

## **POST EVENT PRESS RELEASE**

Trade Development Authority of Pakistan in collaboration with Pakistan National Accreditation Council successfully concluded an awareness seminar / webinar on "Halal Accreditation; A Gateway to International Trade" on the 4th November 2020 (Wednesday) at Trade Development Authority of Pakistan, HQ, Karachi.

Mr. Abdul Karim Memon, Director General, Agro and Food Division, Karachi welcomed Ms. Ismat Gul Khattak, Director General, PNAC and her team, representatives from Pakistan Standards and Quality Control Authority and Halal Certifying Bodies on the occasion and gave a brief on the demand for Halal Market /Industry; As it is growing at a fast pace and having drawn so much attention and interest from all around the world. Therefore, the development initiative, strategies, and controlling mechanism are essential for the promotion of the Halal economy in Pakistan. The seminar / webinar started with key notes from DG, TDAP, DG, PNAC, Director, PNAC and Mufti Zeeshan A Aziz, C.E.O, International Halal Certification (Pvt) Ltd representing halal certification bodies along with an extensive presentation on Halal Accreditation given by Mr. Abdus Sami, Deputy Director, PNAC. The said event was also attended by Pakistani Missions abroad, exporters from various sectors including meat and poultry, academia, Animal Quarantine Department, Karachi via video link. The awareness seminar / webinar highlighted the importance of Halal Accreditation & Certification and its benefits to all stakeholders.