

VENTURING INTO THE HALAL ECOSYSTEM: AN ITALIAN PERSPECTIVE

PAOLO COSTANZO
SENIOR PARTNER
COSTANZO & ASSOCIATI



First view common to the Halal Ecosystem

Corporate Social Responsibility - the antesignanus

Adriano Olivetti: The only real way running business is to create richness for the whole stakeholder (included the environment and the community);

Also the Italian legislator introduced two laws that invite companies to apply CSR principle:

- L. 208/2015 p. 376: B. Corp.
- 254/2016



Second view common to the Halal Ecosystem

Islamic Finance – Sharia Rules – Corporate Social Responsibility

- According to Islamic Finance principles the finance has to be strictly linked to real economy;
- Who raises Islamic Finance has to apply the Corporate Social Responsibility principles and can't run a business forbidden by Islamic law (weapon, tobacco, alcohol,..)



Third view common to the Halal Ecosystem

Education and Innovation: the tools for sustainable investments and real development

- Thanks to Education and Innovation the halfway skills will disappear;
- We have to ride the innovation not to be passive



Fourth view common to the Halal Ecosystem

The Social Inclusion

- Made in Italy is synonymous of beauty and quality;
- In some sectors, as fashion, we can help women to appear according to their culture, appearance and faith;
- Italy both as tourist destination and country of a growing Muslim Community has to offer Halal solutions (Restaurants, Hotels, ecc).



VALUE OF HALAL FINANCE LIFESTYLE (HFL)

There is no competition or gaining market shares at the expenses of others, but diffusion of best practices wherever we find them to help growing the market worldwide for mutual benefit



HFL: MISSION

We want to cover the whole value chain
of the Halal ecosystem



What inspired HFL: the needs

- Most of the Sme's need strategic instruments;
- Some sectors that qualified "Made in Italy" are saturated in the conventional market;
- Who lead companies needs also cultural support to afford the international market;
- The online buyer is compulsive and prefers buy brand goods with high sales;
- Sme's need financial support to compete in the international market and to invest in education and innovation;
- A cultural leap was necessary to accept integration phenomena.



HFL: Why the Halal ecosystem?

Because

- ✓ The Halal ecosystem is based on Corporate Social responsibility principles;
- ✓ the Islamic finance is based on PLs principle and requires to follow good and prudential principles of running business;
- ✓ The Halal ecosystem is focused on education and innovation principles that in our opinion are necessary to compete in a long term period



HFL: How to cover the whole value chain ?

- ✓ Understanding the companies' needs
- ✓ Knowledge of professional technicality to support decisions
- ✓ Partnership with strategical operators;
- ✓ Worldwide community;
- ✓ Taking the chance of matching opportunity of an opened Ecosystem;
- ✓ Using the great opportunity gave by the innovation technology

