




Date

10/25/2023 2:32:22 PM

Share on Facebook (<https://www.facebook.com/sharer/sharer.php?u=https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project>)

 Tweet on Twitter (<https://twitter.com/intent/tweet?url=https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project>)

 (whatsapp://send?text=https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project)

 (<https://www.linkedin.com/shareArticle?mini=true&url=https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project>)

(MENAFN (<https://menafn.com>)- Brazil-Arab News Agency (ANBA))



(https://menafn.com/updates/pr/2023-10/25/BNA_bc3f4495-8_Image_In_Body.jpg)

São Paulo – The **Arab-Brazilian Chamber of Commerce** (ABCC) launched on Tuesday (24) a pilot plan of a traceability system for halal products, Trust Trace. The initiative was presented at the Global

Halal Brazil Business Forum (GHB) in São Paulo, where the institution signed an agreement with the project's initial partners.

Trust Trace will be available on the Ello Platform, where ABCC has already hosted Easy Trade, a system that digitizes the customs procedures of Brazil-Arab trade. Traceability comes on top of this solution and will be part of an even bigger group of innovative services for exporters that Ellos will accommodate.

Trust Trace will give information on the entire productive process through which the halal item has been to reach to the hands of consumer – from the production in the farm to logistics bits like transport. ABCC technology & innovation director Marcos Bulgarelli presented the project to the audience of the GHB forum.

ABCC president Osmar Chohfi signed the agreement for the pilot plan with Ecohalal's Ali Zoghbi. Ecohalal is the halal project of traceability startup Ecotrace Solution. The deal was also signed by Khaled El Atat, COO of Drops Holding Group, which is collaborating on the initiative.

Before the agreement signing, Ecotrace CEO & founder Flavio Redi presented the company's traceability work. He told how the use of technology allows the control of processes involved in halal, from artificial intelligence to biometrics in different stages such as dhabihah – the prescribed method of slaughter for halal animals – or the access check to production sites.



(https://menafn.com/updates/pr/2023-10/25/BNA_6a3843c4-8_Image_In_Body.jpg)

ABPA's Santin signed the agreement at the GHB forum

The ABCC and Ecohalal, represented by Mohamed Zoghbi, also signed with meat industry group ABPA for it to use the ABCC's trade digital solutions available on Ellos Platform. Ricardo Santin, ABPA president, signed the agreement on behalf of the group.

The GHB is supported by the International Halal Academy, the Islamic Chamber of Commerce, Industry and Agriculture, the Union of Arab Chambers, and the Arab League, and it's held in partnership with the Brazilian Federal Government, Ministry of Development, Industry, Trade and Services, Ministry of Foreign Affairs, and ApexBrasil.

Its sponsors are BRF, Marfrig, Minerva Foods, Laila Travel, Turkish Airlines, Brazilian Tourism Board (Embratur), Travel Plus, H2R Insights & Trends, World Logistic Passport (WLP), Bank ABC in Brazil, Seara, Pão & Arte, Cristal Plus, Pamunã Alimentos.

Read more about the GHB Business Forum .

Translated by Guilherme Miranda

Guilherme Marciano/ANBA
Guilherme Marciano/ANBA

The post Arab-Brazilian Chamber unveils halal traceability project appeared first on Agência de Notícias Brasil-Árabe .

(<https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project>)

MENAFN251020230002130110571D1107304363
(<https://menafn.com/1107304363/Arab-Brazilian-Chamber-Unveils-Halal-Traceability-Project>)



(<https://anba.com.br/en/arab-brazilian-chamber-unveils-halal-traceability-project/>)

Legal Disclaimer:

MENAFN (<https://menafn.com>) provides the information “as is” without warranty of any kind. We do not accept any responsibility or liability for the accuracy, content, images, videos, licenses, completeness, legality, or reliability of the