



MEDIA RELEASE

Cool Logistics conference to discuss fast-emerging opportunities in global halal logistics

Cool Logistics 09

The 2nd Global Cold Supply Chain Conference
Monday 28 – Wednesday 30 September 2009
InterContinental Hamburg, Germany
www.coollogisticsconference.com

12 August 2009 – The halal market is fast emerging as one of the most lucrative and influential consumer arenas in the world today. Covering a wide array of food and non-food products, including pharmaceuticals, cosmetics, healthcare, toiletries and other non-consumables, the global halal products market is today valued at USD2.77 trillion. As one of the latest trends in extending halal upstream and downstream the value chain, halal logistics offers enormous opportunities both for producers and for the transport, storage and distribution industries, says Marco Tieman, Managing Director of LBB International and Chair of the International Halal Integrity (IHI) Alliance Technical Committee on Halal Logistics.

Speaking at the upcoming Cool Logistics 09 conference in Hamburg, 28-30 September, Tieman will explore the growth of the world halal market, the challenges of building halal integrity along international supply chains, and emerging best practice in halal-compliant operations in storage, transportation, ports and terminals. “The role of halal logistics is to ensure the integrity of the halal product from farm to fork,” explains Tieman. “Halal certified logistics chains support the opening up of export markets for producers of all types of foodstuffs to muslim communities in Asia, the Middle East and worldwide.”

Among other issues, Tieman will discuss the impact of the new International Halal Logistics Standard, introduced just this May by the IHI Alliance, an entity under the Organisation of the Islamic Conference. Some aspects of logistics, such as storage and materials handling, are already covered under the certification of halal slaughter houses and manufacturing plants, explains Tieman. But logistics has not traditionally been part of a halal authority’s standard. The new IHI AS 01 standard

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will change all this, providing new chances for companies to gain business in halal-compliant logistics chains both nationally and worldwide

“The private sector was the first to offer halal logistics services, even before there was a standard, adds Tieman. “In Europe, this was championed by the Netherlands back in 2005 through a consortium with the Port of Rotterdam, Eurofrigo and VAT Logistics. In Asia, Malaysia has been particularly active and was the first country to introduce a halal logistics standard, now recognised globally as a benchmark.” With the new standard, says Tieman, “there is a compelling rationale for the cool logistics industry to move ahead in ensuring the integrity of the halal product for a consumer base that is willing to a pay a premium for this.”

Tieman joins other senior speakers from perishables retail, production and export, along with representatives from logistics, ocean and air freight, land transport, ports and storage at Cool Logistics 09 to discuss the future of the global perishables trade and evolution of temperature-controlled logistics and transport chains. The main 2-day conference takes place on 29-30 September, with an optional pre-conference technical workshop on 28 September exploring developments in refrigerated transport, storage and track and trace technologies.

For full details of the Cool Logistics conference and online registration visit www.coollogisticsconference.com. Alternatively, contact Helen Coffey at Tel +44 20 8977 0530 Email helen@nextlevelinfo.com



“There is a compelling rationale for the cool logistics industry to move ahead in ensuring the integrity of the halal product for a global consumer base that is willing to a pay a premium for this” says Marco Tieman, Managing Director LBB International and Technical Committee Chair on Halal Logistics, International Halal Integrity (IHI) Alliance. Tieman will speak at the Cool Logistics 09 conference in Hamburg, 28-30 September

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For more information:

Alex von Stempel
Event Director
Tel +44 20 8744 0244
alex@freshwaterlogistics.com

Rachael White
Event Director
Tel +44 20 8279 9403
rachael@nextlevelinfo.com

Notes to editors:

Cool Logistics 09 is a joint venture between Freshwater Logistics Ltd and Next Level Information Ltd.

Freshwater Logistics was founded in 2007 by Alex von Stempel to provide market intelligence to the global logistics and transport industries. Alex has over 23 years' experience as an industry commentator, trade journalist, editor and producer of leading industry conferences, including a number of specialist events in the refrigerated logistics and transport sector.

Established in 1999, Next Level Information provides event management, conference production and communication consultancy services for two core sectors - global maritime logistics and transport and the UK healthcare services market. Company founder and managing director Rachael White has been involved in the logistics and transport field for over 20 years as trade journalist, editor, industry association secretary and producer of major industry conferences.

Cool Logistics 09 takes place at the InterContinental Hamburg from 28-30 September. The main 2-day conference is staged from 29-30 September, with pre conference workshop on 28 September. Members of the press wishing to attend the conference please contact Helen Coffey, Event Co-ordinator. Tel +44 20 8977 0530 Email helen@nextlevelinfo.com

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