

BY GANY AUYESKHANOV( Researcher, PPIM)Malaysia

The week-long Halal Frenzy is over in Malaysia but about to start elsewhere on the globe. After having taken a breather we can now recapture the most interesting moments and analyze what has been achieved and what not.

**T**HE HALAL WEEK in Malaysia began with the World Halal Forum, 2-day industry led gathering, followed by 5-day International Halal Showcase, the biggest exhibition of Halal products and services in the world. After making the debut last year, the World Halal Forum gathered again key industry players in an attempt to bring the industry closer to a unified global halal standard. The organizer, Kaseh Dia company, deserves the thumbs up for their professionalism and commitment in promoting Halal in these difficult for the Ummah times as both a life-style and global market force. We thank them for the high level of organization of the forum as well as the first-class publications, Halal Journal and Halal Food Guide Series. These projects are definitely pushing Halal industry forward on the global stage and we are proud to know they are made in Malaysia. Nevertheless, we wish to see in the Forum a bigger participation of Muslim entrepreneurs, independent scholars of Fiqh and sciences, who cherish Halal as the uniquely Islamic concept – they must shape the future of global Halal industry not the multinationals and certification agencies. At this historical time of the formation of the global Halal standard the representatives of all major schools of thought of the Ummah must be involved in hammering out a Standard that will not only be accepted by all Muslims but surpass all other existing standards in providing wholesome, safe and ethical products for all human beings.