 30 - Dec 3, 2017

Bangkok International Trade & Exhibition Centre (BITEC)

Bangna Bangkok, Thailand



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 Thailand Halal Assembly

 @HalalCu

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Organized by

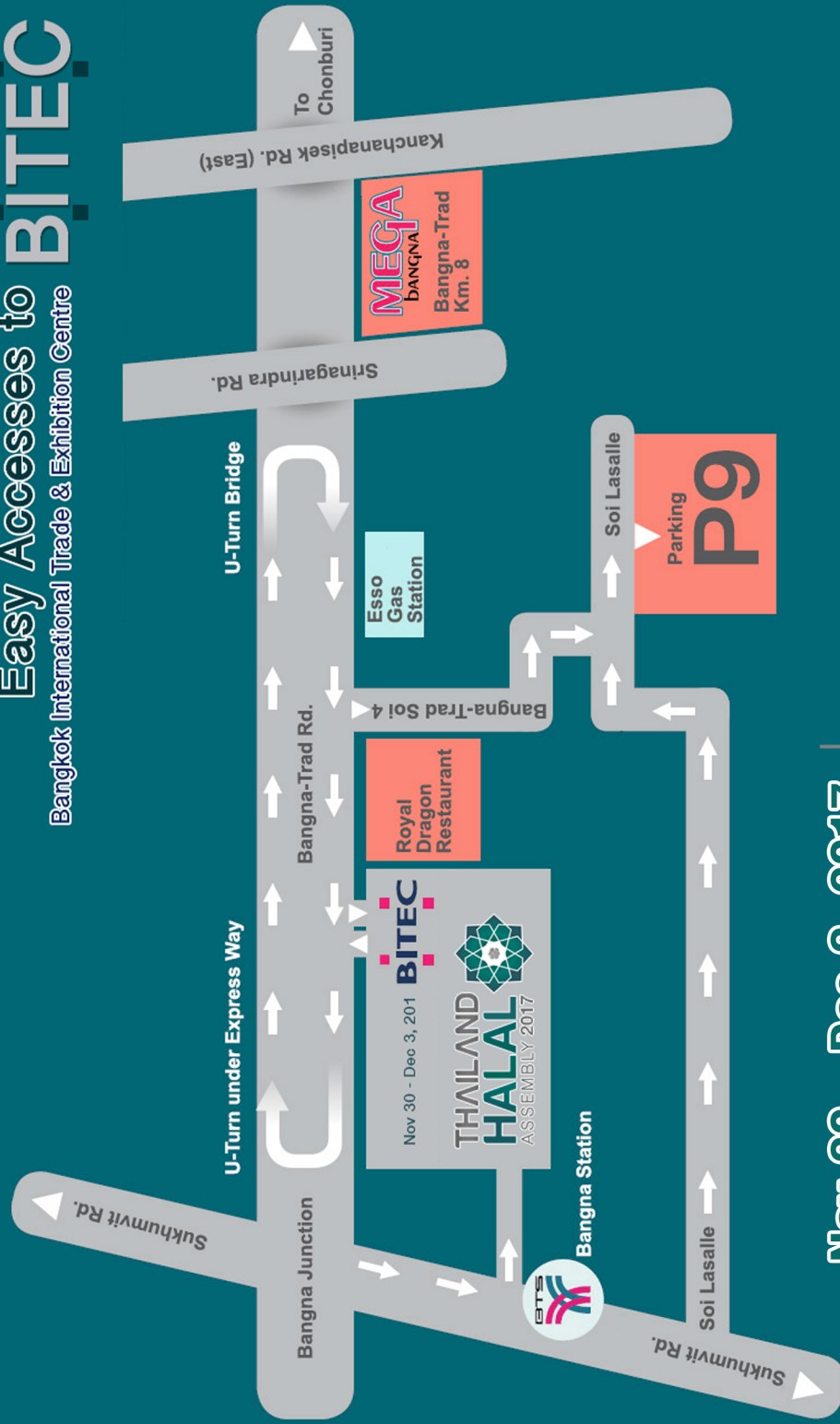


The Halal Standard Institute of Thailand, The Central Islamic Council of Thailand  
and The Halal Science Center Chulalongkorn University



# Easy Accesses to BITEC

Bangkok International Trade & Exhibition Centre



**Nov 30 - Dec 3, 2017**  
Plan Hall EH 99 & EH 100

**Thailand Halal Assembly 2017**

**THAILAND HALAL ASSEMBLY 2017**



The Central Islamic Council of Thailand (CICOT) in collaboration with the Halal Standard Institute of Thailand (HSIT) and the Halal Science Center Chulalongkorn University (HSC-CU) will host the 4<sup>th</sup> Thailand Halal Assembly 2017 from 30<sup>th</sup> November to 3<sup>rd</sup> December 2017 at the Bangkok International Trade and Exhibition Center (BITEC) in Bangkok, Thailand. Since its inception in December 2014 up to now, Thailand Halal Assembly (THA) has been getting grand support from the Prime Minister of Thailand, General Prayut Chan-o-cha and the public agencies concerned with Halal development.

By the Royal Act Concern Islamic Organization Administration B.E.2540 (A.D. 1997), CICOT is the sole Halal Accreditation Body (HAB) of the country to oversee all forty Halal Certification Bodies (HCBs) with the technical support from HSIT and forensic laboratory analysis from HSC-CU. With the guiding principle of "Shariah Compliance Certifies and Halal Science Supports", the genuine Halal products and services of Thailand at around nearly 200,000 items outreach worldwide. The strong support of public-private partnership in developing Halal economy under one single Halal mark, the branding of Halal products and services from Thailand is then called "Thailand Diamond Halal".

Under the main theme "**HALAL WISDOM: CONVERGENCE OF SCIENCE, TECHNOLOGY, AND ISLAMIC ARTS**", all key events and showcases will be interconnected with the strong intent to express the advancement of the Halal economy in line with the National Strategy of Thailand or THAILAND 4.0. In sum, THA 2017 event will cover the following components: (1) The 10<sup>th</sup> Halal Science, Industry, and Business International Conference (10th HASIB) (2) The 4<sup>th</sup> Halal Standard International Convention (3) The Halal Wisdom Exhibition (4) Thailand International Halal EXPO 2017 (THEX) In addition, an exclusive training workshop for both Thai and International companies will be conducting on such topics as Halal marketing workshops as well as Halal business matching.



## 10<sup>th</sup> HASIB International Conference

An international Conference focused on Halal  
Science, Industry and Business activities in the world



## Oral & Poster Presentation of Halal Science, Technology and Innovation

Exclusive sessions by experts from many academic fields

- Food science technology and innovation
- Cosmetic science
- Food bioactive on health
- Nanoscience
- Biochemistry and molecular biology



## Halal Standard Convention

A meeting of international Halal Standard  
and Certification Bodies including the following  
activities:



- Harmonizing Global Halal Standards Forum
- Mutual Recognition Agreements Signing  
between the Halal Standard Institute of  
Thailand & International Certification Bodies
- OIC/SMIIC Halal Standards Workshop
- Public Hearing for Thailand's New Halal  
Standards

## Halal Business Matching & Halal Marketing Workshop

An exclusive training workshop for Thai  
and international companies



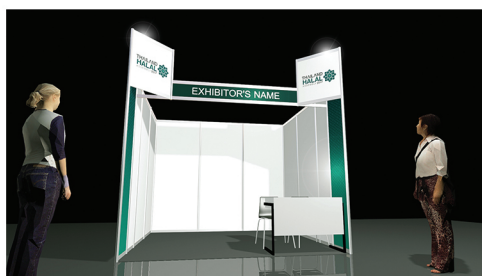
# Thailand International Halal Expo

More than 250 international and local companies would exhibit their Halal Certified Products



**THAILAND  
HALAL**  
ASSEMBLY 2017

## STAND BOOKING



### Package includes :

Shell Scheme Package (3x3 sqm.)  
(Incl. Laminated Panels, Fascia board, pytex 1,  
Info Desk 1 Chair 1, light, 1kW Power Supply  
- USD 450)

For more information : [www.thailandhalalassembly.com](http://www.thailandhalalassembly.com), email : [Info@thailandhalalassembly.com](mailto:Info@thailandhalalassembly.com)





## **GENERAL INFORMATION**

### **1. Introduction**

The Central Islamic Council of Thailand (CICOT) in collaboration with the Halal Standard Institute of Thailand (HSIT) and the Halal Science Center Chulalongkorn University (HSC-CU) will host the 4th Thailand Halal Assembly 2017 (THA 2017) during 30 November to 3 December 2017 at the Bangkok International Trade and Exhibition Center (BITEC) in Bangkok, Thailand. With the main theme entitled "HALAL WISDOM: CONVERGENCE OF SCIENCE, TECHNOLOGY, AND ISLAMIC ARTS", all key components in this event will be interconnected with core values of "Shariah compliance certifies and Halal Science supports". Hence, the major objective of THA 2017 is to show how the cornerstone of Halal Wisdom has been creating the development of Halal science, technology and Islamic arts for quality improvement of Halal products of Thailand throughout the past two decades. Additionally, with the positive support from the Thai Government, as specified in the national strategy to transform Thailand into a value-based and innovation economy or Thailand 4.0, the Halal economy will be moving forward from production-based to service-based economy.

### **2. Agenda**

**The tentative programs are as follows:**

<b>Date</b>	<b>Program</b>	<b>Vanue</b>
Nov 30 – Dec 3, 2017	Thailand International Halal Expo (TIHEX)	Hall EH 100
Nov 30 at 9.00 am	Keynote address: "Halal Wisdom: Convergence of Science, Technology and Islamic Arts"	Grand Stage, Hall EH 99
Nov 30 at 9.00 am	GRAND OPENING CEREMONY	Grand Stage, Hall EH 99
Dec 1 at 9.00 am	Keynote speech: "Science, Technology and Innovation for Smart Curriculum"	Grand Stage, Hall EH 99
Dec 1 – Dec 3, 2017	10th HASIB Conference	Meeting Room II, Hall EH 99
Dec 1 – Dec 2, 2017	Halal Inspector and Auditor Workshop	Meeting Room III, Hall EH 99
Dec 2, 2017	Academic Oral & Poster Presentation	Meeting Room II, Hall EH 99





### 3. Participant Registration

Online registration is available on *thailandhalalassembly.com* or email: *info@ thailandhalalassembly.com*

### 4. ACCOMMODATION

Delegates may wish to confirm their reservations directly with the hotel at your convenient, further information as attached. Delegates will be responsible for all hotel charges including room rate, room cancellation, telephone / fax or email charges, mini-bar consumption and other services. In any case of room cancellations made after forwarding the Hotel Registration Form request or in any event of no-show, the hotel reserves the right to charge a cancellation or no-show fee equivalent to one-night stay at the rate confirmed and booked.

### 5. Secretariat:

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## THAILAND HALAL ASSEMBLY 2017

### Day 1: Thursday, November 30, 2017

#### SPECIAL LECTURE & SEMINAR

EH100, Bangkok International Trade & Exhibition Center: BITEC

Time	Grand Stage	Meeting Room II	Meeting Room III
0800-0900	Registration of participants	<b>Halal Proficiency Testing (Time: 0800-1400)</b> <ul style="list-style-type: none"><li>• Porcine DNA Method and Traceability</li><li>• Proficiency Testing Program: Detection and Quantitation of Porcine DNA</li></ul>	<b>The Central Islamic Council of Thailand (CICOT) Meeting</b>
0900-0920	Opening note : <b>Pol.Maj.Gen.Surin Palarae</b> , Secretary General of CICOT		
0920-1000	Keynote address: <b>“Halal Wisdom: Convergence of Science, Technology and Islamic Arts” Dr. Surin Pitsuwan</b> , Former Foreign Minister of Thailand and Former secretary General of ASEAN		
1000-1015	Coffee/tea break		
1015-1145	Seminar: <b>“Muslim’s Halal Pathway”</b> <i>by Muslim Women's Association Federation of Thailand</i>	<b>Halal Proficiency Testing (Time: 0800-1400)</b> <ul style="list-style-type: none"><li>• Evaluation of Uncertainty of Porcine DNA Measurement</li></ul>	<b>The Central Islamic Council of Thailand (CICOT) Meeting</b>
1145-1400	Lunch and Salat		
GRAND OPENING CEREMONY Grand Stage, EH100, Bangkok International Trade & Exhibition Center: BITEC			
1400-1430	Arrival of Chief guest & foreign participants		
1445	Arrival of <b>H.E.General Prayut Chan-o-cha</b> , Prime Minister of Thailand, Chairman of Ceremony (TBC)		



1500-1540	<p>Opening Ceremony</p> <ul style="list-style-type: none"> <li>• Recitation of Holy Al-Quran</li> <li>• Thai-Muslims Cultural shows</li> <li>• Video presentation on “<b>Halal IT Platform Development</b>”</li> <li>• Welcome note: <b>Pol.Maj.Gen.Surin Palarae</b>, Secretary General of CICOT</li> <li>• Report note: <b>Assoc. Prof. Dr. Pakorn Priyakorn</b>, The Halal Standard Institute of Thailand (HSIT), Thailand</li> <li>• Inauguration address by <b>H.E.Gen.Prayut Chan-o-cha</b>, Chairman of Ceremony (TBC)</li> <li>• <b>H.E.Gen.Prayut Chan-o-cha</b> receives token of appreciation presented by <b>H.E. Aziz Pithakkumpol</b></li> </ul> <p>Photo Session of Prime Minister with international CBs and members of CICOT</p>
<p><b>GRAND OPENING CEREMONY OF HALAL EXPO</b> Grand Stage, EH100, Bangkok International Trade &amp; Exhibition Center: BITEC</p>	
1540-1600	Ribbon cutting for grand opening ceremony of Halal Expo by <b>H.E.Gen.Prayut Chan-o-cha</b> (TBC)
1600	Return of <b>H.E.Gen.Prayut Chan-o-cha</b> (TBC)
1900-2100	<b>Welcoming dinner for Chairpersons, Speakers &amp; Organizing committee at BITEC</b>



**Day-2: Friday, December 1, 2017**

**SPECIAL LECTURE**

**Grand Stage, EH100, Bangkok International Trade & Exhibition Center: BITEC**

0800-0900	Registration of participants	<b>Meeting Room III</b>  <b><u>Technical session - 1</u></b>  <b>(Day I)</b> <b>Halal Inspector and Auditor Workshop</b>
0900-0920	Thai-Muslim cultural show	
0920-1000	Keynote speech: <b>“Science, Technology and Innovation for Smart Curriculum”</b> <i>(in Thai with English translation)</i> <b>Prof. Dr. Bundhit Eua-Arporn</b> , President, Chulalongkorn University (TBC)	
1000-1015	Signing Ceremony of Mutual Recognition Agreement (MRA) between International CBs with CICOT, HSIT and HSC	
1015-1030	<b>Coffee/tea break</b>	

**PLENARY SESSIONS**

**EH99, Bangkok International Trade & Exhibition Center: BITEC**

Time	Grand Stage	Meeting Room I	Meeting Room II	Meeting Room III
	Halal Consumers Symposium (Thai Version)	Workshop (Thai Version)	10 <sup>th</sup> HASIB Conference	Workshop (Thai Version)
1030-1050	<b>Scale Up of Halal SME and Startup in Digital Trend</b> <b>Chairperson: Asst. Prof. Dr. Banchong Waitayametha</b> , HSC, Pattani, Thailand	<b>Official of Halal Affairs (TOR)</b>	<b>Topic: Chemical Nanosensor for Authentication in Food Products</b> <b>Keynote Speaker: Prof. Dr. Peter Lieberzeit</b> , University of Vienna, Austria <b>(TBC)</b>	<b>(Day I)</b> <b>Halal Inspector and Auditor Workshop</b>
<b>Technical session – 1</b>			<b><u>Advance in Science and Technology for Smart World</u></b> <b>Chairperson: Prof. Dr. Faqir Muhammad Anjum</b> , Vice Chancellor, International University of Gambia, Gambia	
1050-1110	<i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i>		<b>Point-of-Care Diagnosis in Halal Perspectives</b> <b>Asst. Prof. Dr. Minhaz Uddin Ahmed</b> , Universiti Brunei Darussalam, Brunei Darussalam	
1110-1130			<b>Meat Authentication <i>via</i> Proteomics Approaches</b> <b>Prof. Dr. Dhilia Udie Lamasudin</b> , Universiti Putra Malaysia,	



				Malaysia	
1130-1150				<b>Nanomaterials-based Biosensors for the Halal Industries</b> Asst. Prof. Dr. Amani Salim, International Islamic University Malaysia, Malaysia	
1150-1210				<b>Smart Muslim Living with Technology and Innovation</b> Mr. Erwan Mace, Founder & CEO at Bitsmedia, Singapore (TBC)	
1210-1230				Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph	
1230-1400	<b>Lunch and Friday Salat</b>				
<b>Technical session - 2</b>	<b>From Creative Ecosystem To Innovative Ideas</b>	<b>Official of Halal Affairs (TOR)</b>		<b><u>Halal Literacy: Role and Responsibility of Muslim Scientist for Halal Industries</u></b> Chairperson: Dr. Abdulqahir Qamar, Director of the Fatwa Department at the International Islamic Fiqh Academy (TBC)	<b>(Day I)</b> <b>Halal Inspector and Auditor Workshop (Cont.)</b>
1400-1420	Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph		<b><u>(Poster Presentation in front of Room II)</u></b>	<b>Physiochemical Transformation (Istihala) of Things in Halal Industries</b> Dr. Hani Mansour Al Mazeedi, Kuwait Institute of Scientific Research (TBC)	
1420-1440				<b>Aspects of Darurah (Necessity) and Its Halal Applications in Pharmaceuticals and non-Food Materials</b> Prof. Dr. Mosaad Abdel Wahhab, National Research Center, Egypt	
1440-1500				<b>Synthetic Biology and Modern Meat Science</b> Prof. Dr. Nazimah hamid, Auckland University of Technology, New Zealand	
1500-1520				<b>Awareness of Fermentation in Halal Industry</b> Dr. Dase Hunaefi, Bogor agricultural University, Indonesia	
1520-1540				<b>Halal Turning Point: Moving Towards New Prosperity of Halal Science</b> Assoc. Prof. Dr. Winai Dahlan, Founding Director, Chulalongkorn University, Thailand	



1540-1600				Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph	
1600-1615	<b>Coffee/tea break/(Poster Presentation)</b>				
<b>Technical session – 3</b>	<b>Muslim and Scientific Education system</b>	<b>Official of Halal Affairs (TOR)</b>	<b>Academic Presentation of Halal Science, Technology and Innovation</b>	<b>(Day I) Halal Inspector and Auditor Workshop (Cont.)</b>	
1615-1815	<p><b>Chairperson: Mr. Tuan Iskandar Dato'Mulia,</b> Committee of Wasatiyyah Institute for Peace and Development</p> <ul style="list-style-type: none"> <li><b>Dr. Manat Boonchom,</b> Director of Islam Santichon</li> </ul> <p><i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i></p>		<p><b>Session Chair: Dr. Acharee Suksuwan,</b> HSC, Chulalongkorn University, Thailand</p> <p><i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i></p>		



**Day-3: Saturday, December 2, 2017**

Time	Grand Stage	Meeting Room I	Meeting Room II	Meeting Room III
	Halal Consumers Symposium (Thai Version)	Halal Standard Convention	10 <sup>th</sup> HASIB Conference	Workshop (Thai Version)
0900-1000	-	-	-	(Day II) Halal Inspector and Auditor Workshop
1000-1020	Integration of Science and Islamic Arts for the Future	Harmonizing Global Halal Standards forum (I)	Topic: Neuromarketing and Its Application for Halal Startup and Digital Advertising Keynote Speaker: Dr. Jonathan A. J. (Bilal) Wilson, Course leader, Advertising, Branding & Marketing (TBC)	
Technical session – 4	Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph		<b>Digital Marketing in Deep Tech Era</b> Chairperson: Mr. Zafarjon Khontamov, Senior SP Expert, Group Strategic Planning Department, Islamic Development Bank, Saudi Arabia	
1020-1040			<b>Global Halal Economic Trends in Science, Technology and Innovation</b> Mr. Rafi-uddin Shikoh, CEO, DinarStandard, UAE	
1040-1100			<b>Supply Chain Transformation: Blockchain Technology in Halal Supply Chains</b> Dr. Marco Tieman, Founder and Chief Executive Officer, LBB International, Malaysia (TBC)	
1100-1120			<b>The Potential of Global Halal Cosmetics and Personal Care Market in Non-Muslim Countries</b> Anna Maria Aisha Tiozzo, President, Italian Halal Certification Center, World Halal Development (WHAD), Italian Republic (TBC)	
1120-1140			<b>Islamic Design &amp; Creativity for Halal Products</b> Mr. Peter Gould, Creative entrepreneur and artist, Australia (TBC)	



			Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph	
1140-1200			Best Oral & Poster Presentation Award	
1200-1315	Lunch and Salat			
Technical session – 5	The Challenges of Muslim Consumer Protection in Data Era	Harmonizing Global Halal Standards forum (II)	Methodology in Halal Science and Accreditation Chairperson: Prof. Dr. Nazimah hamid, Auckland University of Technology, New Zealand	(Day II) Halal Inspector and Auditor Workshop (Cont.)
1330-1350	Question & Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph		Food Innopolis : Research and Innovation For Thailand’s Halal Food Sustainability Asst. Prof. Dr. Akkharawit Kanjana-Opas, Deputy Secretary General, National Science Technology and Innovation Policy Office (STI), Thailand (TBC)	
1350-1410			Future Food : Issues and Challenges of Halal Forensic Science Prof. Dr. Faqir Muhammad Anjum, Vice Chancellor, International University of Gambia, Gambia	
1410-1430			Roles and Responsibility of SMIIC on Halal Scientific Methodology Mr. Çağrı CANKURTARAN, Expert, SMIIC General Secretariat, Turkey	
1430-1450			Uplift of Halal Scientific Infrastructures in Non-Muslim Countries Dr. Charun Yafa, Assistant Head of Chemical Metrology and Biometry Department Chemical Metrology and Biometry Department, Thailand (TBC)	
1450-1510			Application of Next Generation Sequencing Technique for Identification of Halal Meat Products Adulterated with Haram Species Ms. Sunainee Mahama, HSC, Chulalongkorn University, Thailand	
1510-1525	Coffee/tea break			



Technical session – 6	Disruptive Marketing and Innovation	Harmonizing Global Halal Standards forum (III)	<u>Challenges and Opportunities on Halal Industries</u> Chairperson: Prof. Dr. Dhilia Udie Lamasudin, Universiti Putra Malaysia, Malaysia	(Day II) Halal Inspector and Auditor Workshop (Cont.)
1530-1550	<i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i>		<b>Development of Thermostable Enzyme and Its Application in Halal Industries</b> Dr. Mohamad Ropaning Sulong, Universiti Selangor, Malaysia	
1550-1610			<b>Molecularly Imprinting As Alternative Tools for Halal Industries</b> Dr. Acharee Suksuwan, HSC, Chulalongkorn University, Thailand	
1610-1630			<b>Halal Authenticity and Traceability in Non-Food Products</b> Prof. Dr. Irwandi Jaswir, International Islamic University Malaysia, Malaysia	
1630-1650			<b>Potentials of Non-Food Products in Halal Industries</b> Mr. Farhan Tufail, General Manager, Halal Certification Service, Switzerland (TBC)	
1650-1710			<i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i>	



**Day-4: Sunday, December 3, 2017**

Time	Grand Stage	Meeting Room I	Meeting Room II	Meeting Room III
	Halal Consumers Symposium (Thai Version)	-	Workshop (Thai Version)	Workshop (Thai Version)
<b>Technical session – 7</b>	<b>Halal Clinic for Import/Export Entrepreneurs</b>	-	Public Hearing for Halal Standards	(Day III) Halal Inspector and Auditor Workshop
0900-1030	<i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i>			
1030-1045	Coffee/tea break			
<b>Technical session – 8</b>	<b>Mindset of E-commerce and Startup Innovation</b>	-	Public Hearing for Halal Standards (Cont.)	(Day III) Halal Inspector and Auditor Workshop (Cont.)
1045-1230	<i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i>			
1230-1330	Lunch and Salat			
<b>Technical session – 9</b>	<b><u>Thailand's Halal Strategy for Muslim Friendly Tourism</u></b>	-	Public Hearing for Halal Standards (Cont.)	(Day III) Halal Inspector and Auditor Workshop (Cont.)
1330-1530	<b>Chairperson: Mr. Itthilut Kinglek</b> , President of Tourism Council of Thailand <ul style="list-style-type: none"> <li><b>Mr. Pongpanu Svetarundra</b>, Permanent Secretary of Ministry of Tourism and Sports</li> <li><b>Mr. Yuthasak Supasorn</b>, Governor, Tourism Authority of Thailand</li> <li><b>Dr. Boontha Chailerd</b>, Maetaeng Elephant Park</li> </ul>			



	<ul style="list-style-type: none"> <li><b>Ms. Aisyah Ujeh</b>, President of THAI-ASEAN Halal Tourism and Trade Association</li> </ul> <p><i>Question &amp; Answer from the audience followed by concluding remarks / Memento distribution followed by group photograph</i></p>			
<p align="center"><b>Closing Ceremony</b> <b>Grand Stage, Bangkok International Trade &amp; Exhibition Center: BITEC</b></p>				
1545-1600	<b>Closing Ceremony</b> Chaired by Assoc.Prof.Dr.Winai Dahlan, Founding Director, HSC, Thailand			
1600-2000	Vote of Thanks and Group photograph			