



HALAL MARKETING WORKSHOP

Importance of Halal Branding and its role in export enhancement

(For Thailand manufacturers & exporters)

Sunday December 28, 2014 | 0800 – 1700

Venue: Lotus-11, Bangkok Convention Center, Central World, Thailand

0800	Registration
0930	Workshop Starts
0930 – 0945	Welcome remarks and objective of the workshop by Secretary General of The Central Islamic Council of Thailand (CICOT)
0945 – 1000	The Halal Science Center, Chulalongkorn University, Thailand <ul style="list-style-type: none"> • Role on Halal Standardization • Size of Global Halal Market & Opportunities • Thailand's market share in Global Halal market • Role of CICOT on promotion of Thailand Halal exports • Importance of Halal Branding for promotion of Thailand Halal exports
1000 – 1020	Tea break / Photo session
1020 – 1030	Introduction of Dr. Jonathan A.J. (Bilal) Wilson , Workshop moderator and interaction with delegates
1030 – 1230 (2 hours)	Presentation <ul style="list-style-type: none"> • Why Halal? • Do's and Don'ts for Food manufacturers, Certification Bodies, Importers, Food Service • What is branding • Why it is required • How to develop a brand • What is a brand, what is branding – and why bother? • What is the difference between an Islamic, Muslim, Halal and Ethnic Brand? • The current Muslim landscape and world-view • The Halal industry – new extensions, a new paradigm, and a cultural phenomenon • The Brand tool-kit • Exercise
1230 – 1330	Lunch break
1330 – 1500 (1 hours 30 minutes)	<ul style="list-style-type: none"> • Interaction with participants (Question Answer + Exercise outcome) • Exercises: <ul style="list-style-type: none"> • Fast and Slow culture brandstorming • Projective techniques of personification and animism • Storytelling and Straplining • Consumer-based valuations and pricing
1500 – 1515	Tea break
1515 – 1615 (1 hour)	World Halal Brands <ol style="list-style-type: none"> 1. Focus on the importance of the emotional dimension - and not relying on rationality and passive reinforcement of religious text and ingredients. 2. Discuss the need for Corporate identity and Reputation management, CSR, National Branding, Sponsorship and endorsements, PR and media relations, and a Crisis Management framework.
1615 – 1630	Wrap-up + Conclusion
1630 – 1700	Certificate Distribution Ceremony