



وزارة الزراعة

813

الرقم  
التاريخ  
الموافق

١٠/ ٢  
٢٠٢٤/٦/١٣

سعادة رئيس غرفة تجارة عمان  
سعادة رئيس غرفة صناعة عمان  
سعادة نائب المهندسين الزراعيين  
سعادة رئيس الإتحاد العام للمزارعين الأردنيين  
سعادة رئيس اتحاد مزارعي وادي الأردن  
سعادة رئيس الجمعية الأردنية لمنتجي ومصدري الخضار والفواكه  
سعادة نائب تجار ومصدري الخضار والفواكه  
سعادة رئيس الجمعية الأردنية للزراعة العضوية  
سعادة رئيس جمعية التهور الأردنية  
سعادة نائب الأطباء البيطريين  
سعادة نقيب نقابة العامة لأصحاب المعاصر ومنتجي الزيتون الأردنية  
سعادة نائب نقابة تجار ومنتجي المواد الزراعية  
سعادة رئيس جمعية مربي الأبقار  
سعادة رئيس الإتحاد النوعي لمربي الدواجن

إشارة إلى كتاب معالي وزير الخارجية وشؤون المغتربين رقم (٢٨٣٣٧/٦٣٢/٤٥) تاريخ ٢٠٢٤ /٦/٦ والمرفق ببطية صورة عن مذكرة سفارة جمهورية أذربيجان لدى المملكة رقم ١٦٩ تاريخ ٢٠٢٤/٦/٣ والمتضمن معلومات مفصلة ضمن ملخص تنفيذي (CONCEPT) حول منتدى أعمال الحلال الأذربيجاني (AZHAB) فيما يتعلق برعاية النظام البيئي الحلال المستدام في المنطقة. (مرفق)  
للإطلاع والتعميم للمعنيين لديكم.

وتفضلوا بقبول فائق الاحترام

وزير الزراعة

المهندس خالد الحنيفات

قلم بأعمال مساعد الأمين العام للمشاريع والتنمية الريفية  
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نقابة الأطباء البيطريين الأردنيين  
البريد الوارد

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٢٠٢٤/٦/١٣

نسخة/ عطفة الأمين العام

نسخة/ مساعد الأمين العام للمشاريع والتنمية الريفية

نسخة/ مدير مديرية تشجيع الاستثمار وزيادة الأعمال الزراعية

نسخة/ رئيس قسم الشراكة بين القطاعين وزيادة الأعمال الزراعية

المملكة الأردنية الهاشمية

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دولة فلسطين  
السلطة الوطنية  
وزارة الزراعة

الرقم ٢٨٢٣٧.٦٦٤٢/٤٥

التاريخ

الموافق ٢٠٢٤/٦/٦

معالي وزير الزراعة

تحية طيبة وبعد،

أبعث إليكم بصورة عن مذكرة سفارة جمهورية أذربيجان لدى المملكة رقم ١٦٩ تاريخ ٢٠٢٤/٦/٣ المتضمن معلومات مفصلة ضمن ملخص تنفيذي (CONCEPT) حول منتدى أعمال الحلال الأذربيجاني (AZHAB) فيما يتعلق برعاية النظام البيئي الحلال المستدام في المنطقة.

أرجو التكرم بالإطلاع، والإيعاز لإجراء ما ترونه مناسباً.

وتفضلوا بقبول فائق الاحترام،،،

١٤ نائب رئيس الوزراء

وزير الخارجية وشؤون المغتربين

أيمن الصفدي

٢٠٢٤

نسخة: سعادة السفير / باكوف

المملكة الأردنية الهاشمية - عمان

هاتف ( ٥٧٢٥١٥٠ - ٥٧٢٥١٦٠ ) - فاكس ( ٥٧٢١٧٦ ) ص.ب ( ٢٥٢١٧ ) الرمز البريدي ١١١٨٠ عمان. الموقع الإلكتروني : www.mfa.gov.jo





## AZƏRBAYCAN RESPUBLİKASININ SƏFİRLİYİ

Əmman

EMBASSY OF THE REPUBLIC OF AZERBAIJAN

Amman

سفارة جمهورية أذربيجان

عمان

الرقم : SAMN / 169 / 24-1

تهدي سفارة جمهورية أذربيجان في عمان / أطيب تحياتها إلى مقام وزارة الخارجية وشؤون المغتربين بالمملكة الأردنية الهاشمية الموقرة ،

وتتشرف بأن ترفق لمقامها الكريم بطيه معلومات مفصلة ضمن ملخص تنفيذي ( CONCEPT ) حول منتدى أعمال الحلال الأذربيجاني (AZHAB) فيما يتعلق برعاية النظام البيئي الحلال المستدام في المنطقة.

يرجى التكرم بعرضه على الجهات الأردنية المختصة ذات العلاقة ، للإطلاع والمعرفة ،

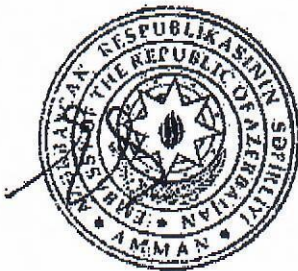
تنتهز سفارة جمهورية أذربيجان هذه الفرصة لتعرب لمقام وزارة الخارجية وشؤون المغتربين بالمملكة الأردنية الهاشمية الصديقة عن فائق احترامها وتقديرها،،،

عمان ، 2024/06/03

المرفقات : عدد 4 صفحات

إلى مقام وزارة الخارجية وشؤون المغتربين بالمملكة الأردنية الهاشمية

عمان



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## **Azerbaijan Halal Business Forum**

*"Nurturing Sustainable Halal Ecosystem in the Region"*

### **CONCEPT**

#### **Executive Summary**

In a world marked by cultural diversity and global mobility, the halal industry has evolved into a dynamic global market that has become increasingly attractive both for investors and traders and has expanded into different sectors. Azerbaijan, a nation celebrated for its rich cultural heritage and centuries-long history of Islamic civilization, possesses a considerable untapped potential to further the development of the halal industry in the region.

The initiative to launch the "Azerbaijan Halal Business" (AZHAB) Forum is grounded in Azerbaijan's proven regional role as the main locomotive driving its economic growth. Over the last 30 years, Azerbaijan has pioneered landmark regional infrastructure projects which has significantly unleashed the region's economic and trade potential. The country has proven itself as a reliable contributor to development not just within the South Caucasus but on a global scale.

The Azerbaijan Halal Business Forum concept aims to foster collaboration, share knowledge, showcase products and promote ethical and sustainable practices in the Halal industry while also encouraging business growth and international cooperation in the region.

By bringing together diverse stakeholders, including government representatives, industry experts, entrepreneurs, and scholars, AZHAB Forum seeks to chart a path toward a more vibrant, inclusive, and prosperous halal business landscape in the broader region. This synergy between Halal business practices and Azerbaijan's rich historical and cultural heritage positions the country as a potential hub for the regional Halal industry, where innovation, collaboration, and growth converge to elevate the Halal journey.

#### **Objectives**

AZHAB Forum will be comprised of two parts: conference and exhibition. The objectives of the Forum encompass various aspects, reflecting the region's potential to discover new horizons for Halal businesses. It is designed to serve as a lasting platform for the development of the Halal industry in the region and has the following important dimensions:



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1. **Knowledge Exchange:** AZHAB Forum seeks to foster robust knowledge exchange among local and international experts in the field of Halal business and tourism. By providing a platform for experts to share insights, research findings, and success stories, the aim is to equip attendees with a deep understanding of the opportunities and challenges in this evolving niche.
2. **Policy Development and Collaboration:** The aspiration is to engage government officials, policymakers, and representatives from Halal businesses in constructive dialogues that lead to the development of conducive policies. Through collaborative efforts, the aim is to create an enabling environment that supports the growth of Halal business and tourism in the region, from streamlined certification processes to strategic infrastructure investments. The special focus would be on elucidating the role of SMEs in the development of the halal industry.
3. **Networking:** The AZHAB Forum will serve as a hub for networking and collaboration. Attendees will have the opportunity to forge valuable partnerships, establish international contacts, and identify potential investors and collaborators from different countries and regions. The Forum will create a vibrant ecosystem where ideas flourish, and connections thrive.

## **Azerbaijan Halal Business Forum's Components**

### **1. Conference**

The conference will feature the following components designed to cater to the varied interests and needs of the attendees:

#### **1. Plenary Sessions**

The Plenary Sessions of the AZHAB Forum are thoughtfully crafted to provide our attendees with a complete and enriching experience. These sessions serve as a central platform to explore vital themes, enlightening discussions, and practical strategies within the domain of the Halal industry.

**2. Keynote Addresses:** Esteemed speakers will share valuable insights into the worldwide panorama of Halal businesses. They will shed light on emerging trends, best practices, and potential pathways for growth. These addresses will provide attendees with a panoramic view of the Halal industry, offering motivation and strategic vision on global, regional, and national levels.

**3. Panel Discussions:** Our diverse panel discussions will dive deep into a wide array of topics, each finely tailored to address crucial facets of the Halal industry. These panel sessions include:



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## II. Exhibition

- **Halal Business Expo:** Attendees will have the opportunity to explore the Halal Business Expo, an exhibition showcasing current Halal-certified products, services, and amenities available in Azerbaijan and other countries. From culinary delights to business models, the Expo will provide a firsthand experience of what Halal business entails in practice.
- **Networking Sessions:** Recognizing the significance of networking in fostering collaboration and partnership, dedicated networking sessions will allow attendees to engage with potential partners, investors, and industry experts in a relaxed and informal setting.

## SESSIONS

### ***Session 1: Sustainability in Halal Industry: Is green a new halal?***

This session offers an opportunity to explore a completely new approach to green and climate change discourse. The green is presented as a "right" of nature to be protected and taken care of. This allows for the "Green Concept" to be incorporated in the mainstream Islamic notion of halal. Halal is traditionally perceived as something related to the recognition of the rights of the Creator or/and other human beings. Although Islamic teachings embeddedly cover the rights of all creatures, the right of nature (environment) has not been explicitly explored and emphasized.

The session will explore how Muslim communities can combine green practices with the halal industry, focusing on sustainable growth and competitive advantages. The "halal-green" concept in Islamic teachings will be highlighted, which combines physical and spiritual values, focusing on both tangible and intangible elements. The halal-green concept emphasizes relationships among humans with nature, creating a holistic behavioural and management model.

This session aims to show how Muslim countries can use their commitment to halal industry to become a model in incorporating sustainability in both their individual and business practices. By aligning green practices with halal standards, Muslims and communities can support environmental goals, promote sustainable development, and improve their global market position.

### ***Session 2: The Role of SMEs in Shaping the Global Halal Industry***

Starting with insightful stories from successful SME owners in the region's halal market, this session explores the impactful strategies contributing to their success. Panel discussions address challenges specific to SMEs, offering practical growth insights from region's growing SME landscape. The session emphasizes collaborative approaches to empower SMEs within the halal sector, drawing inspiration from region's supportive



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environment that encourages entrepreneurship and facilitates market access for small businesses.

### ***Session 3: The Potential of Halal Tourism in the Region***

Azerbaijan takes the spotlight initially, showcasing its efforts to promote Muslim-friendly tourism through cultural richness and hospitality. Keynote speakers share success stories from the broader region, complementing these insights with best practices from global examples. Discussions focus on strategies to enhance tourism experiences, leveraging initiatives to include halal amenities and prayer facilities. Participants actively engage in brainstorming initiatives to boost Muslim-friendly tourism in their respective regions, drawing inspiration from global best practices.

### ***Session 4: Halal Standardization: Issues and Challenges***

Azerbaijan's commitment to upholding halal integrity is highlighted in the session's opening presentations, spotlighting the country's regulatory frameworks and technological advancements. Panel discussions delve into the complexities of halal certification, drawing from the region's efforts to align with international standards. Case studies highlight successful collaborations within the global best practices, providing tangible examples of ensuring halal authenticity. Participants actively propose collaborative strategies, inspired by the best practices in addressing standardization challenges.

### ***Session 5: Challenges in Developing the Halal Ecosystem in the CIS Region***

Presentations emphasize the current status within the CIS region, outlining specific challenges in halal industry development. The session draws insights from experts across CIS countries, leveraging active participation in regional dialogues to discuss regulatory hurdles and market dynamics. Participants collaborate to propose solutions, inspired by success cases to foster cross-border collaborations and harmonize standards within the CIS halal ecosystem.

### ***Session 6: Islamic Finance and Investment: Opportunities for Ethical Banking and Finance in the Region***

The focus is on the region's pioneering initiatives in ethical banking principles and successful investment models. Panel discussions will shed light on region's evolving initiatives in Islamic financial instruments, showcasing specific successes and regional projects as recent examples. Through interactive sessions, participants will be encouraged to develop innovative strategies, drawing inspiration from global best practices in promoting ethical banking and investments. These endeavors aim to set pioneering standards across the region, spearheading new approaches in the field.