

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا

"O mankind! Eat of that which is Halal and Tayyab on the earth..." Quran 2:168



PUNJAB HALAL DEVELOPMENT AGENCY

Developing & Projecting Pakistan as Halal Hub





PUNJAB HALAL DEVELOPMENT AGENCY

Punjab Halal Development Agency (PHDA) is a Halal development organization owned by Government of Punjab. PHDA has been aimed at formalizing the Halal sector i.e. Halal Products' Certifications, Halal Business Projection, Capacity Building, Halal branding & marketing, Compliance regime of Halal food safety standards together with branding Pakistan as "Halal Hub" in the world. Punjab Halal Development Agency is established under the administrative control of Provincial Livestock and Dairy Development Department (Government of the Punjab).

vision

Developing Pakistan as Halal Hub

Mission

To promote compliance of prescribed Halal standards & certification systems

PHDA Objectives



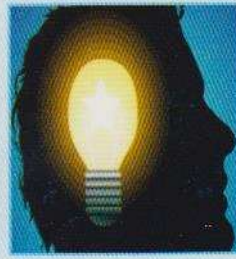
Halal Auditing
& Certifications



Capacity Building
Courses



Liaison "International
Halal Agencies"



Halal branding
& Marketing



Shariah Advisory
Services

HALAL MARKET POTENTIAL

Since the original concept of Halal products is based on the divine law, **“O” Mankind eat what is available on the Earth but Halal & Tayab**”. Therefore, it is imperative to develop and standardize shariah guidelines, principles, rules & regulations for the Research & Development of Halal businesses at local and global markets.

There is an emerging segment of Halal Trade estimated USD 3 trillion in the global markets, which is expanding rapidly under diversified areas of trade including Halal financing, tourism, hoteling, dairy food beverages, cosmetics, pharmaceuticals, chemicals & personal care etc. The Halal products especially food & beverages etc. are developed on the value chain basis (i.e.) production, processing and marketing.

Pakistan has capacity to capture the lion share from the established Halal industry in the world. Pakistan is an emerging Halal Hub and the country where animals are reared on 100 percent Halal and organic feeding resources. Slaughtering, processing, cold storage and transportation facilities are also Halal certified in Pakistan.

The creation of PHDA has been termed a step towards developing and projecting Pakistan as Halal hub by opening new vistas for entering the global Halal market while serving the domestic consumer market. The demand for healthy and safe agro-livestock food products is increasing rapidly with increasing population growth rate and socio-economic conditions. This will also open up new economic opportunities and employment for the youth and traders. PHDA, being a leading entity of government of the Punjab is established to promote compliance of prescribed standards and processes for Halal Certification of food & non-food sector in line with research and implement advanced laboratory testing facilities.



PHDA, Promoting Halal as way of life



Halal & Traceable Pakistan

Being an agricultural country, Pakistan has abundant natural resources in Halal Food & products.

- 4th largest Livestock Population
- 100% Halal Meat Value Chain
- Halal & Traceable Compliance System



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