



**51<sup>st</sup> Session/ January 2025**  
**ARSO Monthly Webinar Session**  
**Jointly Co-Organised with IMANOR/MOROCCO**  
**23<sup>rd</sup> January 2025**



**2:00 – 4:00 PM (14:00 – 16:00 HRS) EAST AFRICAN/NAIROBI TIME**

**Theme: The Halal industry, Trade and Standardisation**



**Topic: Halal Standards and Their Contributions to the Growth of Halal Economy and potential for Intra-African Trade under the AfCFTA.**

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**IMANOR**  
المعهد المغربي للتقييس  
Institut Marocain de Normalisation

**Host: Dr. Hermogene Nsengimana, Secretary General ARSO**

**Co-Host: Abderrahim Taibi, Director, IMANOR**



**Moderator : Houssam Tarik ALAMI, Head of the Energy, Water and Sustainable Development service, Department of Standardisation, IMANOR.**

# The Plenary Session / Panelists



## The Halal industry, Trade & Standardisation

Topic: Halal Standards and Their Contributions to the Growth of Halal Economy and potential for Intra-African Trade under the AfCFTA

**Host**



**Dr Hermogene Nsengimana**  
Secretary General

**Co-Host**



**Abderrahim Taibi**  
Director General, IMANOR

**Moderator**



**Houssam Tarik ALAMI**  
Head of the Energy, Water and Sustainable Development Department, IMANOR

 **THURSDAY, 23 JANUARY, 2025.**

 **FROM 1400 HRS TO 1600 HRS EAT**



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## The Halal industry, Trade & Standardisation

### PANELISTS

**Philip Okungu**  
Documentation and Information Manager, ARSO

Halal standardisation: Bringing together the realms of "halal" and "standardisation" in promoting the sustainable development of the halal economy in Africa and globally

**Issam Alouz | Dr Said Gmouh**  
Head of the Standardization Department, IMANOR | Technical Director, Multi Laboratory LC2A

Standardization and Halal labelling: Challenges, achievements and perspectives & the Halal labelling: Conformity analysis and assessment.

**Adnane El Gueddari | El Mahdi Boujid**  
President of the Halal Club at the Moroccan Association of Exporters (ASMEX) | Export Director at COSUMAR

Halal Market Opportunities for African Companies: The Case of Moroccan Companies

**Waleed Khalid AlDhuwayhi**  
Compliance Manager, Saudi Halal Center

The Global Halal Industry and Africa's industrialisation – The evolution of the halal industry beyond the traditional focus of food under the influence of industrialization and globalization – The Halal Economy opportunities and Challenges – The SASO Initiatives and experience

**Mr. İhsan ÖVÜT**  
Secretary General, SMIC

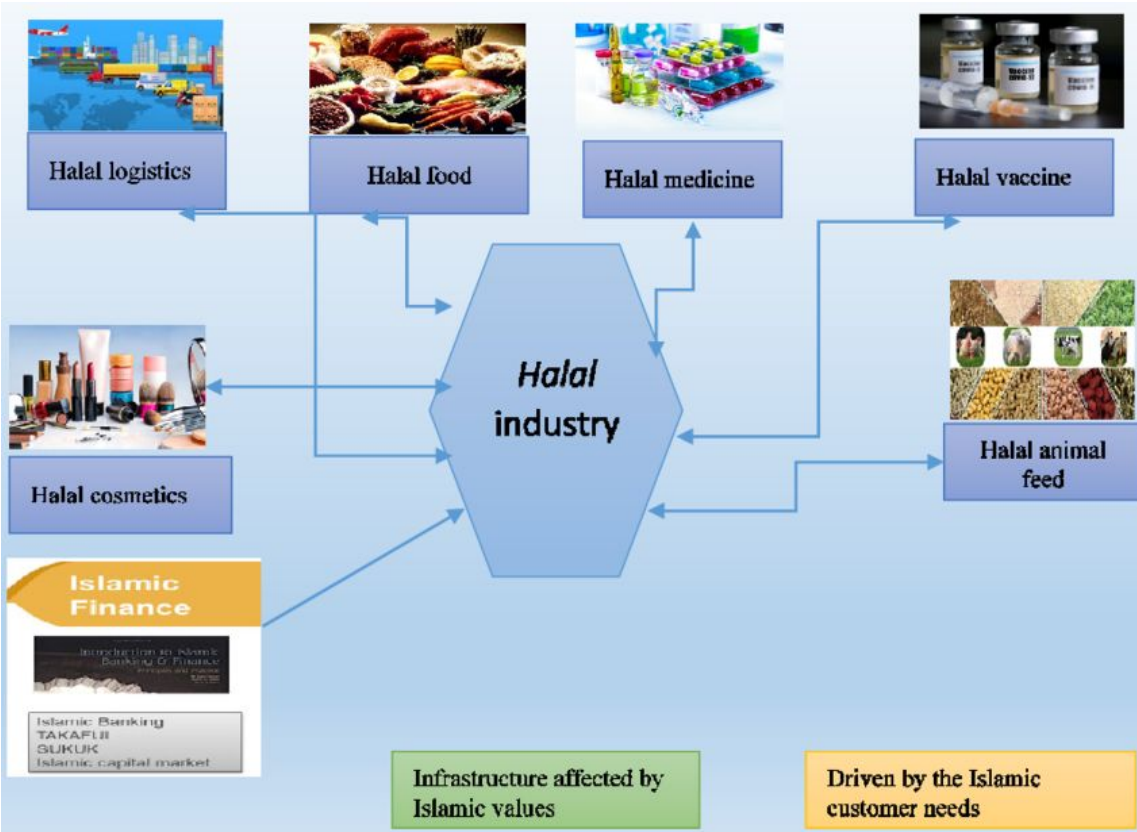
World Halal Standards Day : How harnessing the power of collaborations and partnerships to help unify halal standards in Africa and global.



**THURSDAY, 23 JANUARY, 2025.**

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## The Halal Economy



Halal is a way of life. It's about ensuring our consumables and non-consumables are safe, secure, and ethical. The Halal supply chain has already become more transparent in recent years through initiatives such as LCA (life cycle assessment), that measures environmental impact throughout each production stage, from raw material extraction through processing and manufacturing into final products with increased efforts towards sustainability by ensuring that carbon footprints and animal health are maintained throughout the production process, with more companies now recognize the potential of Halal certification as an international quality assurance standard.

The word 'Halal' comes from Arabic which means "allowed" or "permissible" according to Islamic law. Therefore, every Muslim must ensure that whatever they consume comes from a Halal source—not just the ingredients but also the entire production and handling process from start to finish (Zakaria, 2008).

Halal means **what is lawful** in accordance with Shariah law. Complying with its rules which are based on Islamic religious texts is required for practicing Muslims all over the world, however, **studies show that halal is no longer simply a set of regulations for food and food preparation, but a growing market that involves producers, consumers and certifying authorities, which extends beyond the Muslim population** (Haniff Ahamat et al., 2017).

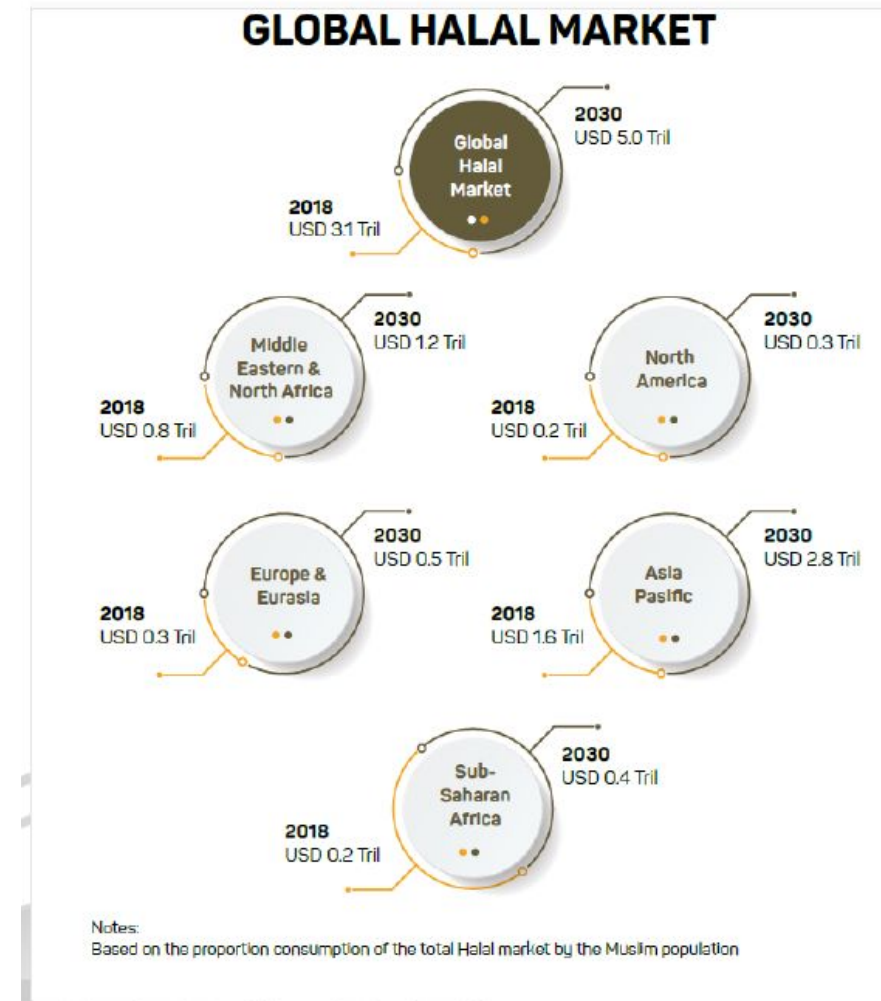
The definition given by Jabatan Kemajuan Islam Malaysia (JAKIM) in Trade Description Order 2011 **covers products and services encompassing all the business operations like packaging, marketing, manufacturing, logistics, supply, maintaining premises, slaughtering** (JAKIM, 2015).

## Global Market and Demands

As the global landscape of trade continues to evolve, a global market based on the needs and preferences of the estimated 1.8 (/2.2) billion Muslims worldwide, has emerged as a powerful commercial arena, the Halal/Islamic Economy, spanning Islamic finance (banking, insurance, bonds and capital markets) and halal (sharia-compliant goods and services) travel and fashion (The Economist, 2015).

Available data indicates that by 2018 there were a total of 1.8 Billion Muslims with an increased expenditure of 5.1% in Food and Beverages and a Trade volume of 2.2. trillion, accounting for 17% of Global Trade and with a projection of Growth Rate 6.3% (1.97 trillion \$) per annum until 2024 (Al Maeeni 2019).

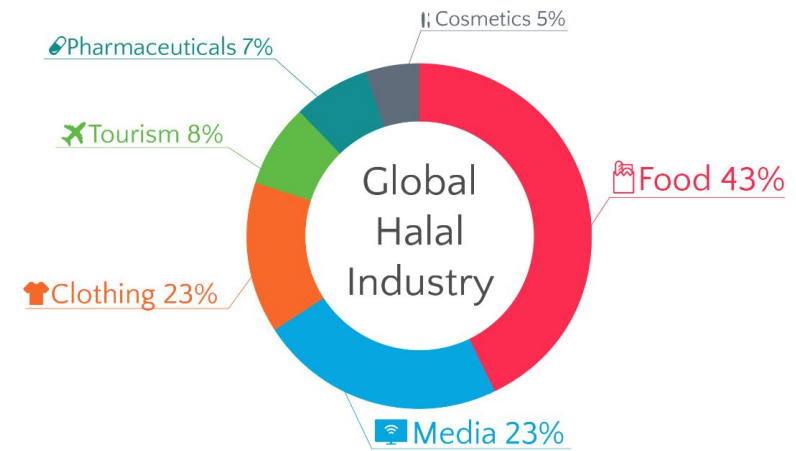
According to the State of the Global Islamic Economy Report 2022 (<https://afrief.org/halal-economy-initiative-2/>), an annual industry report produced by Thomson Reuters, the burgeoning Halal economy is growing at nearly double the global rate. The report states that the total value of the Global Halal economy in 2021 is USD\$4.831 trillion, and it is forecasted to reach USD6.854 trillion by the year 2025.



With a huge Global Halal Market Potential with an estimated 80% gap between demand and production of global Halal products, Globally, the Halal industry is potential strong promoter of socioeconomic growth and therefore efforts to improve governance, capacity building programmes, and promotion of the industry needs to be intensified.

## Halal In Figures

- Food:** The annual value of the Halal Food sector alone totalled about US\$1.27 trillion in 2021, representing 17% of the total global food market, and projected to grow by 7.0 in 2022 to reach US\$1.67 trillion by 2025 at a 4-year CAGR of 7.1;
- Islamic banking and finance assets** totalled US\$3.6 trillion in 2021 and are expected to grow by 8.0% in 2022 and reach US\$4.9 trillion in 2025 at a 4-year CAGR of 7.9%, representing 1.27 of the total global market;
- Travel and Tourism** was valued at US\$102 billion in 2021, representing 11% of the total global market and is expected to grow by 50.0% in 2022 to US\$ US\$154 billion and reach US\$ U189 billion in 2025 at a 4-year CAGR of 16.5%;
- Modest Fashion** was valued at US\$295 billion in 2021, representing 11% of the global market and projected to grow by 6.0% in 2022 to US\$313 billion and reach US\$ 375 billion in 2025 at a 4-year CAGR of 6.1;
- Media and Recreation** was valued at US\$231 billion in 2021, representing 6% of global market and it is projected to grow by 7.5% in 2022 to US\$ 249 billion, and reach US\$308 in 2025 at a 4-year CAGR of 7.5%.
- Halal Pharmaceuticals** was valued US\$100 billion in 2021, representing 7% of global market and was projected to grow by 6.7% in 2022 to US\$106 billion and reach US\$129billion in 2025 at a 4-year CAGR of 6.7%.
- Cosmetics** was valued US\$70 billion, representing 7% of Global market and it is projected to grow by a further 7.2 in 2022 to reach US\$75 billion and reach US\$ 93 billion in 2025 at a 4-year CAGR of 7.4%... *Global Islamic Economy Report 2022*



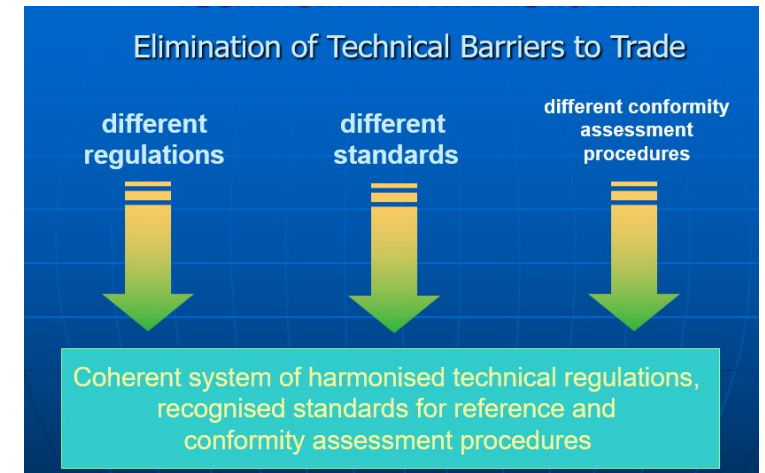
The global Islamic economy comprises seven sectors — Islamic finance, Halal food, modest fashion, media and recreation, Muslim-friendly travel, pharmaceutical, and cosmetics. **The industry has expanded beyond the food sector to include pharmaceuticals, cosmetics, health products, toiletries, and medical devices, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing.**

Recent years have seen a surge in global awareness of sustainability, ethical consumption, green growth, and digitization, enabling the Halal industry to flourish worldwide.

# Factors Driving the Global Halal Industry and the need for standardisation !

Several factors are driving the global Halal industry.

- 1. Increasing Muslim population:** The Muslim population is rapidly expanding, now consisting of **2.2 billion people** — almost **28.7% of the global populace!** As such, there has been an increased demand for Halal products worldwide.
- 2. Rising Demand for Certified Halal Products:** Customers are increasingly seeking out products that meet their standards and expectations. As the demand for certified Halal products has grown, manufacturers have taken steps to ensure that their products meet the required standards. **This has led to the emergence of many certification bodies and Halal product labels.** Consequently, this has been increasing trust in Halal products and further propelling the global development of the Halal sector.
- 3. Growing Awareness of Health and Wellness:** Consumer preference towards health and wellness is also driving the Halal industry. Consumers are increasingly looking for **fresh, natural, organic alternatives** to traditional processed and packaged foods. Organic Halal-certified products provide an attractive substitute as they offer a wider range of benefits, like being free from chemical pesticides, preservatives, and additives. **This has led to a rise in demand for certified Halal products free from harmful substances and chemicals.**
- 4. The Upsurge of Muslim-Friendly Tourism:** Halal tourism is one of the world's most lucrative and rapidly growing industries. By 2026, annual global spending from **Muslim travellers** will likely skyrocket to \$300 billion according to [a report by Mastercard and HalalTrip](#). Muslim travellers is driving up the opportunities for **Halal-friendly hotels** and resorts from the Middle East to Japan, Thailand, South Korea and other countries and regions. These establishments offer special amenities and services tailored for Muslim travellers, such as **Halal food options, push shower in toilets, and prayer facilities.**



## Benefits of Halal Certification?

- Halal certification can deliver many benefits to an organization are:
  - Compliance to Sharia requirements (relating to Halal)
  - Improved access to export markets in Muslim countries
  - Potential business growth; Halal certification demonstrates food safety for both Muslims and non-Muslims
  - No loss of non-Muslim markets/consumers
  - Differentiation from your competitors
  - Food safety assurance
  - Customer satisfaction

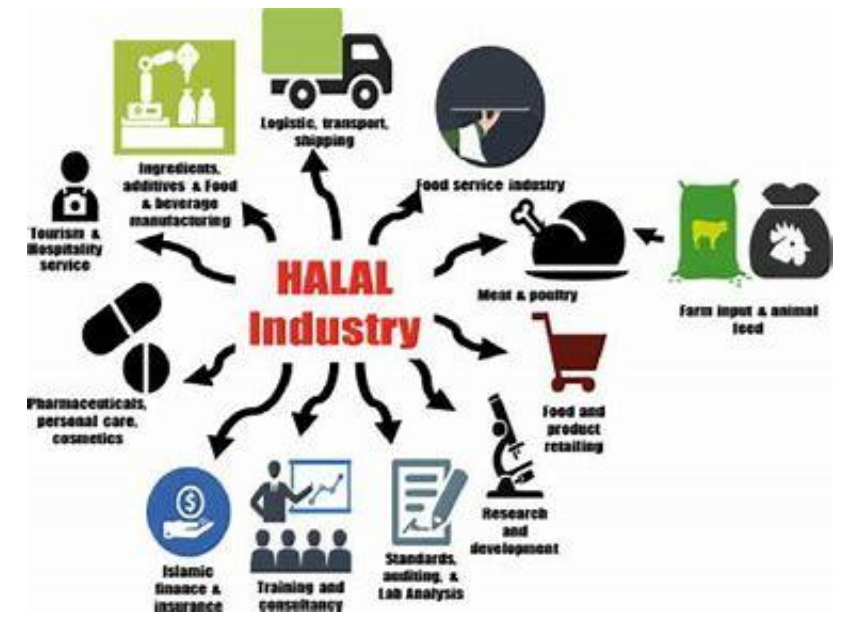


## Factors Driving the Global Halal Industry!

**5. Diversification Of the Global Halal Supply Chain:** The global Halal industry also benefits from expanding the global Halal supply chain. Companies are now more capable of sourcing Halal certified ingredients and materials from international markets, allowing them to provide consumers with a wider range of Halal finished products. In addition, the rise of [digital e-commerce platforms](#) has made it even easier for buyers to access products from anywhere in the world.

**6. The Domination of Food-Tech Within the Halal Industry:** The Halal industry has undergone significant transformations due to the emergence of digital technology, with AI and automation radically altering various aspects. This shift has enabled companies to innovate faster, develop products more efficiently, and scale their businesses more quickly. This increased digitization is transforming the global Halal industry, with Food-tech startups tapping into this growing market. Halal food-related platforms and apps are rapidly gaining popularity due to the ease of ordering Halal-certified products.

**7. Rise of Transparency and Sustainability:** Customers are becoming more aware of the environmental impact of their purchases. They are increasingly demanding ethically produced products with a minimal environmental footprint. As a result, businesses have been investing in transparent supply chains to ensure the traceability of their products, from farm to fork. This has enabled businesses to monitor their production process better and ensure the quality of their products.



**8. Food Safety Concerns Are Fuelling the Growth of the Halal Industry:** Food safety concerns are further fuelling the consumer demand for more transparency in the Halal food chain. Companies are looking for ways to address this concern, and blockchain technology is a promising solution. Halal certification is an important part of global trade. However, it often lacks transparency in who certifies what and where products come from. Thanks to blockchain technology, companies can now ensure the traceability of their Halal products through the entire supply chain. This helps businesses meet customer demands for more transparency and makes it easier for them to prove authenticity and compliance with Halal standards. Blockchain technology also known as distributed ledger technology (DLT) is now seen as a promising solution for Halal food traceability and sustainability by Halal industry players.

## Halal in Africa and opportunities:

Given the dominant place of Islam in Africa's demographic makeup, and due to its increasing growth potential, there are expectations that the 'Islamic economy' should be playing an important role in the economic trajectory of the continent.

- In 2013 alone, Sub-Saharan African consumers spent an estimated US\$114 billion on halal food (halal meats, halal franchises, and prepared meals, canned, frozen, and instant foods).

As per the figures, the Halal Economy emerges as one of the biggest opportunities for Africa already with a high population of Muslims and with the African Continental Free Trade Area (AfCFTA), Africa possesses an enviable market for halal goods and services, and a tremendous untapped market potential in the global Halal market

Currently **Africa still remains world's largest untapped growth market for "Islamic" commerce, which is still largely informal**, despite the fact that it offers African countries a feasible option and new opportunities to leapfrog into emerging high-growth areas of the global economy.

The Halal Market offers a new horizon of opportunity to build the capacity of the African Halal Economy SMEs to diversify and gain a competitive edge in the international and regional supply chains and in the context of **the opportunities under the AfCFTA Single market** and in boosting the Intra-African Trade.

For the Halal Economy, the African SMEs, Trade and Consumer market need pathways to developing competitive products and services that would meet the growing demand of the Islamic economy and this is attracting the attention of Trade Experts, Policy Makers, Leaders, Standardisation stakeholders, Regulatory Authorities, the Private Sector and Consumers.



Africa's Halal industry must aspire (by formulating Strategic Policy and Monitoring; Certification Enhancement and Enforcement; Standard Development and Traceability; Industry Development and Entrepreneurial Culture) to move into higher-value sectors .

The support with a robust standard, accreditation and certification services to ensure the integrity of the Halal supply chain, in addition to ensuring global trust in Africa's accreditation and compatibility with Halal emerging markets, remains a key strategy.

Countries such as Morocco, Sudan, Egypt, Somalia, Togo, Nigeria, and many others are already at forefront of developing ecosystems that will support this area of the economy (The Economist, Dubai Chamber, 2015).

The need, therefore, to position Africa as **Halal Products Export Hub, with Halal focused export missions and effective regulatory Framework**, to help the SMEs and Traders to tap the opportunities spanning across the Halal Sectors (including halal-certified food, beverages, spices and sauces), tourism, Islamic banking, modest fashion, film and media promotion, investment and trade opportunities, **cannot be overemphasized.**



## The Standardisation Initiatives and Partnership

The repositioning Africa to Harness the Halal Economy to Boost Intra African Trade within the AfCFTA Agreement with the Role of Common Regulatory Framework (Standards, Technical Regulations, Conformity Assessment and Accreditation) addressed, remains a key Strategy for the continent to benefit for the great potential of the Halal Economy, with a focus on strengthening and internationalising Halal ecosystem/Quality Infrastructure in Africa.

The Halal standardisation and certification is required as a condition for importation and trade in Halal Goods and services, hence the need for effective Quality Infrastructure to govern the whole production chain, in terms of Inception, Production, processing and Trading (ITC 2015)

Of interest therefore, to ARSO and the National Bureau of Standards in Africa is addressing the challenges associated with the Regulatory Framework to ensure that the standards and technical regulations don't stand on the way for Africa to gain from this Halal Economy Trade potentials.

This requires a more coordinated approach and collaboration among ARSO member States as well as with Countries and international Organisations which already have advanced Halal Regulatory Systems like the Standards and Metrology Institute for Islamic Countries (SMIIC) and the Gulf Cooperation Council Standardization Organization (GSO), for which ARSO has already established cooperation, through signed MoUs.

1/23/2025



ISO, ARSO and AfCFTA SGs – AfCFTA Business Forum, April 2023, S. Africa.

## Partnership initiatives for better Automotive Industry

1. **During the 61st ARSO Council Meeting Workshop held in Lusaka, Zambia on 21st November 2019**, under the Theme Reposition of ARSO within the AfCFTA, **Dr. Abdulla Abderqader Al Maeeni, the ESMA Director General**, in his presentation on “Halal Trade industry and its impact in developing countries: Halal industry Challenges and Opportunities” highlighted the Halal Trade Opportunities between Africa and the United Arab Emirates and the various regulatory systems (standardisation, Conformity Assessments, Accreditation and Mutual Recognition Arrangements) and the existing opportunities for Regulatory Cooperations, that are in place and that could help Africa to leapfrog and exploit the Halal Trading opportunities, among the Africa countries. *The Workshop recommended that there is need to build the capacity of the African Halal Economy SMEs to diversify and gain a competitive edge in the international and regional supply chains existing in the halal sector.*
2. **During the 71st ARSO Council held on 4th – 7th November 2024, in Casablanca Morocco, hosted by the Kingdom of Morocco Government**, through the IMANOR, **Mr. Abderrahim TAIBI, Director General of IMANOR** made a presentation on the Hala Economy, the opportunities and the Regulatory Challenges and the initiatives being undertaken by member States.

61st ARSO Council Meeting



Dr. Abdulla Abderqader Al Maeeni, ESMA, Director General, making a presentation on the HALAL Economy and the potentials for African Trade in the AfCFTA, under the theme Repositioning ARSO within the AfCFTA" during the ARSO Council Workshop/Forum on the 2nd Day , 21st November 2019, of the 61st ARSO Council in Lusaka, Zambia on 20th November 2019.



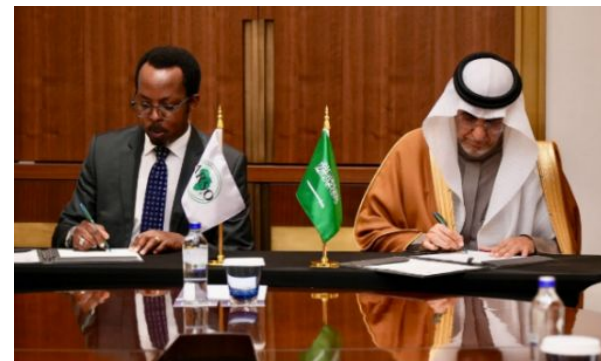
# ARSDO Partnership Initiatives to promote the Halal Industry

To facilitate a structured development and harmonisation of a common Regulatory Framework for Africa for the Halal Economy, a request for a New Work Item for Standards harmonisation for the Hala Industry was made to ARSO the Kingdom of Morocco/IMANOR, which was approved by the 71<sup>st</sup> ARSO Council in November 2024.



The Scope is to facilitate, by the African Experts, the development and harmonisation of African Standards, Conformity Assessment, Capacity Building and Awareness creation for the Halal Industry (Products and Services). This includes issues of mutual recognition of Halal certificate and accreditation to enable and increase exchange of the Halal products within the continent, under AfCFTA.

Further on the need to address the regulatory value Chain bottlenecks, ARSO on 13th November 2024, signed and ARSO - Saudi Standards, Metrology and Quality Organization (SASO) MoU to accentuate the commitment of collaboration in capacity building, standardisation & implementation of standards especially in areas of environmental sustainability and halal industry on the sidelines of the 19th SMIIC GA, held on 11-14 November 2024 in İstanbul, Republic of Türkiye.



13th November 2024. Dr. Nsengimana with Governor Saad Alkasabi of SASO, signing the ARSO - Saudi Standards, Metrology and Quality Organization (SASO) MoU on the sidelines of the 19th SMIIC GA, held on 11-14 November 2024 in İstanbul, Republic of Türkiye.

At the Regional level, SMIIC in its contributions, has successfully introduced OIC/SMIIC Halal Standards for the first time in May 17th, 2011, making the May 17th to be considered the World Halal Day to promote the implementation of the OIC)/SMIIC Standards, and for which the first three standards on halal food, certification and accreditation, followed by standards addressing industry needs in areas such as tourism, pharmaceuticals, logistics and cosmetics paving the way for the establishment of the OIC Global Hala Quality Infrastructure.



13th November 2024. Dr Nsengimana addressing delegates at the 19<sup>th</sup> SMIIC General Assembly held on 11-14 November 2024 in İstanbul, Republic of Türkiye

SMIIC Collaborates with other international Organisations and regulatory bodies to unify halal standards globally and has initiated cooperation Agreements with ARSO, AIDSMO GSO, GCC with the agreements aimed at facilitating collaborations in the development and harmonisation of standards, mutual recognition of Standards and ensuring that the needs of diverse consumers are met.

*Organisation of Islamic Cooperation, established in 1969, currently with 57 members, with headquarters in Jedah.*

# About IMANOR



Management Systems Certification



Social compliance



Good Manufacturing Practices

The Moroccan Standardization Institute (IMANOR), is created by Law No. 12-06 relating to standardization, certification and accreditation, in the form of a Public Establishment with legal personality and financial autonomy, under the supervision of the Ministry of Industry and Trade. IMANOR is administered by a board of directors composed of representatives of:

1. Ministerial departments,
2. Professional organizations,
3. Research and training establishments,
4. Consumer associations.
5. Laboratories and technical centers.

In accordance with its strategic development plan, IMANOR, driven by the desire to be useful to the development of the economy and society, aims to place Moroccan companies in the capacity to adapt to international standards and the requirements of markets, by making standards and conformity certification processes aligned with international standards, readily accessible. IMANOR also provides them with the necessary information, guidance and training. To this end, IMANOR policy revolves around the following axes:

1. Develop standards that are relevant to the market and useful for public policies (more than 17 000 standards developed by 130 technical committees) ;
2. Enable Moroccan companies to access optimal conditions and all necessary certifications to strengthen their competitiveness in their target markets ;
3. Support the economic fabric to better understand standards through targeted and satisfactory training ;
4. Facilitate economic operators' access to information on standards and associated activities ;
5. Surround yourself with the necessary guarantees to promote yourself to economic operators as a reliable partner in your areas of activity.



NM Services



"Salamatouna" Label

Certification plays a central role in IMANOR's commitment to economic development. By providing Moroccan operators with appropriate tools and knowledge to understand and implement relevant standards, IMANOR is stimulating the growth and competitiveness of Moroccan companies on a global scale.

## About certification:

- A procedure whereby an independent third party certifies compliance with specified requirements as in a local, national or international standard or other normative reference.
- It applies to products, services, management systems, processes and competences.
- It benefits to the customer, the supplier and the regulatory authorities.
- It is subject to an accreditation process based on international relevant standards.

For this purpose, IMANOR relies on a pool of high qualified assessors and laboratories out of rigorous processes, and is constantly fostering its compliance with international standards applicable to third party certification bodies.



"Halal Maroc" Label



"Saveurs du Maroc" Label



NM Mark

## Objective of the Webinar

The main objective is to offer a platform for discussions on the current status of the African and Global Halal Industry and Economy, its potentials as a catalyst of Africa's Industrialisation Agenda in the context of the African Agenda 2063 and the AfCFTA Agreement and Challenges (including Regulatory and standardisation) while at the same time highlighting the current initiatives in terms of policy and regulatory Frameworks to facilitate the growth of the Hala Economy as Africa's Sector for sustainable growth and Industrialisation..

### Specific Objectives

- 1. To facilitate better understanding and awareness of the current status of the African and Global Halal Industry and Economy,*
- 2. To facilitate better understanding and awareness on the potentials of the Halal Economy for Africa's Industrialisation Agenda in the context of the African Agenda 2063 and the AfCFTA Agreement*
- 3. To facilitate better understanding of the Components of the Halal Economy*
- 4. To facilitate better understanding of Challenges and bottlenecks faced in the Hala Economy value chains, production and Trade.*
- 5. To facilitate better understanding of the opportunities under the AfCFTA Agreement for the development of Africa's Hala Economy, and Industry.*
- 6. To motivate Governments and Policy makers, NSBs and the Private sector to support the initiatives for improved productivity and trade in the Halal Economy.*
- 7. To facilitate better understanding of the regulatory Framework challenges and the ongoing initiatives towards common regulatory Framework in the Halal Industry with respect to the Standardisation and Conformity Assessment systems in Africa and the ARSO Initiatives.*



**Dr Hermogene  
Nsengimana.**

**HOST**

Dr. Nsengimana is the Secretary General of the African Organisation for Standardisation, ARSO, since 2012.

Dr. Nsengimana holds a PhD in Analytical and environmental chemistry from the School of Chemistry, University of the Witwatersrand, South Africa, and a Post-doctoral Studies from the Witwatersrand University and University of Botswana.

Dr Hermogene Nsengimana began his Career with ARSO in 2012 as the Secretary General.

Steering ARSO to fulfil its Mandate of harmonizing Standards and Conformity Assessment to reduce Technical Barriers to Trade and promote Intra-African and global Trade, Dr. Nsengimana has demonstrated higher success at all key programmes of the Organisation, given his thorough understanding of the challenges of Technical Barriers to Trade issues in Africa and in World Trading systems, based on his wide knowledge of the World Trade Organisation TBTs Agreement (WTO TBT Agreement).

Beyond his more than 20 years of service to Africa, half of which in leadership positions, and with a long standing and clear track record with ability for delivery of results, Dr. Hermogene's specific areas of Expertise is Corporate Governance; Strategic Planning and Execution; Team Management and mentorship; Programmes Monitoring, implementation and evaluation; Trade and Economic Policy analysis and implementation, with a bias towards African Economic and Trade Policy Agenda. He has in-depth knowledge of Quality Infrastructure, with a deep grasp of its major components (Standardisation, Conformity Assessment, Metrology and Accreditation) and their interplay and how each affects trade and economies of nations of the world.

## Co-Host – IMANOR / MOROCCO

**Mr. Abderrahim TAIBI : Director of the Moroccan Institute for Standardization (IMANOR).**

Mr Abderrahim TAIBI is an Industrial Process Engineer. He has held the position of Director of the Moroccan Institute for Standardization (IMANOR) since 2013, when the Institute was created. Mr. TAIBI has been involved in standardization activities since 1989 as a Project Manager Engineer. He then headed the Standardization and Certification Division in the Ministry of Industry for 16 years.

Mr TAIBI has been representing Morocco since 1996 in international and regional standardization organizations. He chaired the 1st French-speaking network for social responsibility and participated in several international and regional activities related to standardization, certification, environmental management and social responsibility. At the national level, M. TAIBI has chaired several national standardization and certification commissions, and has taken part in several projects for the development of technical regulations in Morocco.

Mr TAIBI has also contributed to the implementation of various actions aimed at promoting standardization and certification in Morocco. He has also acted as an expert mandated by international organizations for technical assistance to African countries.

M. TAIBI is a member of the group of national experts recognized by the International Organization for Standardization (ISO) in the fields of social responsibility and environmental management.



**Mr. Abderrahim  
TAIBI / Director,  
IMANOR  
Co-Host.**

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Institut Marocain de Normalisation

**Moderator – IMANOR/MOROCCO**

Houssam Tarik ALAMI- Head of the Energy, Water and Sustainable Development service at the Standardization Department at the Moroccan Institute of Standardization (IMANOR).



Houssam Tarik ALAMI-  
**Moderator.**

Houssam Tarik ALAMI, Head of the Energy, Water and Sustainable Development service at the Standardization Department at the Moroccan Institute of Standardization (IMANOR), is a state engineer in electromechanics and industrial maintenance.

He first worked as a project and quality engineer in the precision mechanical manufacturing industry for the aeronautics sector before joining IMANOR as a manager in charge of technical standardization work related to energy, electrical engineering, the environment, management and sustainable development as well as monitoring the work of international and regional technical bodies related to these aspects

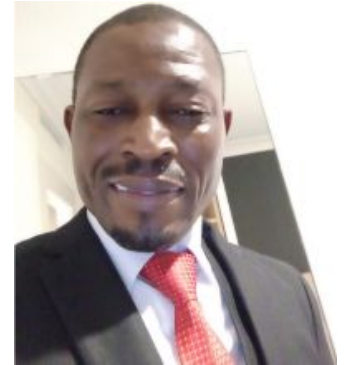
# “Halal standardisation: Bringing together the realms of "halal" and "standardisation" in promoting the sustainable development of the halal economy in Africa and globally”.

Philip Okungu Anyango is currently working with the African Organisation for Standardisation (ARSO), at the ARSO Central Secretariat as the Documentation and Information Manager, charged with Official information documentations, Communications and members/stakeholder liaison and networks.

Having worked at ARSO for over 22 years, since 2001, and closely with the office of the Secretary General, and having undertaken various professional courses in Quality Infrastructure, and participation in various Standardisation Seminars and Workshops, He has gained immense knowledge and experience on the subject of Standardisation and Quality Infrastructure and how it relates to Trade, Regional Integrations and Sustainable Development, globally and in the context of the Africa’s Integration and Trade Agenda.

In the course of duty, Philip has been credited with the development of various subject concept papers (including for ARSO Webinars), Working Documents, Reports, and articles in various priority thematic areas on Standardisation/Quality infrastructure for the ARSO Programmes. Philip has a deeper understanding of the role of Standardisation Africa’s Industrialisation, Integration and Development Agenda in the context of Agenda 2063/AfCFTA Agreement. *He Holds a master’s Degree in Library and Information Science (1996) and Bachelor’s Degree in Education (1993), both from Kenyatta University, Nairobi, Kenya, and Various Professional Qualifications in Standardisation and Quality Infrastructure, (PTB’s Quality Infrastructure and sustainable development studies, and the WTO E-Learning Trade and TBTs Programmes, with a keen interest in international relations, standardisation policy and Trade. Prior to joining ARSO (1997-2000).*

He worked with various Non-governmental Organisations and Civil Society organisations in Nairobi including in projects funded by Canadian International Development Agency (CIDA), the National NGOs Council of Kenya, mainly in Strategic Communications, Information, Research and Sustainable Development, and gaining true experience on Gender issues and women in development affairs.



**Philip Okungu Anyango**  
Panelist.

# “Standardization and Halal labelling: Challenges, achievements and perspectives & the Halal labelling: Conformity analysis and assessment.”



**Mr. Issam  
ALOUZ  
Panelist**

Mr. Issam ALOUZ is a State Engineer in Mechanical Engineering. He holds the position of head of the standardization department of the Moroccan Institute of Standardization (IMANOR). Mr. ALOUZ has been involved in standardization activities since 2009 as a Project Manager Engineer. He then managed the energy, water and sustainable development standardization department within the standardization department before being in charge of the certification service of industrial products of IMANOR until July 2024 when he returned to the standardization activity as head of department. Mr. ALOUZ has represented Morocco since 2009 by participating in the activities of several technical standardization committees under international and regional standardization organizations, including the presidency of the Arab Committee on Social Responsibility. At the national level, Mr. ALOUZ has chaired several national standardization and certification commissions, and has taken part in several projects for the development of technical regulations in Morocco.

Dr. Said GMOUH: Doctor of Chemistry, Technical Director at the LC2A Multi Laboratory, expert in quality management and metrology, he has extensive experience in the development and validation of analytical methods according to ISO 17025. He also has significant experience in the field of Halal certification, particularly in the search for traces of ethanol and biomolecules within the framework of this certification. A trainer approved by the European Commission, he has conducted numerous audits in the fields of the environment, agri-food, hydrocarbons and materials, while contributing to scientific research on nanomaterials and functionalized materials.



**Dr. Said  
GMOUH  
Panelist**

## “Halal Market Opportunities for African Companies: The Case of Moroccan Companies .”.



**Adnane El Gueddari**  
Panelist

Adnane El Gueddari - President of the Halal Club at the Moroccan Association of Exporters (ASMEX).

Adnane El Gueddari has nearly 35 years of experience in the banking field, which he has practiced in Morocco and internationally. In this context, he has led several development projects in Africa, particularly in West and Central Africa.

He is still active with several financial institutions in Africa.

For the past ten years, he has devoted himself to the launch of the first participatory bank in Morocco, based on the principle of Islamic finance, which he describes above all as ethical finance.

In parallel with his activity, he is involved with Moroccan exporting companies in close collaboration with IMANOR, through the ASMEX Halal Club, which he chairs, by raising their awareness of the importance of the Halal market in the world and the opportunities it offers.

El MahdiBoujid - Export Director at COSUMAR.

Holder of a degree in Audit and Management Control, He also earned a Master's in Accounting, Control, and Auditing (CCA) from the University of Clermont-Ferrand, as well as a Master's in Leadership and Innovative Projects from École Centrale Casablanca – Centrale Supélec.

He began my career at COSUMAR in 2011 within the Management Control Department before transitioning to the Trading & Export Division in 2016.

Currently serving as Export Director, He oversees the management of raw sugar import and white sugar export positions, both in paper and physical. My responsibilities also encompass business development and the supervision of the physical and documentary execution of export operations.



**El MahdiBoujid**  
Panelist

**“The Global Halal Industry and Africa’s industrialisation – The evolution of the halal industry beyond the traditional focus of food under the influence of industrialization and globalization – The Halal Economy opportunities and Challenges – The SASO Initiatives and experience ”.**

**Waleed Khalid AIDhuwayhi** - Compliance Manager, Saudi Halal Center

**Mohamed AMAR**, the Quality and Metrology Director at the Technical Center for Vehicle Equipment Industries -CETIEV-, is an Arts et Métiers engineer and holds a Master's degree in Public Management.

He has worked as a technical manager in several CETIEV laboratories in close collaboration with automotive manufacturers and suppliers. He was appointed as a representative of CETIEV and a permanent member of the various technical standardisation committees relating to the automotive sector.



**Mohamed Amar**

**Panelist**

**“World Halal Standards Day : How harnessing the power of collaborations and partnerships to help unify halal standards in Africa and globall ”.**

**İhsan ÖVÜT - Secretary General, SMIC**

Mr. İhsan ÖVÜT graduated from Ankara University's Faculty of Political Sciences in 1989 with a degree in International Relations. He joined the Turkish Standards Institution (TSE) in 1991, contributing for nine years to international standardization activities and bilateral cooperation. In 2000, he became Director of the Agreements and Foreign Relations Directorate, overseeing TSE's international agreements, foreign delegate visits, and relations with ISO and various countries. Between 2000 and 2011, he held leadership roles in several TSE departments, notably heading its Training Department in 2012 to enhance its infrastructure.

On 15 December 2014, Mr. ÖVÜT assumed the role of Secretary General of the Standards and Metrology Institute for Islamic Countries (SMIC), after being elected in November 2014. Re-elected for the 2025-2027 term, he has significantly contributed to SMIC's institutional development, including revising its regulations, establishing the OIC Global Halal Quality Infrastructure, and enhancing technical committees. He also played a key role in drafting the SMIC Statute and advancing OIC/SMIC standards.

Mr. ÖVÜT has organized international events, signed cooperation agreements, and represented SMIC globally. Married with two children, he speaks English fluently and remains dedicated to advancing SMIC's mission.

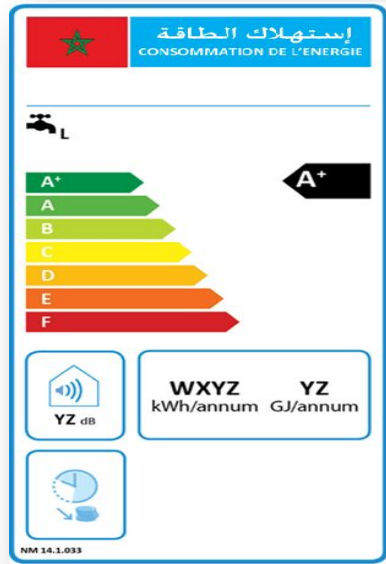


**İhsan ÖVÜT**  
**Panelist**

## Impact

1. Harnessing of the Halal Economy for Africa's Industrialisation and sustainable economic development.
2. Increased Intra African Trade in Safe and Quality Halal industry products.
3. Effective regulatory Framework (National, Regional and Continental) including effective harmonised standards and Conformity Assessment (Certification systems) systems/Schemes in the Halal Industry.
4. Increased partnerships between the Governments and the Private Sector/Manufactures for a robust Halal Industry.
5. Benchmarking and sharing of best regulatory practices in the Halal Economy.
6. Trade and standardisation Policies that facilitate effective Industrialisation and harnessing the potentials of the Hala industry for the same.





Validation of energy labelling



Product Certification (NM Mark)



Management system certification



Halal labeling of food and cosmetic products



Labeling system for automotive spare parts distribution services



Verification scheme of GHG emission declaration

## ARSO In Brief

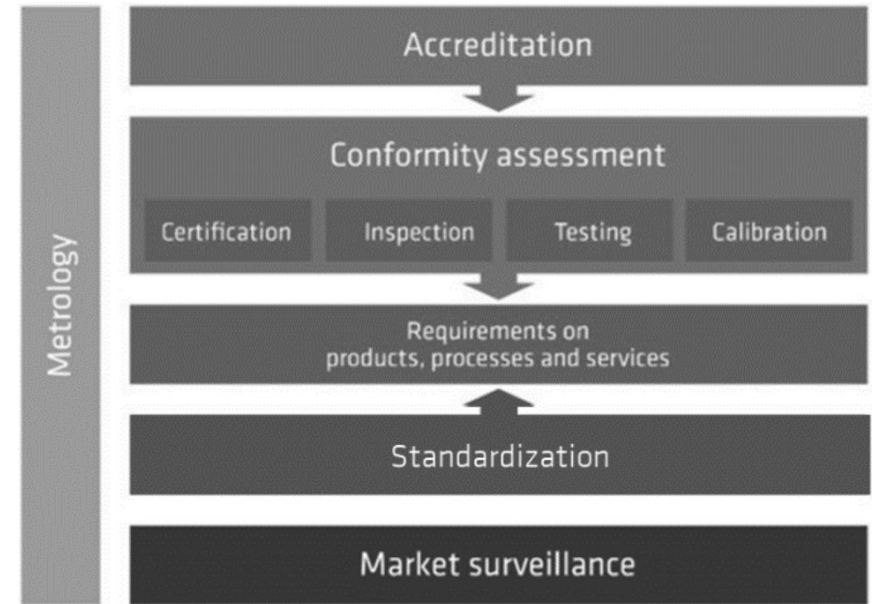
**52nd Session 26th February 2025**

**Theme: The Necessity and Impact of Testing in Conformity Assessment**

**for sustainable development.**

**Topic: Evolving Needs for Testing of products in Trade, Industry and Society and the role of in Sustainable development.**

**Understanding Testing as Conformity Assessment compliance method and why it is crucial to Industry, Society, Trade and Sustainable development and why it is key to the standardisation and Quality Infrastructure. The process of conformity assessment demonstrates whether a product, service, process, claim, system or person meets the relevant requirements. Such requirements are stated in standards, regulations, contracts, programmes, or other normative documents**



**As Tanzania Hosts the 31<sup>st</sup> General Assembly Events in Zanzibar on 23<sup>rd</sup> – 27<sup>th</sup> June 2025.**



## The 2025 Webinar themes – Looking into the ARSO Webinar Sessions

### The 2024 Webinar themes

1. Achieving Universal Access to Clean and Modern Cooking and Heating Fuels and Technologies in the Context of SDGs 3 and 7
2. Standardisation and Public Policy
3. SPS and TBT Measures – two sides of the same coin
4. Standards and Technical Regulations as Nontariff Barriers to Trade
5. Trends in Conformity Assessment Practices and Barriers to Trade
6. Education about Standardisation (EaS) and the role of ISO 21001 Educational Organisations Management System (EOMS).
7. Reference Laboratories and Quality Assurance.
8. Market Surveillance and enforcement in TradeThe Fourth Industrial Revolution: Opportunity for Africa's sustainable development.
9. Promoting Trade of the Textile and Leather Industry in Africa.
10. Industrialisation and the Automotive Industry

### The 2025 Webinar themes

1. The Halal industry, Trade and Standardisation
2. The Necessity and Impact of Testing in Conformity Assessment for sustainable development.
3. Africa's Strategic Commodities and Trade
4. Tourism and sustainable development
5. The AfCFTA Opportunities for Africa
6. The power of Africa's Mineral Resources for sustainable development
7. Intra-African Trade and the Made in Africa
8. Regulatory environment for Electricity Markets in Africa
9. E-mobility for the African economies and Trade
10. Smart Africa: Implementing Smart Cities for Industrialisation, Sustainable Urbanisation and development.
11. Climate Change and Sustainable trade

**Thank you**  
**Merci**

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For more information  
[arso@arso-oran.org](mailto:arso@arso-oran.org)  
[www.arso.org](http://www.arso.org)