

# WHAT'S UP@DTI

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## DTI spearheads the unveiling of Philippine Halal Industry Development Strategic Plan 2024-2028



Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual (sitting, 2nd from left) led the launching of the Philippine Halal Industry Development Strategic Plan 2024-2028 held at the World Trade Center on 23 January 2024. Joining him in photo: [Upper L-R] Embassy of Indonesia Head of Economic Mission Minister Mudzakir, Ambassador of Thailand to the Philippines His Excellency Tull Traisorat, Department of Budget and Management (DBM) Secretary Amenah F. Pangandaman, Ambassador of Malaysia to the Philippines His Excellency Abdul Malik Melvin Castelino, Ambassador of Brunei Darussalam to the Philippines Her Excellency Megawati Doto' Paduka Haji Manan, and Deputy Chief of Mission of Saudi Arabia to the Philippines Mr. Khalid Alharthi;

[Lower L-R] Halal Task Force Program Manager Aleem Siddiqui M. Guiapal, DTI Secretary Fred Pascual, Grace Exposition International (Philippines) Mary Grace A. Adiab, and Halal Expo Hut Canada Vice President Nasser Deeb.

**Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual** led the unveiling of the Philippine Halal Industry Development Strategic Plan to position the Philippines as the fastest-growing halal hub in the Asia-Pacific region by 2028.



Anchored on **President Ferdinand Marcos Jr.'s** vision towards a Bagong Pilipinas, the new plan is centered on four key economic agendas to heighten halal industry development initiatives in the country to double halal output to 6,000 certified products and services, attracting PHP 230 billion in investments, and generate 120,00 jobs over the next four years.

*"As a result of the series of consultations with different organizations as well as representatives from the academe, private enterprise, and religious sector, we will be focusing on four economic agendas that zero-in on collaboration, customer needs, competitiveness, and comprehensiveness,"* said Secretary Pascual who is also the Chairman of the Halal Export Development and Promotion Board.

The Halal Board is chaired by DTI and vice chaired by the National Commission on Muslim Filipinos (NCMF), the Department of Agriculture (DA), the Department of Health (DOH), the Department of Science and Technology (DOST), the Department of Foreign Affairs (DFA), the Department of Tourism (DOT), the Bangko Sentral ng Pilipinas (BSP), and the Mindanao Development Authority (MinDA) together with two representatives from the private sector.

Notably, after the passing of the Philippine Halal Export Development and Promotion Law in 2016, the Philippine Halal Export Board, in which DTI oversees, was created to ensure full enforcement of the law. In 2023, DTI organized the Special Task Force for Halal Industry Development which made great strides in the past months.

This included focus group discussions and workshops on the halal development plan, the ongoing Halal certification of micro, small, medium enterprises (MSMEs) in partnership with the Bangsamoro Autonomous Region in Mindanao's (BARMM) Ministry of Trade, halal awareness capacity building, and the 6th Philippine National Halal Conference supported by the Board of Investments (BOI), Philippine Economic Zone Authority (PEZA), National Development Company (NDC), and Bangsamoro Economic Zone Authority (BEZA), to name a few.

*"Today we will unveil our strategic plan for the halal industry and to accomplish this, we will not just be focusing on halal integrity but also the issues on accreditation and certification. With this, we're happy to share that the Philippine Halal Export Board approved the Board Resolution to grant recognition to Halal Certification Bodies who has an existing recognition from the importing country,"* said **Halal Task Force Program Manager Aleem Siddiqui M. Guiapal** in his opening address.

*“We commend the leadership of the DTI Secretary in taking a progressive and developmental role rather than a regulatory function in mainstreaming the halal sector. The directive of the Honorable Secretary is to establish an action plan that will create an integrated end-to-end industry effort from input, production, distribution, marketing and consumption. Through better coordination and closer collaboration, we will focus on collectively developing the Philippine Halal ecosystem,”* he added.

Furthermore, Secretary Pascual also called for an enhanced inter-agency collaboration to unify roadmaps for the halal development, address the gaps in halal value chain, and improve Philippine halal product awareness locally and internationally.

Held on 23 January 2024 at the World Trade Center in Pasay City, the launch was joined by other Halal Board members and representatives, together with DTI Office of the Secretary Chief-of-Staff **Undersecretary Ana Carolina P. Sanchez** and Communications **Undersecretary Maria Blanca Kim B. Lokin**.