

CONVERGENCE OF HALAL MARKET ECONOMY AND ISLAMIC CAPITAL

DinarStandard
Growth Strategy Research & Advisory



Rationale for the Course

Islamic capital continues to seek new growth opportunities; however there is very limited engagement with the related \$2 trillion in expenditure Halal economy sectors. This is starting to change and various entities are starting to look at the Halal food space, in particular. There is a growing need to develop Islamic finance professionals' understanding of this opportunity and how to best leverage it across the suite of Islamic Finance offerings from investments, operating capital, takaful, trade financing and other major business financing needs.

Facts on Halal Food & Muslim Lifestyle Sectors

The burgeoning Halal food and Muslim Lifestyle sectors is estimated to be worth \$2 trillion in 2013, and is expected to reach \$3.74 trillion by 2019, based on the State of the Global Islamic Economy 2014/2015 report, produced by Thomson Reuters in collaboration with DinarStandard. This represents a huge opportunity for Islamic Finance, which has been for the most part, untapped.

BIBF, Bahrain's pre-eminent business training provider, has partnered with DinarStandard, a New York-based growth strategy research and advisory firm with core experiences in the Halal economy sectors, to offer a ground-breaking training course on the convergence of Islamic Capital and Halal Food & Muslim Lifestyle sectors.

Strategic investments on the part of sharia-compliant Private Equity firms in Halal food and lifestyle related businesses, trade financing, working capital financing, mergers and acquisitions, Sukuk issuance, takaful, etc. are just some of the ways Islamic Finance can capitalise on the growth of these sectors.

Bahrain is well positioned to leverage its position as a regional financial hub, with a well-developed banking sector and a growing Islamic finance industry, to create an impact in the Halal economy sectors; especially given that it has a well-diversified economy that does not heavily rely on the oil and gas sector. Finance, tourism and industrial manufacturing play a strong role in its economy. With growing competitiveness from the region, a key growth opportunity for its already robust Islamic finance sector is the emerging global Halal economy space, in particular, the Halal food and lifestyle sectors, given their significant potential size.



Course Content/Objectives

The ground-breaking “**Convergence of Halal Economy and Islamic Capital**” training course is a managerial level course tailored for Islamic Finance and Takaful executives and managers. The course will give participants a summary of the opportunities available in the Halal market, with a focus on specific areas of financing/takaful as well as the Halal food value chain. The course covers the six-core Halal economy sectors beyond Islamic finance and outlines their geographic and market potential profile. These sectors include Halal food, family tourism, clothing/fashion, media/recreation, pharmaceuticals, and cosmetics.

Objectives

Through this Course learners will acquire

- Facts : definition, market relevance, classification, size and drivers
- Concepts : value-chain role, trends, segmentation and nuances
- Strategies : market needs, gaps, actionable planning, criteria for determining market relevance, and needs mapping for the global Halal market about the global Halal market and its financing/takaful needs that they are able to evaluate and apply in their professional environments.

Target Audience:

Senior executives & managers of Islamic finance/takaful, Halal food & lifestyle sector executives, managers & students.

Rafi-uddin Shikoh is the CEO of DinarStandard, a growth strategy research and advisory firm based in New York. He has 15 years of marketing strategy, e-business strategy, and technology management experience with small to Fortune 500 ranked companies. Rafi-uddin is a frequent speaker on innovation, marketing, social business, and Muslim customer strategies. He has presented at prestigious industry conferences at Oxford University, Harvard University, IIUM Malaysia and others. As an emerging expert on Muslim markets, he has been interviewed in media outlets including The Economist, Forbes, LA Times, BrandChannel, Arab News (Saudi Arabia), Khaleej Times, Sabah (Turkey), Star (Malaysia), and Geo TV (Pakistan), among many more. Prior to DinarStandard, Rafi-uddin had been a vice president with Marsh Inc., a global risk-brokerage firm, where he led and successfully delivered multi-million dollar knowledge management and marketing technology related initiatives. He had previously served as a senior e-business consultant at a Boston-based firm. In addition, he has also served as a marketing director for a communications training and sports media consulting company.

Course Dates

: 7th and 8th of June 2015

Language

: English

Venue

: BIBF

Timing

: 8 AM to 2 PM

Course Lecturer

: Rafi-uddin Shikoh

Course Price

: BD300 for 2 days

The course registration form

Course Learning Flow:

The course road-map is based on 4 key sections that will take the learner systematically through facts, concepts, needs analysis and actionable strategy and application.



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Leading Excellence in Islamic Finance