

Jointly organized by ASBM and AICB



17 - 20 August 2026
Asia School of Business, Kuala Lumpur

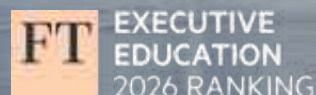
DEVELOPING A GLOBALLY COMPETITIVE HALAL ECOSYSTEM

A Practical Blueprint for Halal Leadership

RM10,000 | USD 2,500 *

Fees include in-program accommodation in ASB

Last Updated: 16 July 2026





PROGRAM OVERVIEW

The **Developing a Globally Competitive Halal Ecosystem** is a **4-day residential program** designed to provide participants with a comprehensive understanding of the principles, structures, and operational dynamics of a halal ecosystem, referring to Malaysia's 50 years of experience as a model. It equips learners with the knowledge needed to initiate, develop, manage, strengthen, and connect a halal ecosystem across various sectors (food, non-food, and related services), beyond borders.

This program introduces the foundational know-how of halal, regulatory frameworks, certification processes, and governance mechanisms that underpin halal compliance, industrial development, and promotional strategies. Participants will explore the interconnectivity of stakeholders within the halal ecosystem, from policymakers to producers, certifying bodies, regulators, logistics providers, and consumers—and examine how value chains are developed and sustained in both domestic and international markets.

The program also emphasizes strategic yet practical halal ecosystem development approaches, covering topics such as halal market potential, existing gaps, and the critical focus areas to be enhanced. Participants will gain practical insights into operationalizing a halal framework as a value proposition that can create new sources of economic and income growth at the international level, benefiting from the USD 5 trillion global halal economy.

PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

- Explain the structure, governance, and development framework of the Malaysian halal ecosystem.
- Assess halal ecosystem readiness, identify development gaps, and contribute to policy formulation and cross-sector integration.
- Apply halal principles and the Malaysian halal certification framework to relevant industries and business operations.
- Manage halal assurance systems, audit findings, and continuous compliance requirements.
- Articulate halal as a strategic value proposition and a driver of economic and business growth at the international level.

PROGRAM HIGHLIGHTS

- Led by practitioners and policymakers advancing the halal ecosystem of Malaysia, a global leader and pioneer for over 50 years
- Integrated training covering ecosystem strategy, halal fundamentals, and certification governance.
- Industry visits to reputable halal-certified companies for real-world application.
- Special certificate awarded by reputable government agency upon completion of two of its embedded halal training modules.

WHO SHOULD ATTEND?

- Country leaders and policy makers
- Ambassadors and trade commissioners
- Business owners, leaders and strategists
- Educators and students
- Leaders of industrial development and promotional bodies
- Halal practitioners and thought leaders who may find this program helpful

PROGRAM DATES

17 - 20 August 2026

PROGRAM FEES*

RM10,000 | USD 2,500

INCLUDES:

- Accommodation at Asia School of Business Residential Campus
- Daily meal and refreshment breaks
- Curated industry and cultural visits
- Program materials and certificate of completion

* Notes:

- Excludes Sales & Service Tax (8%). USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- **Total HRD Corp claimable amount for this 4-day program is RM7,000, inclusive of SST of 8%. Subject to HRD Corp's T&C and approval.**

PROGRAM AGENDA*

August 2026

16 Arrival in Kuala Lumpur

17 Building a Robust and Internationalized Halal Ecosystem

- Halal and the market potentials
- Halal ecosystem development: A model by Malaysia
- The gap and opportunity in halal
- Building & connecting halal ecosystems

Hairol Ariffein Sahari

The Fundamentals of Halal

- Definition and Concept of Halal and Haram
- Sources of Halal and Haram
- Najs (Impurities) and Sertu (Cleansing)
- Halal Risk and Halal Control Points

Guest Lecturer

18 Malaysian Halal Certification

Guest Lecturer

- Overview of Malaysian Halal Certification
- Halal Standards
- General & Specific Requirements for Halal Certification
- Halal Assurance Management System
- Application and Audit Process
- Audit Findings, Non-Compliance & Corrective Actions
- Post-Certification Management and Continuous Compliance

Guest Lecturer

19 Applied Industry Learning Session

JAKIM

- JAKIM's functions, roles and responsibilities within the Malaysian halal ecosystem

Applied Industry Learning Session

- Halal Industrial Park's functions and its contribution into Malaysia Halal ecosystem

Guest Speaker

Applied Industry Learning Session

- Halal Manufacturing Plant's products and production process of Halal application

Guest Speaker

20 Applied Industry Learning Session

Guest Speaker

- Halal Lab's functions, roles and responsibilities within the Malaysia halal ecosystem

Guest Speaker

Applied Industry Learning Session

- MATRADE role in promoting halal trade

Applied Industry Learning Session

- IIAM role in halal ecosystem in both domestic and international markets

Hairol Ariffein Sahari

Closing Ceremony at ASB

** Faculty and visits listed are subject to change*

PROGRAM DIRECTOR



Hairol Ariffein Sahari is a seasoned national economic strategist and biotechnology-trained leader with more than two (2) decades of experience shaping Malaysia's industrial development, innovation ecosystems, and halal economic governance. His career spans pivotal roles across the Malaysian Investment Development Authority (MIDA), Malaysian Biotechnology Corporation (BiotechCorp), the Northern Corridor

Implementation Agency (NCIA), and ultimately as Chief Executive Officer of Halal Development Corporation Berhad (HDC), where he led the transformation of Malaysia's halal economy into a globally recognized, industry-driven, and commercially competitive ecosystem, recognized as the world's best halal economy for 11 consecutive years (Dinar Standard; 2014–2025).

Hairol possesses dual competencies in science and strategic management. He holds a Degree in Biotechnology from Universiti Putra Malaysia (UPM), one of Malaysia's premier research universities, and a Master of Business Administration from the Asia School of Business, a prestigious collaboration between Bank Negara Malaysia and the MIT Sloan School of Management, USA. With a rare blend of scientific literacy, regulatory insight, global ecosystem experience, and institutional leadership, Hairol Ariffein remains committed to strengthening Malaysia's competitiveness and shaping the high-value sectors that will drive long-term national prosperity.

During his service at HDC (2010–2025), Hairol delivered several key national milestones, including the launch of the Halal Industry Master Plan 2030 (HIMP 2030) and the establishment of the Malaysia Halal Industry Development Council (MPIH), chaired by the Deputy Prime Minister. He spearheaded the creation of the Halal Integrated Platform (HIP) as the digital infrastructure connecting industry stakeholders across the halal value chain, while expanding Malaysia's global halal diplomacy footprint through strategic partnerships with the Islamic Development Bank (IsDB), multiple Organisation of Islamic Cooperation (OIC) member countries, and Association of Southeast Asian Nations (ASEAN) economies.



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SCAN ME



Developing a Globally
Competitive Halal Ecosystem

