

# *J&M and IFANCA Participate IDEX 2005*

## **Halal Food Display attracts General Abizaid and Prince Muhammad at IDEX 2005**

**Abu Dhabi -** (From Special correspondent of Pakistan Journal Chicago)

At one of the largest defense equipment shows in the world, IDEX (International Defense Exhibition) 2005 held in Abu Dhabi from February 12 to 17, attracted defense equipment suppliers from all over the world.

The exhibition included an array of equipment such as, large and small vehicles, detection devices, mines and chemical cleanup systems, rockets, launchers and guns, uniforms and clothing and much more supplies.

When one thinks of defense equipment and supplies, food is perhaps the last thing which comes to ones mind. But in one corner of the vast exhibit, there stood a food stall by one of Chicago's very own J&M Company from Deerfield. Among the tons of hardware on display at the show, the exclusive food stall attracted scores of visitors to try delicious ready to eat meal samples.

J&M Company is a producer of entirely Halal shelf stable meals primarily for the U.S. military, but is well positioned to offer similar meals to school systems, hospitals and people who need Halal meals away from home while traveling.

IFANCA, the leading Halal certifying body in the world, has been feverishly working towards making some impact in the Middle Eastern countries, particularly the Gulf states like U.A.E., which is the hub for



**General Shaikh Mohammad bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, and Dr. M. M. Chaudry having a light moment, when the Crown Prince visits J & M Company booth at the IDEX 2005 Exhibition in Dubai**



**Lieutenant General John Abizaid, head of US Central Command, visits J & M Company food stall. Dr. Mohamed Sadek, Vice President IFANCA explains Halal concept to the General, while Dr. Chaudry, President IFANCA and Judy Ruhm, J&M Company representative looks on, at the IDEX 2005 Exhibition in Dubai**

food related activities. But they had not been able to achieve much success due to several constraints like consumer attitudes and the lack of interest by food companies to get

their products Halal certified.

Though fortunately, while attending IDEX and the Gulf Food Show, Dr. Chaudry, President and Dr. Sadek, Vice-President of IFANCA,

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met several important people in the food industry.

Among them was Mr. Peter Ajai, Business Development Manager of Gulf Food (California Garden). He was fortunate enough to have met with Hj. Abdullah Fahim, the director of IFANCA S.E.A., who eventually helped him to get HALAL certification for his company. Ajai stressed the importance of having Halal certification throughout the region and the need to have a Halal certifying body to service the food industry. He encouraged IFANCA to have a more active and vigorous approach in promoting Halal certification and assured that his company would work very closely to help IFANCA promote Halal certification throughout the region. He guaranteed IFANCA of his willingness to get his entire range of food products Halal certified and introduce IFANCA to his affiliate food companies.

Lieutenant General John Abizaid, head

of US Central Command, accompanied by his team and several other personnel, also made his way to the J & M Company food stall. Dr. Chaudry explained to the General how IFANCA and J&M Company painstakingly worked together to produce certified Halal meals for the Muslims in the military.

The same afternoon, His Highness Shaikh Muhammad, Crown Prince of Abu Dhabi, also toured the exhibition with his entourage and graced the food stall with his presence. He was pleasantly surprised to see a lonely food display among hundreds of hardware displays. Shaikh Muhammad very keenly observed all the items displayed at the booth and inquired about the company.

IDEX 2005 proved to be successful not only for the equipment industry, but also for the food industry. J&M and IFANCA's joint work will soon Inshallah be evident throughout the Middle Eastern region.



**Dr. M. M. Chaudri and Dr. Mohamed Sadek with the booth staff at the IDEX 2005**