



SMIIC

2018-SMIIC-599

Project Title: Increasing Public Halal Awareness in OIC countries

Project Owner Institution: SMIIC

Cooperation Area: Trade

Partner Countries: Turkey and Malaysia

Project Purpose: The project aims to increase Halal awareness and knowledge among public and specialists by producing high quality, interesting, and knowledgeable short films and books. These films locations will be in different Islamic and non-Islamic countries and it will design to be suitable for different audiences.

It is believed that these promotional and training materials will help SMIIC to improve its training sessions and increase the halal awareness of Muslims around the world which will strengthen SMIIC's role. When consumers know more about the halal standards and the halal trade concepts, they will change their buying attitude to the benefits. This very much complies with the COMCEC Ministerial Policy Recommendation on the trade section on the 32nd session which states "Strengthening SMIIC for the Adoption of Harmonized Standards for the Development of Quality Infrastructure in the OIC for Enhancing Intra-OIC Trade".

Project Activities:

- The project final products will be (i) 5 short films (8 - 10 minutes) about different halal issues for the public awareness, (ii) 1 comics and coloring book for children and (iii) 1 illustrated halal training manual.