

DETAILS	ACTIVITY
<p>23 August 2017 1:45pm – 4:00pm</p> <p>Foyer, Level 1, MINES Exhibition Centre (MIECC)</p>	<p>HALFEST ASEAN 2017 OPENING CEREMONY The Opening Ceremony will be on 23 August 2017 officiated by Deputy Prime Minister, Dato’ Seri Dr. Ahmad Zahid bin Hamidi with various VIPs, stakeholder, partners and exhibitors. There will also be a press conference and a walkabout at HALFEST ASEAN. Halal Fiesta ASEAN (HALFEST ASEAN) will be opened for visitors on 23 - 27 August 2017 from 11.00 am to 9.00pm.</p> <p>Guest of Honour:</p> <ol style="list-style-type: none"> YAB Dato' Seri Dr. Ahmad Zahid Bin Hamidi, Deputy Prime Minister YB Dato' Sri Mustapa Bin Mohamed, Minister Of International Trade And Industry
<p>23 August 2017 8.30am – 6.00pm</p> <p>Parameswara 1, 2 & 3, Philea Mines & Beach Resort, Seri Kembangan</p>	<p>HALAL BUSINESS MATCHING PROGRAMME This inaugural programme brought to you by HDC is designed to encourage continuous inter-border trade between entrepreneurs and selected local trade buyers.</p>
<p>23 August 2017 9.00am – 12.00 noon</p> <p>Main Stage, MINES Exhibition Centre (MIECC)</p>	<p>SUPERB HALAL CHEFPRENEUR CHALLENGE 2017 A collaborative effort with TERAJU, in providing a platform for young aspiring entrepreneurs, existing youth businesses and homemade cooks to pitch their idea for the best breakaway Food & Beverage (F&B). This yearly competition seeks 20 finalist to produce innovative F&B products to compete in winning an RM50,000 cash award, along with the pledge by Government Agencies to develop a sustainable supply chain, to train the entrepreneurs, and essentially prepare and market the winning products throughout a three (3) year roll-out timeline.</p>

<p>24 August 2017 9:30am- 1:30pm</p> <p>Palace of Golden Horses Hotel, Seri Kembangan</p>	<p>MINI-SEMINAR ON HALAL OPPORTUNITIES IN ASEAN COUNTRIES The seminar is organised by HDC in partnership with MATRADE to share valuable market information with the Malaysian SMEs on trade and Halal related policies, export regulations, market access opportunities, distribution channels, consumer preference, challenges and success stories in the ASEAN countries. The sharing of this critical market information will help the SMEs to be better prepared to access these ASEAN markets more cost effectively and</p>
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	<p>efficiently.</p> <p>Guest of Honour:</p> <p>1. YB Datuk Haji Ahmad Bin Haji Maslan, Deputy Minister of International Trade and Industry</p>
<p>23 August 2017 4.30pm – 5.00pm</p> <p>HDC Pavilion</p>	<p>PARTNERS RECOGNITION SESSION</p> <p>Platform for presentation of the recognition plaque to all the Partners who have supported Halfest ASEAN 2017</p> <p>Guest of Honour:</p> <p>1. YB Dato' Seri Ong Ka Chuan, Minister Of International Trade And Industry li</p>
<p>25 August 2017 9:30am – 11:00am</p> <p>Palace of Golden Horses Hotel, Seri Kembangan</p>	<p>AMBASSADORS PANEL by HDC</p> <p>With the objective to enhance the ASEAN intra-trade by promoting the "Halal in ASEAN" agenda, this Panel session will engage Ambassadors from ASEAN countries to elaborate on the subject. The panel will be chaired by Y.B. Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry.</p> <p>Guest of Honour:</p> <p>1. YB Dato' Sri Mustapa Bin Mohamed, Minister Of International Trade And Industry</p>
<p>25 August 2017 10.00am – 5.00pm</p> <p>Cemerlang Hall, Level 2, MINES Exhibition Centre (MIECC)</p>	<p>MALAYSIAN HALAL CLINIC</p> <p>With internationally recognised Halal certification from JAKIM, you can gain the trust and confidence of Muslim consumers. Join Malaysia Halal Clinic to learn how to go about applying for JAKIM's Halal certification and problems in securing and maintaining Halal certification through the MYeHalal portal.</p>
<p>23 – 27 August 2017 11.00am – 9.00pm</p> <p>Throughout the exhibition Hall, MINES Exhibition Centre (MIECC)</p>	<p>ISLAMIC BANKING, TAKAFUL & INVESTMENT WEEK</p> <p>Led by the Association of Islamic Banking Institutions Malaysia (AIBIM) and Malaysian Takaful Association (MTA), various Islamic banks and Takaful agencies will be given prominence amongst the exhibition booths. The pocket talks by AIBIM and MTA will showcase who exhibitors can expand their businesses, secure financial assistance and Takaful protection in making their product truly Halal.</p>
<p>24 – 27 August 2017 11.15am – 7.15pm</p>	<p>HALFEST ASEAN 'WOKSHOP' AND COOKING DEMONSTRATIONS WITH CHEF WAN & CHEF JAAFAR ONN</p>

<p>HALFEST ASEAN 'WOKSHOP' AND COOKING DEMONSTRATIONS</p> <p>Main Stage, MINES Exhibition Centre (MIECC)</p>	<p>Celebrity Chefs will perform at HALFEST ASEAN Workshop. The exhibitors will be collaborating with our Celebrity Chefs to promote their Halal products and services with great tips and tricks from top chefs.</p>
<p>23 – 27 August 2017 11.00am – 9.00pm</p> <p>HALFEST ASEAN STREET FOOD</p> <p>Upper Mezzanine, MINES Exhibition Centre (MIECC)</p>	<p>HALFEST ASEAN STREET FOOD KIOSK</p> <p>The STREET FOOD KIOSKS located at the upper mezzanine floor will showcase a variety of food and beverages from Malaysia and the ASEAN market. In our efforts to cater a wholesome offering for the family, these area will be completed also by the kid's area called, Bubu's Fun World where parents can allow their children some much needed fun.</p>
<p>26– 27 August 2017 11.00am – 1.10pm, 3.00pm – 5.10pm, 6.30pm – 8.40 pm</p> <p>CILIK HALAL PROGRAMME</p> <p>Upper Mezzanine, MINES Exhibition Centre (MIECC)</p>	<p>CILIK HALAL PROGRAMME WITH MCDONALD</p> <p>A fun way to teach the concept of Halal lifestyle to the younger generation by disseminating information through games and interactive activities.</p>
<p>23 – 27 August 2017 11.15am – 6.30pm</p> <p>POCKET TALKS</p> <p>At Industry ZONE, MINES Exhibition Centre (MIECC)</p>	<p>POCKET TALKS</p> <p>Exhibitors can learn and equip themselves through the various pocket talks by HDC Partners (ShawlbyVSnow and The Hipster Pomade), HALADEEN, Global Halal Datapool (on Halal & e-commerce) and many more.</p>

* The above is a provisional programme and is subject to change.