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Malaysia's First Halal Business
Newspaper

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TO FEATURE INSIGHTS ON HALAL FROM A-TO-Z



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Malaysia's First Halal Business Newspaper

@Halal is an urban corporate Publication inspired to feature the articles and Advertisement related to halal community & business — With zero limits. To cater the interest of all generations, we strive to challenge with thoughtful articles and offer different perspectives on current issues through authoritative and quintessence approach.

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Osaka lead up to World Expo 2025



FOURTEEN months after Tokyo learned it would be hosting Olympics 2020, Japan's capital city held its first international halal forum and exhibition in November 2014, which kickstarted other Islamic economy events as the country started focusing on how to serve the expected influx of Muslim athletes, games delegates and visitors.

Last Friday on Nov 23, second city Osaka won its bid to host World Expo 2025 that expects to attract 28 million visitors. Osaka-based Ammar Jebawi, founder of Nishi Nippon Halal Association (NNHA), believes a lot of changes will happen in the city leading up to the expo and the halal sector must keep apace if it wants to properly serve

its Muslim guests. Muslim visitor numbers to Japan as a whole have been steadily rising. The Japan National Tourism Organisation (JNTO) doesn't reveal visitor statistics by religion but as an indication of travellers from Muslim-majority countries, in 2013, 176,521 travelled from Malaysia and 136,797 from Indonesia.

Ready

for a halal Olympic Games
Muslim World League to supply halal meals for Japan and 2020 Olympic Games



THE secretary-general of the Muslim World League (MWL), Mohammed bin Abdul Karim Al-Issa, who is also the president of the International Islamic Halal Organization, has made an exclusive distribution agreement with Japan. Under the agreement, MWL will be the exclusive provider in Japan, generally, and in the 2020 Tokyo Olympic Games, particularly, of halal-certified meals.

The signing ceremony was attended by Mitsubishi Miyakoshi, special adviser to the Japanese prime minister, Shinzo Abe, the cousin of the Emperor, along with a

number of representatives of Islamic centers, Japanese authorities and major companies. The agreement grants MWL the right to regulate, in cooperation with the Japanese government, halal foods and services to the highest standards. It will also certify the products and services in accordance with the halal and hygienic standards before they reach the consumers. MWL will also issue halal certification for products designated to Muslim communities in Japan or those to be exported abroad, especially to Arab and Muslim countries. Japan is a new but sharply growing halal

Mongolia turns to Iran's halal markets



MONGOLIAN butcher Kuntuguan Alpai chants under his breath as he slits the throat of a sheep with a single stroke of his sharpened knife, making sure the animal's swift death is halal - acceptable under the laws of Islam.

Kuntuguan's work at a slaughterhouse in the city of Darkhan, about 100 miles (160 km) from the nation's capital, comes amid surging demand from Iran for halal meat and as Mongolia pushes to make more money from the huge herds of livestock that roam its vast grasslands.

"This is a special ritual we do while slaughtering," said Kuntuguan, a 27-year-old Muslim of Kazakh extraction, his rubber boots and white apron splattered with blood.

"We do it in the name of Allah to get permission to kill the animals."

Mongolia has an estimated 30 million sheep - more than New Zealand - but has until recently only managed to export a thin slice of its overall meat output. It hopes that will change as it taps overseas appetite for halal mutton from places such as Iran, which are forced to import due to limited local production.

Largely because of that kind of new demand, Mongolia's sheep and goat meat shipments hit 2,601 tonnes in 2017, 11 times more than 2016. And while that was worth only around \$8 million, industry officials say those volumes are likely just the start, with exports in the first-half of 2018 quadrupling year on year to 775 tonnes.

"The halal meat market is growing worldwide, promising new opportunities for Mongolia," said Ochirbat Begz, executive director of the Mongolia Meat Association.



Mongolia's sheep and goat meat shipments hit 2,601 tonnes in 2017, 11 times more than 2016. And while that was worth only around \$8 million,

PASTURES OF PLENTY?

Under pressure from the International Monetary Fund to diversify away from mining, Mongolia has been trying to turn its huge pastoral economy into a major earner, hoping its free-range organic meat will find a home on plates overseas.

The plant where Kuntuguan works is run by Darkhan Meat Foods, which along with rival meat producers Max Impex and Max Market is rushing to supply mutton to Iran.

It employs around 200 workers at the site, all involved in halal mutton output, and expects to double its exports of the meat in 2018 from 1,200 tonnes last year.

"Before contracting with an Iranian company, we only exported beef and horse meat to other countries," said Otgon-Erdene Bayuvdorj, the firm's general manager.



SINGAPORE'S ONLY HALAL SUPERMARKET SHUTTERED OVER RENT ARREARS

SINGAPORE'S only all-halal supermarket has shut its doors over rent arrears after two years in operation. MyOutlets' Global Halal Hub, a 10,000 square-foot supermarket, shuttered on August 14. Three days later the retailer said in a Facebook post: "Due to the discrepancy between the landlord and us, we are exploring our plan with our shareholder."

It's a rental issue with the current landlord, which came as quite a surprise as we had been engaging them and making regular payments. We are only in arrears of two months," MyOutlets co-founder and chairman Rommie Paliza told Salam Gateway, adding that he could not comment further as it was an "ongoing sensitive issue".

Tan stressed that only the Viva Business Park outlet had closed, while the remaining stores in the international MyOutlets halal retail network would continue operating. The chain operates stores outside Singapore, including in Japan, Malaysia and South Korea, and is also involved in an online marketplace, HalalBazaar.com.



CHINA LAUNCHES ANTI-HALAL CAMPAIGN IN XINJIANG

CHINESE authorities have launched a campaign against halal products in the name of fighting extremism in the capital of Xinjiang, the fractious northwest region where Muslims are facing a raft of religious restrictions.

Beijing has in recent years launched a security crackdown in Xinjiang against what it calls separatist elements, and a UN report has cited estimates that up to one million ethnic Uighurs and other Muslim minorities are held in extra-judicial, political re-education camps.

Halal - Arabic for "permissible" - refers to a set of rules guiding Muslims on what is allowed according to the religion. It is frequently applied to food and drinks but also includes other personal hygiene products like toothpaste and cosmetics.

HALAL RESTAURANT IN JAPAN FOUND NOT TO BE HALAL AFTER ALL - PPIM

THE revelation that a restaurant in Japan with halal certification was storing non-halal meat at its factory has shocked many Malaysian Muslims. The discovery was made by four Malaysian chefs working at the restaurant, who have since resigned from their posts and returned home. As such, Malaysian Muslim Consumers Association (PPIM) president Datuk Nadjim Johari has urged Muslims travelling abroad to be extra careful when choosing places to dine.

"Even though the restaurant (in Japan) has halal certification, (it did not) observe halal food practices," he said during a press conference to address the issue here, today.

Nadjim added that he's worried over the surge of Muslim travellers expected to visit Tokyo for the 2020 Olympics, as they may unwittingly consume non-halal food. He said Japan and other countries should be more sensitive to the needs of Muslim visitors to their nations. Nadjim also said the PPIM will raise the issue with the authorities in order to find a solution to the worrying problem.

"The Malaysian Islamic Development Department (JAKIM) should perhaps offer facilities such as an app or app that allow users to determine another's halal status," he added.

Invest Selangor and what they do - p18&19



Halal delivery strengthens in Singapore



SINGAPORE'S online food delivery services have been strengthening their halal credentials by better catering for the Muslim market in the process creating a new sub-segment of competition.

Deliveroo, a British start-up with operations across Europe and Asia Pacific, is the latest to promise Singaporean customers that their halal orders will be kept separate from non-halal foods by using designated sachets during delivery.

"The move is both in response to feedback from customers and restaurant partners, as well as a strategic one to tap into the wide pool of halal restaurants in Singapore so that we are able to offer an even greater range of options to our customers," Siddharth Shankar, general manager of Deliveroo Singapore, told Salam Gateway.

The delivery service currently has 200 halal-certified restaurant partners on its platform, out of close to 4,000 restaurants in total.

"We have sourced these bags from a third-party supplier who ensures that they are sturdy and can prevent any leakage or potential contamination from other foods."

All our riders have been thoroughly briefed to use the halal-only bags when assigned to an order from a halal-certified restaurant. On top of the halal-only bag, the orders are packaged individually by the restaurants, which adds an additional layer of protection," Shankar added.

Deliveroo follows arch rival GrabFood in offering separate bags for halal food. GrabFood emerged from the ashes of Uber Eats after its Uber ride-share patron merged with Grab earlier this year.

"If you open the GrabFood app in Malaysia, you will see a halal category, in which restaurants that are halal-certified will be listed. In addition, our delivery partners use different thermal bags for halal and non-halal food," a spokesperson told Salam Gateway.

GrabFood has been offering these services in Singapore and Malaysia since it launched in May.

Indonesia streamlines halal certification through agency (BPJPH)



ACCORDING to the Indonesian Law No. 33/2014, Halal certification is mandatory in Indonesia for all food, beverage, drugs, cosmetics, chemicals (used for human consumption), organic and genetically modified products sold

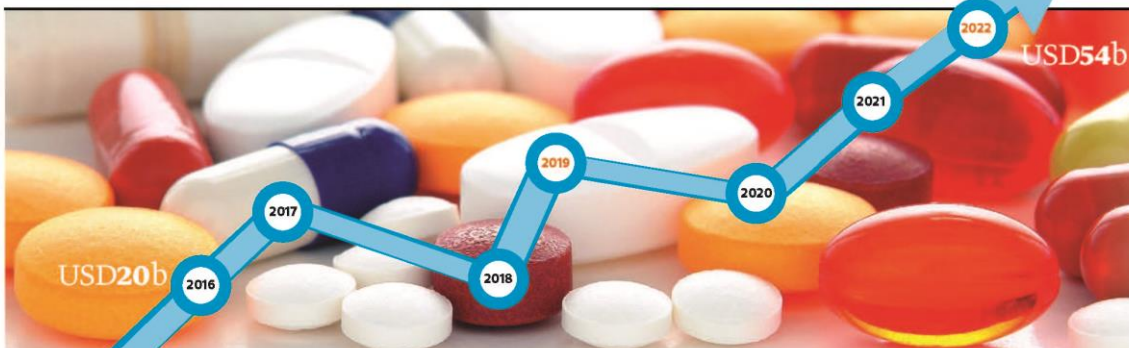
in Indonesia as well as for the machinery and equipment involved in processing these products. It follows that in 2017 the Halal Product Assurance Agency (BPJPH - in Bahasa Indonesia) is established under the Ministry of Religious Affairs. The obligatory of Halal certification will start from 2019, where BPJPH will be the lead in these services.

The Halal Law is of strong relevance to manufacturers of consumable goods, medicines, cosmetics, chemical products, genetically engineered products, as well as importers of these products. Since full operation of the law is next year (2019), companies will only have brief time to be compliant to this law No. 33/2014 before all new Halal certifying and auditing agencies under the auspices of the Ministry of Religious Affairs are fully up and running.

HALAL CERTIFICATION PROCEDURE

BPJPH will take over MUI's role, which was previously the sole institution that issued halal certificates. The law No. 33/2014 mandates the establishment of BPJPH that was created in 2017.

Although halal certificates will be issued by the BPJPH, the process of verifying whether or not a product is halal will be carried out by a different party, namely the Halal Inspection Institution (Lembaga Pemeriksa Halal or "LPH"). In general, LPH will check and verify whether or not the raw materials and manufacturing process are halal. These activities may be carried out inside or outside the manufacturing facility.



An increased on global halal market

The world is witnessing a gradual shift towards halal goods and services in several sectors; including food, travel, finance and cosmetics, among others

THE world's Muslim population is approaching 1.6 billion, and are expected to account for 30% of the world's population by 2025. For now, there are around 1.3 billion Muslims in the world and around 1.5 billion halal consumers, which means one out of every four human beings consumes halal products.

AN INCREASED DEMAND FOR HALAL PRODUCTS

The past year has seen an increased global demand for ethical, sustainable, environmentally and socially responsible goods and services which drives the growth of the halal market. And the demand isn't just among Muslims but also showing growing acceptance by non-Muslim consumers.

As Islam continues to be the second largest religion in the world, the halal product market is expected to grow from USD45.3

billion in 2016 to over USD58.3 billion by 2022. The largest sector of the global halal industry goes to Islamic finance, with a 43 percent share of the market, followed by halal food with a 36 percent market share.

GROWING MARKET

The global market revenue of halal food is projected to rise from about USD1.25 trillion in 2016 to about USD2.57 trillion in 2024, with the largest share of the market value coming from North America. Some of the biggest growth opportunities for the global halal market include branding halal food as healthy and producing organic halal food.

As the global market for halal foods grows, there will be an increasing demand from countries that do not have the means to produce sufficient quantities of their own halal food.

The leading importers of halal food in 2015 among the Organisation of Islamic Cooperation (OIC) countries were Saudi Arabia, Malaysia, and United Arab Emirates, with one of the most popular imported foods being beef. Brazil was the top exporter of halal meat in that same year, followed by Australia and India.

The majority of the global Muslim nations are among OIC member countries, and the global halal food market is on the threshold of major developments that hold the promise of rapid and sustained growth.



Halal cosmetics had a global market value of approximately 20 billion U.S. dollars in 2016 and are expected to reach 54 billion U.S. dollars in 2022.

MORE THAN JUST FOOD

With the halal food market currently accounting for as much as 12 percent of global trade in agri-food products, a major increase in demand will generate growth opportunities throughout the agri-food industry. Many reports on the halal market focus on meat and meat products, but products sold under the halal label cover virtually every agri-food product as well as non-food products such as cosmetics.

Malaysia is one of the most suitable example of halal certifications granted to not just food products, cosmetics and pharmaceutical products are among that looks for halal certification.

By category, food and beverage holds the biggest share in the halal industry. In the global Islamic Economic Report, the halal food and beverage consumption is valued at USD1.24 trillion. The halal pharmaceuticals and cosmetics sector is said to be growing with the innovation of halal nail polish and makeup.

Halal cosmetics had a global market value of approximately 20 billion U.S. dollars in 2016 and are expected to reach 54 billion U.S. dollars in 2022. Muslims spend on pharmaceuticals is forecast to reach USD1.32 billion by 2022. Pharmacia, a Malaysian pharmaceutical company is set to invest RM100 million to develop halal and cost-effective vaccines for the public.

HALAL TOURISM RISING

Halal tourism grows on firmer footing in 2017. Key market players have conceded that more countries are catering to halal requirements such as having prayer areas in tourist locations and airports, more halal options for food & beverages and itineraries catered to the Muslim tourists.

Tareq Fadhillah of TripTeez stated that revenue for the company has superseded the original 300% projected growth, and the company has indexed 55,000 accommodation establishments across 50 countries.



The growth has been attributed to the digital boom and increasing discretionary income of young Muslims. One of the findings from the Crescent Rating report shows that 46% of Muslim millennials travel two to five times a year for the length of four to six days per trip.

Japan, South Korea, Taiwan, Spain and South Africa are some of the countries that are trying to be attractive to the Muslim segment as it is projected that 156 million Muslim travellers will be in the market by 2020.

GAINING INTEREST IN HALAL PRODUCTS

currently, the global halal market has gained its attention from the trade merchant world. Many Halal Expos had been held around the world, for example in Malaysia, Singapore, Turkey, Dubai, UAE and Iran.

E-commerce and online business portal had been proved to be one of the best e-business solutions to penetrate the emerging market. However, not much e-commerce portal either by government or private sector focusing on the halal market has been seen in the halal trade market.

Currently, the most well-known and largest halal business portal in the world supported by the Malaysian government is DagangHalal.com. The platform is currently taking on the mission to propagate Malaysia

Halal cosmetics had a global market value of approximately USD20b in 2016 and are expected to reach USD54b in 2022. Muslims spend on pharmaceuticals is forecast to reach USD132b by 2022.

KEY HALAL MUSLIM MARKETS - 652 MILLION

Algeria	Iran	Lebanon	Qatar	Turkey
Bahrain	Iraq	Malaysia	Saudi Arabia	United Arab Emirates
Egypt	Jordan	Morocco	Syria	Yemen
Indonesia	Kuwait	Oman	Tunisia	

WORLD MUSLIM POPULATION (MILLIONS)

Continent	World Population in 2006	Muslim Population in 2006	Muslim Percentage
Africa	923.2	442.88	47.97
West Asia	3970.5	1060.65	26.71
Europe	7317	50.7	6.93
North America	9317	7.13	2.15
South America	566.05	3.08	0.54
Oceania	33.54	0.60	1.79
Total	6313.78	1565.28	24.79

Sources: Statistica.com, Salem Gateway, Mifera Report

The halal product market is expected to grow from USD45.3 billion in 2016 to over USD58.3 billion by 2022."

PURCHASING POWER OF THE MUSLIM COUNTRIES

	Muslim Population (Million, 2005)	Per capita food expenditure (p/a US\$)	Halal Food Market (Millions US\$)
Africa	461.77	250	115,443
West Asia	195.00	570	111,150
South Central Asia	584.80	300	175,440
Southeast Asia	266.37	350	93,230
China	39.10	175	5,865
Europe (incl Russia)	51.19	1,250	63,988
North America	8.26	1,750	14,455
South America	1.64	500	820
Oceania	0.35	1,500	525
Total	1,565.00	-	580,915

Source: <http://www.islamicpopulation.com>

DagangHalal.com. the platform is currently taking on the mission to propagate Malaysia as the 'Global Halal Hub' and integrating the manufacturers, exporters, distributors and halal service providers into the global halal industry."

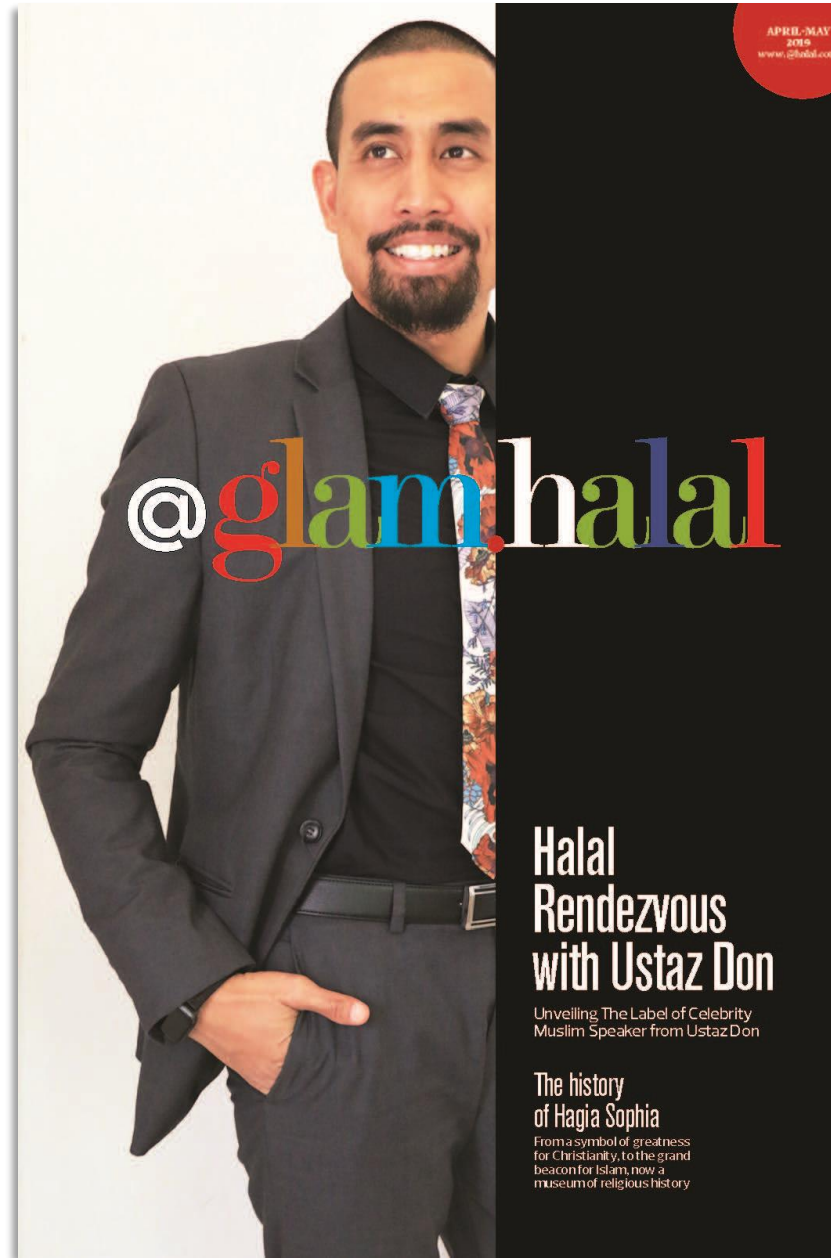
as the 'Global Halal Hub' and integrating the manufacturers, exporters, distributors and halal service providers into the global halal industry.

The halal industry is growing steadily, and it is gaining traction among industry players worldwide. The inclusiveness of the industry which can be integrated into all sectors makes opportunities virtually endless, and makes for an attractive niche for companies to invest in.

Moving forward, the halal industry is expected to continue on this path as it garners more attention and exposure.



The halal industry is growing steadily, and it is gaining traction among industry players worldwide.



Special Interest Pull-out

BEAUTY

“So, coming to the concept of beauty and whether Islam is against it, first of all let us look at the creation of the universe. In this creation, one will notice a very elegant pattern of beauty in the way all things were put in order by the Supreme Creator.”



THANK you for contacting About Islam with your question. Actually, before pronouncing such a judgment, one should first understand the message of Islam, that is, the true nature of the religion itself.

Reviewing the noble principles of Islam, one will surely notice that Islam does not go against nature. Rather, Islam aims at regulating and directing the human's nature in a way that will not harm anyone. This is in line with the objectives of Shari'ah, which came to protective things considered necessary for the survival of humankind: religion, life, the mind or reason, property, and dignity.

These objectives are pivotal to the rulings of Shari'ah. And if one pauses a little bit to analyze these rulings as they are set by the Divine Lawgiver and conveyed to us by His prophets, one will notice clearly that they are all designed to protect humankind.

So, coming to the concept of beauty and whether Islam is against it, first of all let us look at the creation of the universe. In this creation, one will notice a very elegant pattern of beauty in the way all things were put in order by the Supreme Creator. God confirmed this saying:

[...] [And] who created seven heavens in layers. You do not see in the creation of the Most Merciful any inconsistency, so return [your] vision [to the sky]; do you see any breakers? Then return [your] vision twice again. [Your] vision will return to you humbled while it is fatigued. (Quran 37:3-4)

[We have indeed decked the lower heaven with beauty [in] the stars.] (Quran 37:5)

[O, who has created the heavens and the earth, and who sends you down rain from the sky? Yea, with it we cause to grow well-planned orchards full of beauty of delight; it is not in your power to cause the growth of the trees in them.] (Quran 27:60)

And the things He created for our use are adorned with beauty for us to behold:

[And the grazing livestock: He has created for you; in them is warmth and [numerous] benefits, and from them you eat. And for you in them is [the enjoyment of] beauty when you bring them in [for the evening] and when you send them out [to pasture].] (Quran 16:5-6)

Even on the Day of Judgment, beauty will have its role to play as it radiates from the



faces of the people of Paradise showing their happiness and full satisfaction:

[Some faces, that Day, will beam [in brightness and beauty].] (Quran 75:22)

And when Allah (God) mentions what He has prepared for the righteous on the Day of Judgment, He describes this in the most fascinating and beautiful way. He says:

[Therein are those of modest gaze, whom neither man nor jinni will have touched before them [...]] [In beauty] like the ruby and the coral-stone. (Quran 55:56-58)

NOT RECKONED

So, in light of all these and many other verses in the Quran, how can one say that beauty is not reckoned with in Islam? In addition to this, Prophet Muhammad (peace and blessings be upon him - PBUH) said that:

[...] Almighty Allah is Beautiful (splendid in His perfection) and loves beauty [...]. (Narrated in Muslim)

What Islam is actually against is displaying this beauty in a way that will cause harm to oneself or to others, for this totally goes against the aforementioned objectives of Shari'ah. And one of the well-established rules in Islam is "there should be neither harm nor reciprocating injury".

Thus, in a beauty contest (the rating of women against one another and assigning them value based on superficial appearance), one can see what goes against the nature of human beings as ordered by their Creator.

Starting from the fact that this contest lowers the dignity of woman by uncovering her body and displaying her as a cheap commodity and easy prey for lustful men, it is clear that this contest does not in any way increase respect for women. ❌



Beauty and whether Islam is against it?

Is it a religion that goes against the very nature of the human being or that creates a wedge between the human and his or her nature?

Hagia Sophia combined the traditional design elements of an Orthodox basilica with a large, domed roof, and a semi-domed altar with two narthex or porches.”



The history of Hagia Sophia

From a symbol of greatness for Christianity, to the grand beacon for Islam, now a museum of religious history



HAGIA Sophia is one of the world's most distinguished buildings in the world, originally a church constructed by the East Roman Empire in Istanbul, now a museum commemorating the history of Christianity and Islam in Turkey.

The 6th wonder of the world, as it is known to many, were converted into an imperial mosque after Mehmed the Conqueror's army breached the city walls in 1453 - it served as pride of place under Ottoman rule for almost five centuries thereafter. Located in the neighborhood of Sultanahmet, it is undoubtedly one of the most important museums of Istanbul, and has been named as a World Heritage site by UNESCO.

THE HISTORY
In 360 CE, the first church was built in Constantinople by the son of Constantine,

Roman Emperor Constantius II. During a series of riots, the church took a toll and was burned down. In 404 CE, a second church was ordered and erected by Theodosius II. This second church however, also shared the same fate; it was burned to the ground over the Nika Revolt against Emperor Justinian I.

In the wake of the revolt, at the same location, the third church, which is the Hagia Sophia was built under the direction of Emperor Justinian I between 532 and 537 CE. Hagia Sophia was built in 5 years, 10 months and 4 days, at record time. The building of the church was said to take the work of more than 10,000 men.

Hagia Sophia combined the traditional design elements of an Orthodox basilica with a large, domed roof and a semi-domed altar with two narthex or porches. Emperor Justinian decreed that all provinces under his rule send architectural pieces for use in its construction in an effort to create a grand

basilica that represented all of the Byzantine Empire.

The bricks that was used in the walls and parts of the floor came from as far away as North Africa, while the marble used for ceiling and floor was produced in Syria and Anatolia (present-day eastern Turkey). The interior of Hagia Sophia is lined with enormous marble slabs that are said to have been designed to imitate moving water.

This massive beacon of Christianity was renovated into a mosque when Islam became the central religion of the Ottomans. As part of the conversion, the Ottomans covered many of the original Orthodox-themed mosaics with Islamic calligraphy designed by Kuzasker Mustafa Azzet.

The names of Allah, the Prophet Muhammad, the first four Caliphs, and the Prophet's two grandsons were hung on the columns in the nave. As is tradition in mosques, a mihrab or niche was installed onto the wall to indicate the direction toward Mecca.

The four minarets were also added to the original building during this period, partly to fortify the structure following earthquakes that struck the city around this time and partly for the muezzin call to prayer.

THE GRAND MUSEUM

Since 1935, this legendary structure has been operated as a museum by the national government, nine years after the Republic of Turkey was established by Ataturk. Hagia Sophia attracts more than three million visitors annually.

DEMANDS FOR IT TO BECOME A MOSQUE AGAIN

There has been so much passion and efforts by people of Turkey and beyond to make the Hagia Sophia a mosque again, albeit controversially, Greece is one to strongly oppose the idea of it becoming a mosque, as its history as one of Christianity's biggest cathedral being a strong motivator.

Even today, Muslim citizens and tourists continue to perform morning prayers outside of Hagia Sophia, hoping that one day, the grand architectural wonder can become a place for Islam once more.



The bricks that was used in the walls and parts of the floor came from as far away as North Africa, while the marble used for ceiling and floor was produced in Syria and Anatolia (present-day eastern Turkey).



Hagia Sophia combined the traditional design elements of an Orthodox basilica with a large, domed roof, and a semi-domed altar with two narthex or porches.

HAGIA SOPHIA LOCATION

- Hagia Sophia is located in Istanbul Turkey. It is at the European part of the city in Sultanahmet area (old town), nearby Topkapi palace in Istanbul. It is within walking distance from the hotels in Sultanahmet. The distance from Istanbul International Airport is 20km.
- Hagia Sophia is open to visit every day, except Mondays.
- Between 15th April and 1st October it is open from 9am to 7pm with the last entry being at 6pm.
- Between 1st October and 15th April it is open from 9am to 5pm with the last entry being at 4pm.
- Hagia Sophia is closed on the first days of Ramadan and Eid Ul Adha, which is known as feast of sacrifice, Festivals for half day.
- Hagia Sophia Entrance fee is 25 TL about 14 US Dollars or 10 Euro.



The Objectives

1

To attain the knowledge on halal matters through systematic dissemination of halal information

2

To build and develop the habits of halal products/services and muslim-friendly lifestyle

3

To enable all Malaysians to attain their full potential of halalan and toyyiban lifestyle

4

To inculcate a sense of responsibility and care towards their own well being as well as their families

5

To disseminate halal knowledge and information from the young to adult to enable Malaysian to inculcate halal and toyyiban living as part of life

WHY NEWSPAPER FORMAT?

01

Avoids the traditional brochure/ magazine look with corporate design and style

02

More readable, looks current with "busy" look

03

Systematic flow for each page with lead story followed by short stories and ads

04

Able to reach a bigger/ wider readership with a very low production cost

05

To differentiate from the rest of the halal publication (magazines) and stand out as the only voice of the halal industry in the country

06

Perfect for a free distribution publication model where the cost of printing & distribution is lower

07

Formulated, packaged, marketed, edited and designed by country's top newspaper(media) management staff with passion to be the best

The Benefits

Increase the growth of halal industry which will contribute to a higher productivity to achieve nation's goal and aspiration

Create awareness on the importance of Halalan Toyyiban and Muslim-Friendly in all aspects

Keep updated in the latest Halal Industry related information in Malaysia and other countries

Connect Halal Businesses and Industries from all around the world to unite the perception on Halal.

revolutionizing the print media by

editorializing

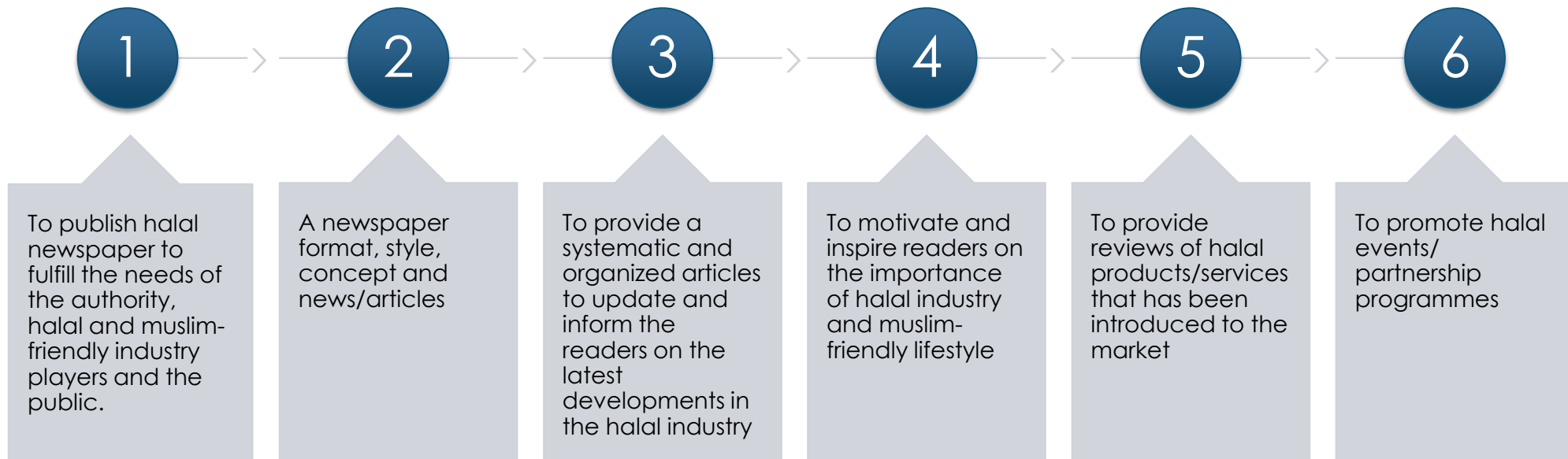
Our editorial content to give our readers a complete & an engaging experience through innovative digital technology to get the message heard



editorializing



Editorial Concept



@Halal Newspapers

@Halal

- ▶ Languages - English
- ▶ Size - European Tabloid (A3)
- ▶ Format - Newspaper
 - ▶ Print Version
 - ▶ Live Edition
 - ▶ Mobile Apps
- ▶ No. of pages -
 - ▶ 32 pages
 - ▶ @Halal – 24 pages
 - ▶ Pullout _GlamHalal – 12 pages
- ▶ Layout - Full Colour
- ▶ Paper - 105gsm Art
- ▶ Frequency - Bi-Monthly

Distribution

01

Print - 30,000 copies to be distributed to all related Halal and Muslim-Friendly Authorities and Industry Players

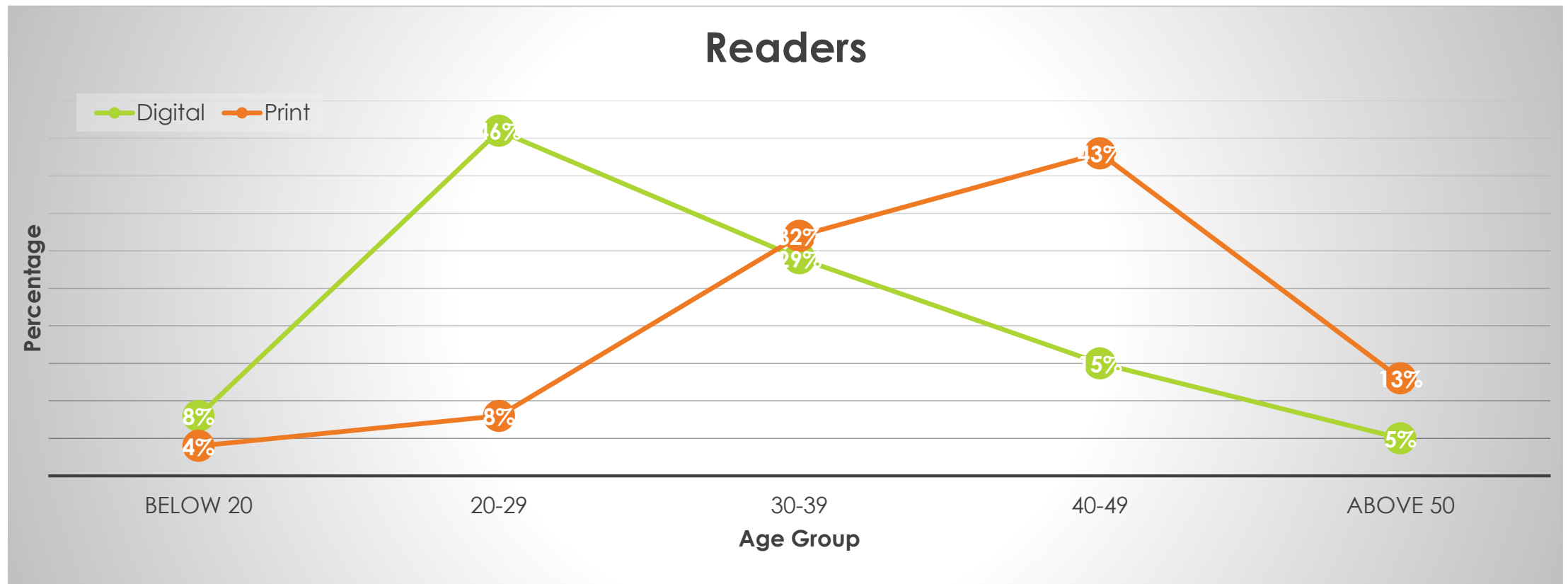
02

Live-edition to be emailed to all and every related Halal and Muslim-Friendly Authorities, Certification Bodies, Industry Players and mass consumers.

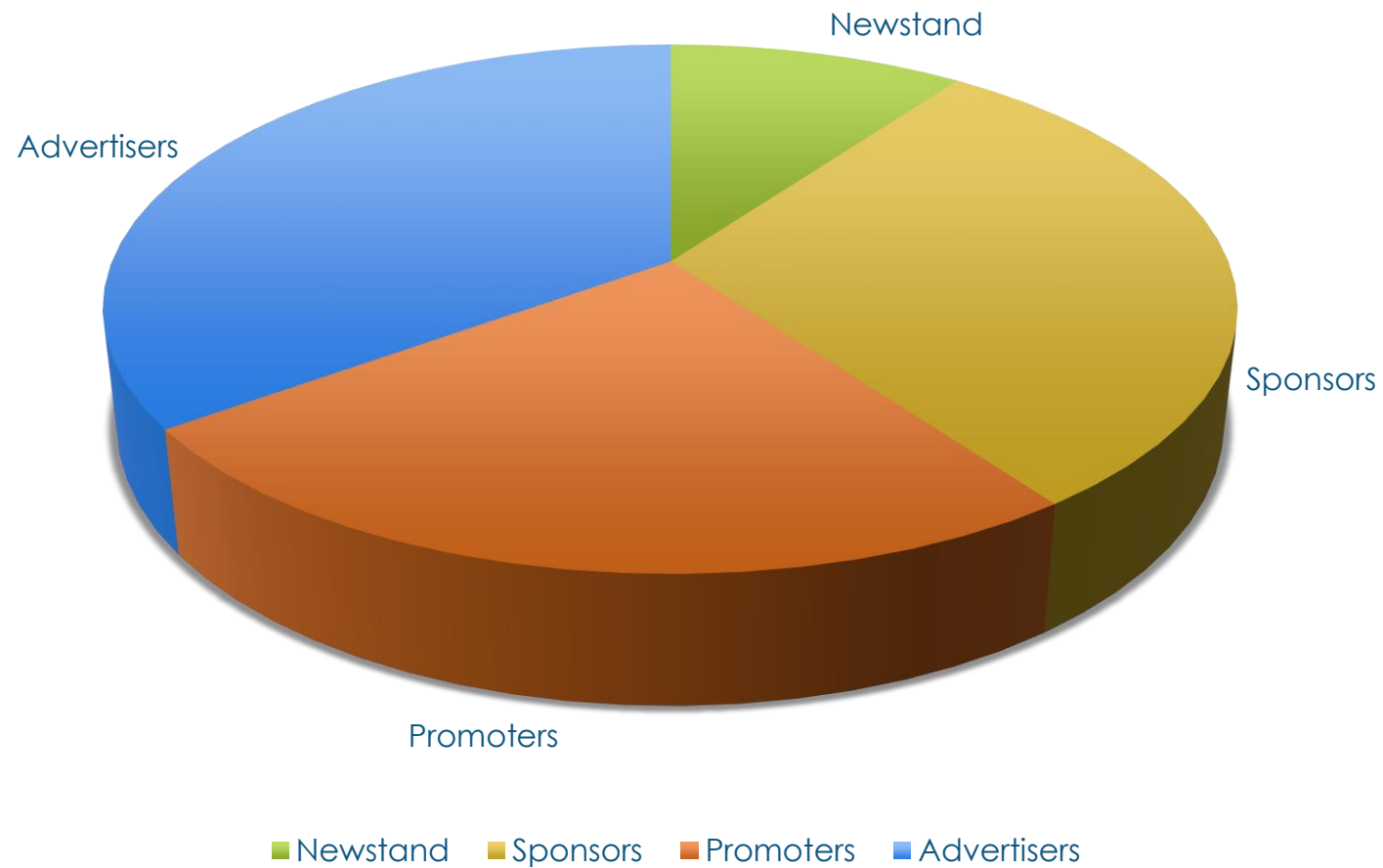
03

Mobile Apps with E-edition, web edition, Facebook, and live updates

Readership by Age Group



Distribution – Print Edition



Print Edition Distribution

Our extensive distribution network consists of over 2,800 consumer touch points nation-wide including bookshops, major newsstands and convenience stores;



410 outlets



93 outlets



32 outlets



Print Edition Distribution Network

GLOBAL HALTECH SDN. BHD.

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