



REPUBLIC OF THE PHILIPPINES  
**OFFICE OF THE CITY MAYOR**  
CITY OF DAVAO

**EXECUTIVE ORDER NO. 29**  
Series of 2023

**AN ORDER RECONSTITUTING THE DAVAO CITY HALAL INDUSTRY DEVELOPMENT COUNCIL, DEFINING ITS PURPOSE AND FUNCTIONS FOR THE GROWTH AND DEVELOPMENT OF THE HALAL INDUSTRY IN THE CITY**

**WHEREAS**, Republic Act No. 10817 otherwise known as an "Act Instituting the Philippine Halal Export Development and Promotion Program, Creating for the Purpose the Philippine Halal Export Development and Promotion Board, and for Other Purposes" was issued on May 16, 2016;

**WHEREAS**, the Global Halal Market is said to be worth USD 7.2 trillion in 2020 according to the Adroit Market Research. As such, research into making this market "better, faster, cheaper" cannot be ignored. Presently, Southeast Asia and the Middle East are two strong markets for Halal products. Marketing efforts to supply certified Halal products throughout the world are gaining momentum;

**WHEREAS**, Indonesia, Malaysia, and Singapore have instituted regulations to control the import of Halal-certified products. Recently, Thailand, the Philippines, and other countries have realized the value of Halal-certified products with their governments formulating regulations to promote both export and import of Halal-certified products;

**WHEREAS**, business opportunities in global Halal food market are not limited to food production, but span the entire Halal food value chain. This value chain includes businesses providing inputs such as seeds and fertilizer, farms raising livestock, businesses providing technology for food production, food processing facilities, logistics companies moving perishable food items, importers of food, and retail outlets selling Halal food products. Innovation across this value chain could therefore be a driver helping in the search for new markets and greater profits;

**WHEREAS**, nowadays, other than food and consumption items, Halal also encompasses other sectors including cosmetics, pharmaceuticals, clothing, financial services, logistics, and even hospitality. Consumers not only wish to know the nature of what they eat but also of what they wear, they put on their skin, the type of travelling ease, the hospitality they receive, as well as the method by which products, food, and tourism services are delivered to them;

**WHEREAS**, as reflected in Republic Act No. 10817 or the Philippine Halal Export Development and Promotion Act of 2016, the Halal Board shall be composed of: (a) Department of Trade and Industry (DTI) for the promotion of food, products, and services for exportation and Halal policy making body for exportation; (b) the National Commission on Muslim Filipinos (NCMF) which is a Halal policy making body; (c) the Department of Agriculture (DA) for the promotion of Halal agriculture, Halal fisheries, Halal poultry, and Halal slaughter; (d) the Department of Tourism (DOT) for the promotion of Halal or Muslim-friendly tourism services; (e) the Department of Science and Technology (DOST) for the promotion of Halal laboratories and related programs; (f) Department of Health (DOH) for the promotion of Halal pharmaceuticals; (g) Bangko Sentral ng Pilipinas (BSP)

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for the promotion of Islamic banking and finance; (h) Department of Foreign Affairs (DFA); (i) and Mindanao Development Authority (MinDA). All government sectors shall come together to harmonize all efforts to enhance the growth of the Halal industry and help the government come up with a unified system from production, certification, and marketing so the Philippines can maximize its huge potential in the Global Halal Market;

**WHEREAS**, to align the efforts of the City Government of Davao and the private sector to the national government's thrust and policies, there is a need to reconstitute the Davao City Halal Industry Development Council and to define its purpose and functions in order to ensure the sustained growth and development of the Halal industry in the City.

**NOW, THEREFORE, I, SEBASTIAN Z. DUTERTE**, Mayor of the City of Davao, by virtue of the powers vested in me by law, do hereby order the following:

**SECTION 1. RECONSTITUTION.** The membership of the Davao City Halal Industry Development Council is hereby reconstituted as follows:

Chairperson: City Mayor or his Duly Authorized Representative  
Co-chairperson: President, Mindanao Islamic Chamber of Commerce and Industry (MICCI)

Vice Chairpersons:

- For Halal Shariah Concerns: Representative, Davao Darul IFTAH
- For Investment Concerns: OIC, Davao City Investment Promotion Center
- For Halal Trade and Tourism: Universal Islamic Center

Members:

- Chairperson, Sangguniang Panlungsod Committee on Tourism and Beautification
- Chairperson, Sangguniang Panlungsod Committee on Agriculture and Food
- Chairperson, Sangguniang Panlungsod Committee on Trade, Commerce, and Industry
- Chairperson, Sangguniang Panlungsod Committee on Cultural Communities and Muslim Affairs
- Authorized Representative, Department of Agriculture (DA) XI
- Authorized Representative, Food and Drug Administration (FDA) XI
- Authorized Representative, Department of Foreign Affairs - Mindanao
- Authorized Representative, Department of Science and Technology (DOST)-XI
- Authorized Representative, Mindanao Development Authority (MinDA)
- Authorized Representative, Department of Tourism (DOT) XI
- Authorized Representative, Bangko Sentral ng Pilipinas (BSP) XI
- National Economic Development Authority-XI, RCC Regional Halal Committee
- Authorized Representative, National Commission for Muslim Filipinos (NCMF) XI
- City Director, Department of Trade and Industry (DTI) Davao City Field Office
- Head, City Agriculturist's Office
- Head, Davao City Tourism Operations Office
- Head, City Economic Enterprise Office
- Head, City Veterinarian's Office
- Head, City Health Office
- Head, Business Bureau
- Head, City Planning and Development Office
- President, Davao City Chamber of Commerce and Industry, Inc.

- President, Philippine Exporters Confederation XI (PHILEXPORT)
- Authorized Representative, Tourism Council of Davao City

Technical Secretariat Team:

- Secretary, Mindanao Islamic Chamber of Commerce and Industry
- Unit Head, DCIPC Information and Management Development Unit

Representatives from the Consular Offices of Malaysia, Indonesia, China, and Japan and other embassies, Muslim Deputy Mayors in Davao City, and appointed MUFTI of Davao may also be invited during meetings and/or activities as may be necessary.

**SECTION 2. PURPOSE.** The purpose of this Council is to promote Halal tourism, trade, and investment for the growth and development of the Halal industry in Davao City especially with the support of all relevant stakeholders from the government and private sector.

**SECTION 3. FUNCTIONS.** The Council shall have the following functions:

- Initiate plans, programs, and activities that will promote Halal awareness research, certification, branding, development and marketing of Halal-certified Davao products and services;
- Align these activities to the Halal programs and initiatives outlined by the national government agencies including the NCMF, DA, DOST, DOT, and DTI in order to maximize the potential and ensure the marketability of Davao City products in the global Halal market;
- Encourage the participation of Davao City in international events and trade exhibitions where Halal-certified products and services can be promoted, e.g., World Halal Tourism Summit, GULFOOD, MIHAS, Food and Hotel Asia, Madrid Fusion, Expo Halal Spain, etc.;
- Create active linkages and network with government and private organizations, international trade offices and investment promotion agencies to help generate business trade and investments in Davao City that will support the Halal industry;
- Initiate the establishment of important facilities such as the Halal Science Center, Modern Halal Abattoir, and Halal Hub in Davao City;
- Actively work with national and international halal certifying bodies for important updates on their respective Halal certification standards;
- Assist businesses in meeting the Halal certification standards of certifying bodies;
- Coordinate with global Halal players and stakeholders that may help the council organize and/or participate in international Halal trainings and seminars; and,
- Perform other tasks and functions as may be necessary.

**SECTION 4. CONDUCT OF REGULAR MEETINGS AND CREATION OF COMMITTEES.** The Council may meet at least once every quarter and hold special meetings as the need arise. The Council may also create committees in support to its plans and programs, the duties and functions of which will be determined by the members.

**SECTION 5. FUNDING REQUIREMENTS.** The Council will allocate funds to support its activities, plans, and programs which may be drawn from its members, private organizations, Davao-based companies, national government agencies, donor agencies,

