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9th December 2011

Ms. Hanen Rezgui Pizette
Engineer in Technology & Member
Association de Sensibilisation,
d'Information et de Défense de
Consommateurs Musulmans
ASIDCOM Maison des associations
Grenoble 6, rue Berthe de Boissieux,
38000 Grenoble,
France.

Dear Ms. Hanen,

INVITATION TO BE A SPEAKER AT 7TH WORLD HALAL FORUM
2-3 APRIL 2012, KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

Greetings from the World Halal Forum Secretariat.

The World Halal Forum (WHF) 2012 will bring about fresh ideas and creative vision to a balanced world of business and lifestyle within the Halal industry. A resounding theme from the last regional WHF-Europe event held in London on November 2010 was the power of the consumer. As one of the most active Muslim consumer groups in Europe, we would be truly honoured if you could share your thoughts and experiences as a speaker at the forthcoming WHF. The theme for WHF 2012 will be to explore the inspiration, innovation and investment potential that lies within the Halal marketplace.

We believe your insight will be invaluable for the development of the global Halal industry and trade, and invite you to be a **panel speaker on “Halal consumer market trends & insights” in Session 3.**

The **7th World Halal Forum**, themed *‘Inspire • Innovate • Invest’*, will be held on 2-3 April 2012 at the Kuala Lumpur (KL) Convention Centre and KL Convention Centre will be abuzz with key government leaders, Halal industry players and stakeholders, as well as scholars and academicians to discuss, deliberate, decide and conclude on the Halal industry’s latest issues and vision going forward.

This year’s sessions will be on:

1. On Halal & Tayyib – Interacting with leading Islamic scholars
2. Halal currency as an enabler for Halal trade
3. Halal consumer market trends & insights
4. Islam & globalisation – The role of Halal
5. International trade
6. Regulation – Comparing models
7. Media & entertainment
8. Education, environment & poverty eradication



We hope you will take time from your busy schedule to support us and the Halal industry by participating in this event as one of our valuable speakers.

With your confirmation, we will require your professional bio data, a digital photograph, and presentation summary for inclusion in our WHF 2012 Executive Review.

Our Director, Darhim Dali Hashim, will always be in contact to discuss and collaborate on matters relating to your sessions. He can be contacted on darhim@ihialliance.org.

Please confirm attendance by letter or email to:

World Halal Forum Secretariat

Attn: Ms Ruzanna Muhammad (ruzanna@halaljournal.com)

Cc: Ms Huzaimah Hashim (huzaimah@kasehdia.com)

Add: M-2-20, Plaza Damas, 60, Jalan Sri Hartamas 1, 50480 Kuala Lumpur, Malaysia

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We sincerely hope that you will kindly accept our invitation, and we look forward to your support and participation at the 7th World Halal Forum.

Yours sincerely,

For and on behalf of **World Halal Forum 2012**

A handwritten signature in black ink, appearing to read "DL-24".

Darhim Dali Hashim

Director

Enclosure:

1. World Halal Forum 2012 latest programme