

**Interministerial Agreement In Support of the
Halal Italia Initiative**

between

The Ministry of Foreign Affairs

The Ministry of Economic Development

The Ministry of Health

**The Ministry of Agricultural, Food and Forestry
Policies**

The Ministry of Foreign Affairs
The Ministry of Economic Development
The Ministry of Health
The Ministry of Agricultural, Food and Forestry Policies

- convinced of the need to sustain the internationalization of the country's productive system, the protection of Italian products and the promotion of Italian interests abroad;
- having regard to the growing demand from Italian entrepreneurs for new opportunities for internationalizing their activities;
taking into account the increasing interest of Italian entrepreneurs in the markets of the Islamic world;
- taking note of the presentation to the Italian Patents and Trademarks Office by CO.RE.IS. Italiana of the application for registration of the halal (meaning 'permissible') quality mark, valid for the whole of Italy, certifying conformity to Koranic laws relating to food products, cosmetics and pharmaceuticals made in Italy;
- in the light of the positive experience of the 'Progetto-pilota Halal' (Halal Pilot Project) of the Milan Chamber of Commerce, which aimed at the guidance and accreditation of Lombard firms in Islamic markets in Italy and elsewhere, promoted by PROMOS, the special agency for international activities of the Milan Chamber of Commerce in cooperation with CO.RE.IS. Italiana;

undertake to:

promote to potentially interested trade associations and businesses the above-mentioned mark and the opportunities it offers in terms of penetration of the markets of countries where the majority of the population is Muslim;

accredit to the authorities of Islamic countries the mark registered by CO.RE.IS. Italiana as the quality certification recognized by the Italian state for the export of products in conformity with Koranic laws.

To this end:

- it being understood that the Italian firms using the above-mentioned mark must respect the provisions of the Italian regulations regarding the production and marketing of their products;

- taking into account the current regulations regarding the health safety of foodstuffs, as well as those regarding the safety of cosmetics and pharmaceutical products;

- taking into account the need for firms participating in the initiative, since they are operating in Italy, to respect the rules and procedures established by the European Union with regard to the production, treatment and marketing of the products;

in collaboration with CO.RE.IS. Italiana, Milan Chamber of Commerce/PROMOS and the Italian network of chambers of commerce, the Ministry of Foreign Affairs and the Ministry of Economic Development undertake to organize promotional events intended to launch the halal quality mark described above on the basis of the recommendations of the Ministry of Health and the Ministry of Agricultural, Food and Forestry Policies. The main trade associations that are potentially involved and Italian firms interested in having access to the markets of the Islamic world will be invited to participate in these events.

The initiative will be publicized on the websites of the Ministry of Foreign Affairs, the Ministry of Economic Development, the Ministry of Health and the Ministry of Agricultural, Food and Forestry Policies as well as by the Italian diplomatic and consular representatives and the Italian Institute for Foreign Trade offices in Italy and elsewhere.

In collaboration with CO.RE.IS. Italiana, Milan Chamber of Commerce/PROMOS and the Italian network of chambers of commerce, trade associations and any local authorities interested, the Ministry of Economic Development will organize training courses for entrepreneurs intending to participate in the aforementioned certification initiative.

In collaboration with the Ministry of Economic Development, the Ministry of Health and the Ministry of Agricultural, Food and Forestry Policies, the Ministry of Foreign Affairs will inform in an appropriate manner the authorities of the Islamic countries about the creation of the quality mark, guaranteeing — subject to verification on the part of the competent authorities that the production rules comply with the Italian and EU regulations relating to food safety, consumer protection and animal welfare — that the Italian products bearing the aforementioned certification are in conformity with Koranic laws.

The Italian diplomatic and consular representatives and the Italian Institute for Foreign Trade offices abroad will undertake promotional activities involving the authorities, the trade associations and firms in the Islamic countries potentially interested in the initiative. Adequate assistance will be assured by the Italian diplomatic and consular representatives and the Italian Institute for Foreign Trade

offices abroad for all the Italian firms participating in the initiative with regard to the activities aimed at launching their products in the Islamic countries.

In full compliance with the EU regulations regarding competition and state subsidies, it will be possible for specific promotional initiatives in Italy and abroad to be organized to this end in coordination with the Ministry of Foreign Affairs, the Ministry of Economic Development, the Ministry of Health and the Ministry of Agricultural, Food and Forestry Policies.

Rome, 30 June 2010

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*Deputy Minister of
Economic
Development*

Minister of Health

*Minister
of
Agricultural, Food and
Forestry Policies*