

**SIGNING CEREMONY:** Kiyoshi Kobayashi and Kay Mathy after the signing of the MoU to produce the Japanese version of al-Basirah.

# al-Basirah in the land of the rising sun

A traveller's note during the trip to deliver a Special Seminar on Halal Education and signing of Strategic Partnership Agreement on al-Basirah Japanese Edition at the Grand Cube Osaka (Osaka Prefectural International Convention Centre)

**BY YUMI ZUHANIS HAS-YUN HASHIM, ANIS NAJIHA AHMAD**

International Institute for Halal Research and Training (INHART), International Islamic University Malaysia, and **KAY MATHY**  
Revon Media Sdn.Bhd.

**THURSDAY, JAN 9, 2025**

**O**N THE winter morning of Jan 9, 2025, around 05:40 JST, we arrived at Kansai International Airport (KIX), Osaka. We had initially planned to take Haruka to Kyoto station for a 14:00 JST meeting with our collaborators at Kyoto University.

However, we decided first to leave our luggage at the hotel in Osaka. Hence, we took the airport bus and headed to Vischio Osaka Hotel. It was drizzling along the way. The scenery was steely but fabulous, with the sea, port, and industrial areas meeting before changing into a city-like atmosphere.

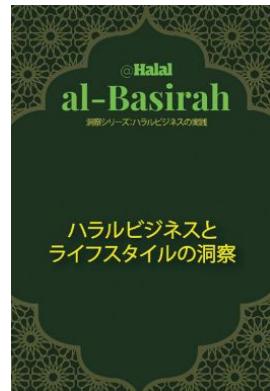
We disembarked at the designated bus stop and, like tourists, started walking towards the hotel. Little did we know, that was the first taste of our 'disoriented' orienteering skills – we were lost for a bit before we reached the hotel. Tired, cold and hungry – but the mood was optimistic.

After a quick refresh, we made our way to Umeda Station and boarded the Osaka Metro's Midosuji Line, heading to Yodoyabashi Station. From there, we transferred to the Keihan Line, which took us to our destination at Demachiyanagi Station.

The journey on the Keihan train gave us a bit of time to wind down. We arrived at Demachiyanagi Station, but looking at the clock, unfortunately, we knew we would be a bit late. Luck was not on our side; again, we fell into our 'disoriented' orienteering skills, but with directions from locals, we finally reached Kyoto University.



**REVON MEDIA PRESENTS:** Kay Mathy, Publisher, speaking at the soft launch of the al-Basirah Japanese edition.



**PROPOSED COVER:**  
al-Basirah  
Japanese edition.

It was around 16:00 JST when we ended our meeting. The weather was colder, and it was expected to snow in the early morning in Kyoto. An evening of 4°C was indeed 'freezing' for the three people who just arrived from the equator.

Nonetheless, unable to resist the quaint-picturesque atmosphere along the path from Kyoto University back to the Demachiyanagi station, we took a lot of photos despite the cold breeze. Catching the Keihan train, we head back to Kyoto, collecting our thoughts and joining the silent norm of the train passengers in Japan.

Looking back, how was this mission and travel to the land of the rising sun even possible? The English version of al-Basirah, an Insight of Halal Business and Lifestyle, was launched during MIHAS 2023.

The book comprising articles on halal business and lifestyle, written with the intention to disseminate the knowledge and practice of halal to the public and industry has been well received.

Following this, the al-Basirah team at INHART saw the potential to translate the

Our charming (Ms) Tomoko greeted us at the entrance. Tomoko, a team member of our Japanese al-Basirah team, was the key person who assisted us with the itinerary (and many other things!). We were glad that we finally met in person after months of seeing each other in the virtual space of Zoom meetings.

# Halal Business & Lifestyle

## Muslim-Friendly Hospitality -Halal Business and Lifestyle-

### Jan.10, 2025 (Fri) 1:00 pm (JST)

Grand Cube Osaka (Osaka Prefectural International Convention Center)  
Conference Room 701-702, 5-3-51 Nakanoshima, Kita-ku, Osaka

**In-person**   **Admission Free**   **For Students and the General Public**

It is estimated that Muslims comprise approximately one-quarter of the world's population, and an increase in Muslim visitors to Japan is expected in anticipation of Expo 2025 Osaka, Kansai, Japan. In this context, there is a growing need to deepen our understanding of Muslim culture and lifestyle, as well as to strategically respond to the expanding world halal business.

This event will feature speakers from International Institute for Halal Research and Training (INHART) of International Islamic University Malaysia (IIUM), who will deliver lectures on Halal business and Muslim-friendly standards, providing a valuable opportunity for participants from industries, local governments, and academia to reflect on what truly constitutes Muslim-friendly hospitality.

**Yumi Zuhani Has-Yun Hashim**  
■ Professor, International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM)  
Lecture 1: Halal Living: From Food to Pharma and Beyond

**Anis Naijha Ahmad**  
■ Assistant Professor, International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM)  
Lecture 2: Creating a Muslim-friendly Experience: Standards and Expectations

**Osamu Fujiki**  
■ Adjunct Professor, Graduate School of Management, Kyoto University  
■ Auditor, Global Muslim Tourism Association (GMA)

**Kiyoshi Kobayashi**  
■ Professor Emeritus, Kyoto University  
■ Distinguished Professor, Graduate School of Management, Kyoto University  
■ Chairman of the Global Muslim Tourism Association (GMA)

**PROGRAM**

13:00 Opening Remarks  
13:15 Lecture 1: Yumi Zuhani Has-Yun Hashim  
14:10 Break  
14:25 Lecture 2: Anis Naijha Ahmad  
15:20 Break  
15:25 Lecture 3: Kiyoshi Kobayashi  
16:10 Group Photo Session  
16:20 Closing Remarks  
Announcement of Publication  
16:45 Closing

The cover of the book "An Insight into Halal Business and Lifestyle". The Japanese edition is scheduled for publication in June.

**京都大学経営管理大学院**  
Graduate School of Management, Kyoto University

**AL-BASIRAH**  
Asia Business Leader Project

**UNION OF KANSAI GOVERNMENTS**

**KBRC**  
Kyoto Business Research Centre

**revon media**

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**Registration**

**Deadline: January 8 (Wed)**  
Deadline upon reaching the limit  
Please register using the QR code on the right or the URL below.  
<https://forms.gle/56gmHD7y9HsAsmJv9>



**INSIGHTFUL:** Expert-led seminar on Muslim-friendly hospitality.

**TRANSNATIONAL COLLABORATION:**  
(From left to right)  
Kiyoshi Kobayashi,  
Takeo Mori, & Kay Mathy.

book into other languages to reach more audiences and enable everyone to benefit from the wholesomeness of halalan toyyiban practices in business and life.

The idea of translating al-Basirah into Japanese naturally came to mind as IIUM (and INHART) has a long-standing relationship with Kyoto University.

For several years, INHART has been involved in giving expert lectures on halal topics in the Asia Business Leader Project (ABL), a programme established and run by the Graduate School and Management, Kyoto University and Kyoto Business Research Centre aimed to cultivate human resources, capable of business expansion and new business development mainly in Asian countries.

Realising this mutual interest, the team sent a complimentary copy of al-Basirah to Distinguished Prof. Emeritus Dr Kyoshi Kobayashi, the key person of ABL. The copy of the book arrived in Kyoto in late May 2024.

During the coming weeks, the Japanese team was occupied with ABL preparations, but the discussions on a potential translation project have begun.

Revon Media Sdn Bhd was fully supportive and saw the potential to strategically work with the Japanese counterpart to launch the Japanese version during the Halal Week at Expo Osaka 2025, to be held in June 2025.

Beginning with WhatsApp conversations with Dr Emi Tohyama, and a brief discussion with Kobayashi sensei during break time of the ABL on Monday, Jun 10, 2024. The Malaysian team and the Japanese team finally formally met in a Zoom meeting on Aug 15, 2024.

After four more monthly Zoom meetings, many emails and WhatsApp communications, and a kind invitation from the Japanese collaborators, we arrived in Osaka in January 2025 to materialise the plan.

#### FRIDAY, JAN 10, 2025

We started the second day in Osaka with a great halal bento served at the Vischio Osaka Hotel. Holding true to Japanese breakfast, the bento was pleasing to the eyes and fuelled the energy to start the day with vigour. Indeed, it was a long, exciting and significant day for us.

After breakfast, Hirao San from Kyoto Business Research Centre (KBRC) arrived at the hotel to fetch us with a taxi to the seminar venue, Grand Cube Osaka (Osaka Prefectural International Convention Centre). The classic-looking taxis in the city also caught our attention and brought all smiles to us.

The morning started with technical preparation for the seminar. This was followed by the signing of the Strategic Partnership Agreement for the al-Basirah Japanese Edition between Revon Media and GMA.

We then had a packed lunch halal bento from OSAKA Halal Mughal. The food was a mix of Indian and East Asian cuisine. Afterwards, we performed our Zohor-Asar jama' ta'dim prayer in the prayer room in the convention centre.

The Special Seminar on Education: Muslim Friendly Hospitality - Halal Business and Lifestyle seminar started at 1:00 JST.

The seminar was hosted by the Graduate School of Management, Kyoto University (GSMKU) in collaboration with support from the Asia Business Leader (ABL) Project, Global Muslim Tourism Association (GMA), Kyoto Business Research Centre (KBRC), Union of Kansai Government and Revon Media. We were honoured to have the opportunity to share our knowledge with the audience on the topics of Halal Living: From Food to Pharma and Beyond and Muslim-Friendly Experience: Standards and Expectations.

Attended by participants from the Japanese industry players, local government and academia in Muslim Friendly Hospitality