



Programme
Africa Halal Week
15 – 18 October 2018
Wesgro: Trade, Investment, Tourism,
Strategic Projects, Film & Media

DAY 1 - Monday, 15 October 2018 (By invitation only)

Time	Description	Venue
08:00 – 09:30	<p>Briefing between Wesgro International Trade and International Buyers</p> <ul style="list-style-type: none">• Chair: Denan Kuni – Head: International Trade and Development (5min)• Overview of Wesgro International Trade Unit / Denan Kuni (10min)• Briefing on Africa Halal Week /Expectations/Outcomes / Denan Kuni (10min)• Introductions by members of the Trade Unit / Wesgro International Trade Team (20min)• Introductions by 23 buyers/Expectations/Outcomes (35min) – (2-3 min each)• Closing Remarks - Denan Kuni	Grand Ballroom

DAY 1 - Monday, 15 October 2018 (By invitation only)

09:30 – 10:00	Refreshment Break	Old Harbour Lobby
10:00 – 11:50	<p>Opening of the Inaugural Africa Halal Week: Opening Ceremony</p> <ul style="list-style-type: none">• MC: Rashid Toefy – DDG, DEDAT (10min)• Prayer/Recital – Qari Garieth Williams (10min)• Marketing Video of Cape Town and the Western Cape (5min)• Welcome Remarks by Honorable Mayor Patricia De Lille (15min)• Key Note Address by Western Cape MEC Alan Winde (20min)• Supporting Remarks by Wesgro CEO Tim Harris (15min)• Comments by Sheikh Ahmed Sedick on behalf of all of South Africa's Certification Bodies (10min)• Comments by CEO of the Cape Chamber Sid Peimer (10min)• International Guest Remarks: David Kivang Bebiem / Nigeria (10min)• Closing Rashid Toefy (5min)	Grand Ballroom
11:50 – 12:00	Group Photograph of all VIPS and International Guests (10min)	
12:00 – 13:30	Business Networking Lunch	Old Harbour Lobby
13:30 – 15:00	<p>The Western Cape, South African and the African Halal Economy: Government Role</p> <ul style="list-style-type: none">• Presentation: Western Cape Halal Government Strategy / Dr Dirk Troskie: Director: Business Planning and Strategy / 10min• Presentation: Western Cape Halal Tourism Strategy / Rashid Toefy: Deputy Director-General (DDG) / Department of Economic Development and Tourism (DEDAT) / 10min• Presentation: Wesgro Halal Export Strategy / Denan Kuni: Head - Wesgro International Trade and Development / 10min• Presentation: Wesgro Halal Investment Strategy / Towfiq Hendricks: Portfolio Manager / Wesgro Agri-Business Investment Unit / 10min• Presentation: The Halal Industry as a Driver for Economic Growth in South Africa / Solly Molepo: Industrial Development Unit (IDU) / Department of Trade and Industry (the dti) / 10min• Presentation: Halal Trade as a catalyst for Economic Development, Growth and Job creation opportunities / Professor Ebrahim Arnold / Halal Forum / 15 min• Presentation: Halal in Africa: A Perspective from South Africa's Certification Bodies / Mr. Mahmood Yacoob / 10min• Q&A / Discussion / 15min <p>Moderator: Jacyntha Twynam: Head - Wesgro Strategic Projects</p>	Grand Ballroom

DAY 1 - Monday, 15 October 2018 (By invitation only)

15:00 – 15:30	Refreshment Break	
15:30 – 17:00	<p>The Western Cape, South African and the African Halal Economy: Industry Role</p> <ul style="list-style-type: none">• <u>Panel Discussion:</u><ul style="list-style-type: none">- Muhammed Ameen Hassen: Head Sharia Banking - Standard Bank / 15min- Jeannine van Straaten, Executive: Membership and Compliance at Proudly SA / 15min- Andrew Spheris: General Manager / Vida Longa / 15min- Portia Schippers: Director / MPECS SA / 15min- Kamal Salasa / Tokeid Biotech Project / 10min- Q&A / Discussion / 20min <p>Moderator: Denan Kuni: Head – Wesgro International Trade and Development</p>	Grand Ballroom
17:00 – 18:00	Time at Leisure (refresher before dinner)	
18:00 – 21:00	Depart for Walk and Dinner at Bo-Kaap / Bo-Kaap Kombuis	Bo-Kaap

DAY 2 - Tuesday, 16 October 2018

Time	Description	Venue
08:00 – 08:30	<p>Opening of the Trade Exhibition and B2B Session</p> <ul style="list-style-type: none">• MC: Denan Kuni – Head: Wesgro International Trade and Development• Welcome: Wesgro, CEO – Mr Tim Harris / 10min• Hungry for Halal Demonstration / 10min• Halal Hub Demonstration / 10min• Cutting of Ribbon / 5min• Opening of Trade Exhibition Session (08:30)	Grand Ballroom

DAY 2 - Tuesday, 16 October 2018

Parallel Sessions Venues	Vasco Da Gama and B. Diaz	Marco-Polo	Francis Drake	One and Only Hotel	Cape Town International Convention Centre (CTICC)
09:00 – 12:30	Conference Forum 1 Accessing the African Halal Market <ul style="list-style-type: none"> Welcome and Opening: Michael Gamwo Wesgro Head: Africa Presentation: "Where to Invest in Africa" Amman Muhammad – FNB CEO / 20min Panel discussion: African Market Dynamics <ul style="list-style-type: none"> - Lola Adekanye Category Manager / SPAR Nigeria - Ernest Aime Djattcheu Nzali Managing Director / Compagnie Equatoriale De Distribution Cameroon - Kenneth Onyinye Mgbeowula Managing Director Victory-Payless Investments / Nigeria - Marc Aime Olivier Amany Managing Director Pile Ou Face / Ivory Coast 	Conference Forum 2 The Modest Fashion Industry in SA: <ul style="list-style-type: none"> Welcome and Opening Council of Modest Fashion Africa Presentation by Roshan Isaacs (Style Africa and Council of Modest Fashion) Panel Discussion: Uncovering the Modest Fashion and Design Market South Africa: Whow, What and Where <ul style="list-style-type: none"> - Yumna Firrey: (Fashion Revolution) - Amiena Pastor (Modest Fashion and Design Platform & Council of Modest Fashion), - Souzaan Rylands (WearSA), - Mariam Desai (Cherrie Couture) 	Conference Forum 3 Halal Tourism in the Western Cape, SA and Africa: Industry Trends and Opportunities <ul style="list-style-type: none"> Welcome and Opening: Inge Dykman Wesgro Head of Leisure How to position your business to cater for the international Muslim traveler Panel Discussion: 	Conference Forum 4 Doing business in the MENA markets: Understanding the Business Culture <ul style="list-style-type: none"> Welcome and Opening Monica Rorvik Wesgro Head Film and Media Panel Discussion: Intishal Al Timimi / El Gouna Film Festival 	Conference Forum 5 Investment Conference in partnership with I Consult Africa <ul style="list-style-type: none"> Wesgro introductory address – Towfiq Hendricks Welcome address and Prayer, Shaykh Ighsaan Taliep, IPISA Key Note Address, Hafez Adv. Abu Bakr Mahomed, Chairman of AL Baraka Sukuk
	Q&A Moderator: Roshan Isaacs MD: Style Africa Fashion Network 10:30 – 11:00 / Break	Q&A Moderator: Roshan Isaacs MD: Style Africa Fashion Network 10:30 – 11:00 / Break	<ul style="list-style-type: none"> - Theme 1: Muslim Travel Tourism - Trade specifically discussing the growing segments in the Halal - Tourism Sector, based on data - How to target and package for the traditional Halal family, Millennial Muslims, and Single Female Muslim Traveler - Rashid Toefy / Department of Economic Development and Tourism (DEDAT) Deputy Director-General (DDG) - Rudewaan Arendse /Director Cullinan Holdings Group - Fayrouz Holliday/ Halaal Hopper 	Q&A Moderator: Jehad Kasu, Marketing Director, CTIFMF 10:30 – 11:00 / Break	Role Of Islamic Financial Institutions in the Growth of the Halal Industry Ecosystem <ul style="list-style-type: none"> Panel Discussion:
	10:30 – 11:00 / Break	The Fashion Market Gap: Unlocking Potential Economic Growth – Opportunities and Challenges	Theme 2: Food and Culture <ul style="list-style-type: none"> Panel members: 	How to position your business to access the MENA market: Funding Opportunities <ul style="list-style-type: none"> Panel Discussion: Intishal Al Timimi / El Gouna Film Festival 	Q&A Moderator: Saliegh Salaam; Lead Fund Manager, Old Mutual Exploring Real Economic Growth; Strategic Collaboration Between Halal Trade, Investment & Islamic Banking & Finance <ul style="list-style-type: none"> Panel Discussion:
	<ul style="list-style-type: none"> Presentation: Tips on Accessing African halal markets: Charl Rudman, Khoisan tea/ 10min Panel discussion: Experience Sharing on Approaching the African Market - Djibril Diatta: Business development Obit Africa - Alan O' Connor – N1 Restaurant Suppliers 	Welcome and Opening: Council of Modest Fashion Africa <ul style="list-style-type: none"> - Presentation: Adriaana Scholtz (Clotex) - Panel Discussion: - Herman Pillay (Trade Call Investments Apparel), - Kerry-Lee Bell (Cape Town Fashion Council), - Leila Bardien (Homemade and Council of Modest Fashion), - Aneegah Stellenboom (Designer: Phi.Casa) - Nadine Smith Clarke (Manager: 	<ul style="list-style-type: none"> - Shareen Parker / Sylvana – Zari Grape Juice - CTT – chef programme - Owner of Hungry for Halal on variety of Halal food that is available - CTICC Halal Kitchen 	Q&A Moderator: Jehad Kasu, Marketing Director Q&A Moderator: Jehad Kasu, Marketing Director	<ul style="list-style-type: none"> - Anis Lassoued / Lumieres Films - Anwaar Abulkhair / Epsaudi - Monica Rorvik (Wesgro)

DAY 2 - Tuesday, 16 October 2018

Parallel Sessions Venues	Vasco Da Gama and B. Diaz	Marco-Polo	Francis Drake	One and Only Hotel	Cape Town International Convention Centre (CTICC)
	<p>- Leonard Arangies A - The art of taste</p> <p>Q&A Moderator: Michael Gamwo Wesgro Head: Africa</p>	<p>International Trade Development)</p> <p>Q&A Moderator: Adriaana Scholtz</p>	<p>Theme 3: Bo-Kaap Case Study How to develop the Muslim product</p> <p>- Bo-Kaap Youth represented by Adnan Oesman and Achmad Siraj Leggett</p> <p>Developing museum product by Igsaan Higgins</p> <p>- Bilqees Baker</p> <p>Q&A Moderator: Inge Dykman</p>		<p>Q&A Moderator Professor Ebrahim Arnold, Chair of Academics, IPSA</p>
			<p>Programme Ends at 12:30 – Delegates visit Trade Exhibition for the afternoon session</p>	<p>Programme Ends at 13:00 –Delegates visit Trade Exhibition for the afternoon sessions</p>	
12:30 – 13:30	Lunch				

DAY 2 - Tuesday, 16 October 2018

Parallel Sessions Venues	Vasco Da Gama and B. Diaz	Marco-Polo	Francis Drake	One and Only Hotel	Cape Town International Convention Centre (CTICC)
13:30 – 15:00	<p>Conference Forum 1</p> <p>Accessing the Middle East Halal Market</p> <ul style="list-style-type: none"> • Panel Discussion: <ul style="list-style-type: none"> - Abdul Gafoor Kunhu Mohamed Executive Director Jaleel Holdings / UAE - Nisham Mohideen Sales Director - Al Islaami Foods / UAE - Shafeer Yousuf Manager - Food Service Dept Kuwait Agriculture Company / Kuwait <p>Q&A</p> <p>Moderator: Denan Kuni Wesgro Head: International Trade</p>	<p>Conference Forum 2</p> <p>The Fashion Market Success Stories – Entering the Global Fashion Sector</p> <p>Welcome and Opening: Council of Modest Fashion Africa</p> <ul style="list-style-type: none"> • Presentation: Franka Soeria (Markamarie, Think Fashion Co, Modest Fashion Week (Istanbul-London-Dubai-Jakarta) • Panel Discussion: <ul style="list-style-type: none"> - Majda Rabin (Designer: Chimpel),) - Zainab Slemang van Rijmenant (Media and communications professional and Council of Modest Fashion), - Nicholas Strelitz(Expresso) - Areeba Baker (Blogger: Areeba Artistry) <p>Moderator: Franka Soeria</p>			<p>Conference Forum 5</p> <p>Financial Instruments Enabling Global Halal Trade – Sukuk Viabilities for Halal Trade</p> <ul style="list-style-type: none"> • Panel session: <ul style="list-style-type: none"> - Prof. Dr. Ashraf Hashim, CEO ISRA Consultancy, Malaysia - Shamier Khan, Shari'ah Portfolio Manager, Element Investment Managers - Abdul Davids, Kagiso Asset Management - Muhsin Jeena, Head of Regional Business MENA & SEA at Old Mutual <p>Q&A</p> <p>Moderator Ruslena Ramli, Head of Islamic Finance, Ratings Agency Malaysia</p>
15:00 – 15:30	Refreshment Break				
15:30 – 17:00	<p>Conference Forum 1</p> <p>Accessing the European Halal Market</p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> - Trudi Hartzenberg, Chief Executive Officer, Tralac - Greig Jansen, Managing Director, Pura Beverages - Shafeeqa Kolbe, Cape Food Ingredients <p>Q&A</p> <p>Moderator: Michael Matongo Wesgro: International Trade Manager</p>	<p>Conference Forum 2</p> <p>Council of Modest Fashion and the Cape Town Entrepreneur</p> <ul style="list-style-type: none"> • Council Representatives: <ul style="list-style-type: none"> - Roshan Isaacs: Style Africa Fashion Network, - Amiena Pastor: Modest Fashion and Design Platform, - Leila Bardien: Homemade, - Zainab Slemang van Rijmenant: Media and communications professional, - Franka Soeria: Markamarie, Think Fashion and COMF Global <p>Q&A</p>			<p>Conference Forum 5</p> <p>Islamic Banking and Finance – Shifting from Financialization to growing the Halal Industry</p> <ul style="list-style-type: none"> - Panel session: <ul style="list-style-type: none"> - Amnah Shaari, CEO Seunai Commerce, Malaysia - Ruslena Ramli, Head of Islamic Finance, Rating Agency Malaysia - Moulana Bilal Jakhura, CIEFSA <p>Q&A</p> <p>Moderator: Prof. Ebrahim Arnold, Chair of Academics, IPSA</p>

DAY 2 - Tuesday, 16 October 2018

Parallel Sessions Venues	Vasco Da Gama and B. Diaz	Marco-Polo	Francis Drake	One and Only Hotel	Cape Town International Convention Centre (CTICC)
17:00	Conference Forums and Trade Exhibition Closes				
18:00	Guests Depart Westin Hotel to V&A Waterfront for Cape Town International Film Festival Screening				
18:30 - 18:45	Welcome by Wesgro Film and Media and CTIFMF				
18:45 - 19:45	Informal Dinner and Mocktail Event				
20:00 – 21:50	VIP Access to an open Screening at either Nu Metro / Ster-Kinekor at V&A Waterfront - https://filmfestival.capetown/sew-the-winter-to-my-skin/ - film synopsis				
22:00	International Guests to be transported back to the Westin Hotel				

DAY 3 - Wednesday, 17 October 2018

Time	Description	Venue
08:30 - 12:30	Opening of the Trade Exhibition and B2B Sessions	Grand Ballroom
09:00 - 17:00	Fashion/Investment Guests depart for site visits	
09:00 - 10:30	Conference Forum 1 Accessing the Asia Halal Market <ul style="list-style-type: none"> • Panel Discussion: <ul style="list-style-type: none"> - Mohd Roslan bin Mohd Saludin / QSR Brands / Malaysia - Shiroj Iyyakkad / Buying Manager / LuLu Group International Hypermarket / Malaysia - Nor Zaizalina Yahya/ Joint Managing Partner / Director / Kazai Innovative Idea Solutions / Malaysia - Rajena Begam / Regional Director / Mohamed Mustafa & Samsuddin / Singapore Q&A Moderator: Denan Kuni - Wesgro Head: International Trade and Development	Vasco Da Gama and Bartholomew. Diaz
10:30 – 11:00	Refreshment Break	
	Conference Forum 1 Accessing the Asia Halal Market <ul style="list-style-type: none"> • Panel Discussion: <ul style="list-style-type: none"> - Dr Ashraf Hashim, CEO ISRA Consultancy Malaysia - Shaykh Rd. Ziyaad Mahomed, Chairman of HSBC Sharia Board - Ruslena Ramli, Head of Islamic Finance, Ratings Agency Malaysia - Amnah Shaari, CEO Serunai Commerce Q&A Moderator: Denan Kuni - Wesgro Head: International Trade and Development	Vasco Da Gama and Bartholomew. Diaz
12:30	Trade Exhibition and B2B Session Closing	
12:30 – 14:00	Trade Business Networking Lunch <ul style="list-style-type: none"> • Remarks: Denan Kuni - Wesgro Head: International Trade and Development Comments by Trade Buyers / Comments by Exhibitors 	Grand Ballroom
18:30 – 22:00	Gala Dinner for International Guests	Westin Hotel
22:00	Africa Halal Week Ends	