

# Return to the Basics of Halal

—Halal as Religious Practices and Muslim-Friendly Services in Japan—

## Pre-registration is required.

\*Registration will be closed as soon as the number of participants reaches the limit.

## Symposium

10:00~17:30

at Kuramae Hall, Tokyo Tech Front

English & Japanese

(with simultaneous interpretation)

Fee: Free of charge (Up to 300 applicants)

Deadline for registration: 24th January.

## Reception Party

18:00~19:30

at Royal Blue Hall, Tokyo Tech Front

Fee: ¥3000 (Up to 100 applicants)

Deadline for registration: 17th January.

\*Please pay the participation fee in advance to complete the registration for reception party.

## Registration

Please apply from the following website.

<http://www.mot.titech.ac.jp/food/>



## Program

Open 9:30

### Morning Session 10:00~12:15

#### ◆Purport

#### How to Welcome Muslims without Halal Certification

Dr. ARATA, Mariko Associate Professor, "Gurunavi" Endowed Chair, Tokyo Institute of Technology

### Part 1. Halal from Religious Perspective

#### ◆The Fundamentals of Halal –A New Approach

His Eminence Mustafa Ceric

Grand Mufti of Bosnia and Herzegovina; President of the World Bosniak Congress

#### ◆Food and Eating from Islamic Perspective

Dr. YAGI, Kumiko Professor, Tokyo University of Foreign Studies Graduate School

### Afternoon Session 13:20~17:30

### Part 2. Muslim Friendly Services in Japan and Muslim Consumers' Perspective

#### ◆From Muslim Students' Perspective

Ms. Nabila Sabrina Graduate Student, Tokyo Institute of Technology

Dr. SAI, Yukari Lecturer, Waseda University

#### ◆The Art and Science of Pleasing Halal Customers in Japan

Dr. Jonathan WILSON

Programme Director, Postgraduate Marketing Suite, University of Greenwich, London, UK

#### ◆Will Return to Basics of Halal Make Life Difficult in Japan?

Mr. Aquil Ahmed Siddiqui President, Japan Islamic Trust

#### ◆A Japanese Muslim's Experience and Activities of the Japan Muslim Association

Mr. ENDO, Toshio

Executive Director, Japan Muslim Association / Chairman, the Domestic Committee for Halal

### Part 3. Information Disclosure in Horeca Business and Tours in Japan

#### ◆Hospitality for Muslim Tourists

Mr. Mosa Hideshi Matsui

President, Miyako International Tourist Co.,Ltd; Vice president, NPO Japan Halal Association

#### ◆Reliable Communication with Consideration of Consumer Diversity –from a Practical Study of Food Pictograms

Mr. KIKUCHI, Nobutaka

NPO\*INTERNASHOKUNAL(\*Specified Nonprofit Corporation)

#### ◆Key for Easing Muslim Travelers' Concern on Food –from a Practical Study by Gurunavi Research Institute

Mr. HOMPO, Yoshiaki Professor, Tokyo Institute of Technology

**2nd Feb 2016 (Tue)**

**Kuramae Hall, Tokyo Tech Front**

1 min. walk from Oookayama station

(Tokyu Meguro Line or Tokyu Ooimachi Line)