



3RD BIMP-EAGA TRADE INVESTMENT AND HALAL INDUSTRY CONFERENCE
“Connecting Markets, Scaling Values”

2nd September 2026 (Wednesday)

Sipadan Hall 3, Level 4, Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah

SPEAKER LIST BIOGRAPHIES

Panel Session 1 – “How Halal Plays an Important Role in Lives”

Moderator - Mr. Soeryo Poetranto

Country : Indonesia
Organization : Kamar Dagang & Industri (KADIN)

Biography:

Mr. Soeryo Poetranto is an Indonesian professional and regional engagement advocate with experience in cross-border collaboration, business networking, and BIMP-EAGA-related dialogue. He has been involved in initiatives that connect stakeholders across ASEAN and promote greater understanding of halal, trade, and regional cooperation. As moderator, he brings a balanced regional perspective to discussions on the social, cultural, and economic significance of halal in everyday life.

Panelist

Haji Jeff Hadiman Bin Dato Paduka Haji Danial

Country : Brunei Darussalam
Organization : Royal Brunei Catering Sdn Bhd (RBC)

Biography:

Haji Jeff Hadiman Bin Dato Paduka Haji Danial is a Bruneian industry leader with experience in food service, hospitality, and halal operational standards. He has been publicly associated with leadership roles at Royal Brunei Catering Sdn Bhd, a company known for its food service and aviation catering operations in Brunei. He has also spoken on the importance of food quality, operational excellence, and halal assurance systems in the preparation and delivery of food services. His perspective contributes valuable insight into how halal standards shape consumer trust, business credibility, and daily living.

Panelist

Ms. Fitriany

Country : Indonesia
Organization : PT Milangkori Persada / KainHalal

Biography:

Ms. Fitriany is an advocate and practitioner in the development of Halal-compliant textiles, focusing on ethical sourcing, material traceability, and Shariah-compliant production processes. Her work bridges cultural and technical aspects of Halal fabrics, contributing to awareness and adoption of “Kain Halal” standards in emerging markets.



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Panelist

Ms. Ruby Bañares Victorino

Country : Philippines

Organization : Philippine Chamber of Commerce and Industry (PCCI) Makati / New Media Global Inc.

Biography:

Maria Rubyrosa “Ruby” Bañares-Victorino is a Philippine entrepreneur, marketing professional, and Halal industry advocate with over 25 years of experience in advertising, franchising, business development, and corporate management. She is the President and Owner of Twelve Fold Ventures, a franchising company specializing in Halal-certified products, and New Media Global Inc., a full-service advertising agency based in Makati City. Holding an MBA from the Ateneo Professional School of Business and a degree in Advertising and Public Relations from the Polytechnic University of the Philippines, she is actively involved in promoting Halal awareness, entrepreneurship, and business growth through speaking engagements and industry collaborations with organizations such as DTI, PCCI, and Halal Expo Philippines. She currently serves as President of PCCI Makati and Chairperson of the Halal Committee for both PCCI NCR and PCCI Makati.

Panelist

Mohd Dhaliff Ghaus Mohd Anuar

Country : Malaysia

Organization : Halal Development Corporation (HDC)

Biography:

Dhaliff G. Anuar is the Senior Manager and Head of Special Projects at the Halal Development Corporation Berhad (HDC), specializing in the strategic integration of Halal integrity within global trade and industrial frameworks. With more than a decade of experience in halal consulting across Malaysia and international markets, he has advised governments, corporations, and businesses on halal compliance, certification, governance, strategic planning, and institutional development. Prior to joining HDC, he served as Assurance Manager and in-house Halal subject matter expert at PwC Malaysia, where he contributed to business framework development, internal audits, and advisory projects. Dhaliff is also an independent Shariah advisor and certified halal trainer, widely recognized for his expertise in certification, audits, human capital development, and halal industry governance.

Panel Session 2 – “Opportunities and Incentives for Halal Trade and Investment in BIMP-EAGA”



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Moderator - Mr. Aleem Siddiqui M. Guiapal

Country : Philippines

Organization : National Commission on Muslim Filipinos (NCMF) / Halal Industry Development-related roles

Biography:

Mr. Aleem Siddiqui M. Guiapal is a Filipino public sector leader and halal industry advocate with extensive involvement in Muslim economic affairs, investment facilitation, and halal industry development. Public sources identify him with leadership roles in the National Commission on Muslim Filipinos (NCMF) and as an active figure in halal promotion and policy conversations in the Philippines. He is recognized for advancing halal-friendly economic initiatives, encouraging public-private collaboration, and strengthening the Philippines' role in regional halal trade and investment.

Panelist

Yang Mulia Asma Naqiyyah Binti Haji Abdullah

Country : Brunei Darussalam

Organization : Darussalam Assets

Biography:

Yang Mulia Asma Naqiyyah Binti Haji Abdullah is invited as a Bruneian representative to share perspectives on halal trade, investment, and regional opportunity development within BIMP-EAGA. Her participation reflects Brunei Darussalam's continuing role in strengthening halal industry cooperation, policy dialogue, and investment readiness in the region. Her contribution is expected to provide insight into Brunei's halal ecosystem, institutional support, and cross-border collaboration opportunities.

Panelist

Ms. Nurhayati Subakat (*suggested*)

Country : Indonesia

Organization : PT Paragon Technology and Innovation / Wardah Cosmetics

Biography:

Ms. Nurhayati Subakat is one of Indonesia's most respected entrepreneurs and a pioneer in the halal beauty industry. She is the founder of PT Paragon Technology and Innovation, the company behind Wardah, widely recognized as Indonesia's first major halal cosmetics brand. Under her leadership, Wardah became a landmark example of how halal branding, product quality, and innovation can create strong domestic and international market opportunities. Her business journey represents the powerful intersection of halal values, women's entrepreneurship, product development, and scalable investment growth.



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Panelist

Norjamin G. Delos Reyes

Country : Philippines

Organization : Commercial Counsellor Philippine Trade and Investment Center – Kuala Lumpur

Biography:

Norjamin G. Delos Reyes is the Commercial Counsellor of the Philippine Trade and Investment Center – Kuala Lumpur, bringing over three decades of experience in international business, trade, investment, tourism promotion, and government relations. She currently leads trade and investment initiatives between the Philippines, Malaysia, and Brunei Darussalam, focusing on market access, bilateral economic cooperation, and investment generation. Prior to her current role, she served as Philippine Tourism Attaché for Australia and New Zealand, where she spearheaded tourism marketing, branding, and business development programs that strengthened the Philippines’ presence in the Oceania market. Ms. Delos Reyes holds a Master’s Degree in International Business and Development Studies from Sophia University in Tokyo and has extensive experience in corporate strategy, project management, and international development within the Philippine government service.

TBA

Country : Malaysia

Organization : POIC Sabah Sdn Bhd

Biography:

POIC Sabah Sdn Bhd involved in the development of industrial and trade ecosystems in Sabah will share perspectives on **industrial growth, investment opportunities, and the integration of Sabah’s resources into regional and global supply chains**, including support for halal and downstream industries.
