

Keynote Address

Memorandum of Understanding (MOU) Signing Ceremony Between Department of Trade and Industry – Philippine Accreditation Bureau (DTI-PAB) and United Arab Emirates – Emirates Authority for Standardization and Metrology (UAE-ESMA)

3rd floor, TIPG Boardroom, DTI International Building

375 Sen. Gil Puyat Avenue, Makati City

19 July 2018

1:00 PM – 4:00 PM

Director General Abdullah Abdeloader Al Maeeni, distinguished guests from ESMA, fellow colleagues from the government, ladies and gentlemen, good afternoon. In behalf of the DTI, allow me to thank DG Al Maeeni for coming to Manila.

Today is an important milestone as we witness the signing of the Memorandum of Understanding (MOU) Signing between the Emirates Authority for Standardization and Metrology (UAE-ESMA) and the Department of Trade and Industry – Philippine Accreditation Bureau (DTI-PAB) and–

It is estimated that Muslims will make up more than a quarter of the world's population by 2030. The global Islamic market is projected to be worth over \$5 trillion by 2020 (<https://qz.com/888830/the-worlds-fastest-growing-population-is-also-a-massively-untapped-food-and-fashion-market/>). Imagine a group of more than 1 billion consumers with diverse tastes and interests, whose purchasing decisions are informed by the principles of Islamic law, underserved in the conventional marketplace yet eager to purchase goods that suit their particular lifestyle. Islam, after all, is meant to be a way of life, not just a series of practices and traditions, so the governing rules permeate every moment of a Muslim's day, from food to clothing, investments to insurance. And Muslims around the world are waiting for more suppliers to step up.

Imports of halal food of cooperating countries to this technical cooperation are seen to reach US\$53.1B by 2020 with UAE's annual food import expected to reach by the end of the decade (DTI Website). Through this partnership, we see an easing up of trade between United Arab Emirates and the Philippines particularly for Halal products through Halal accreditation in the next five years and beyond. It puts the Philippines in a strategic position to meet the projected increase in demand for halal products with a supporting policy in place and through the technical assistance of ESMA.

On the part of DTI-PAB, halal accreditation represents a commitment to quality and to reducing risks, addressing health and safety concerns, respecting cultural and individual preferences, and providing the best possible quality of service to the Muslim community. In a fast changing business environment, accreditation has become indispensable for those whom we serve, whether they are consumers, clients, organizations or the general public. Our mission is defined around the organizations and the persons being served and we are committed to giving them the best service

Accredited halal certification plays an essential role in ensuring that the choices of our Muslims brothers fulfill the standards of being Halal or what is permissible in the Islamic law. While the market for Muslim-friendly products has been developing over the years, there would always be room for growth as the Muslim consumer base continues to increase. Moreover, opportunities for companies to enter the halal market will abound, regardless of the organization's location or religious persuasion.

Al-salaamu 'alaykum (peace be upon you)