



## **National Seminar on Islamic Economy Roadshow**

Faculty of Economics and Business, Medan Area University held the event "Optimizing Halal Industry in Building Indonesia's Islamic Economy in the Industrial Era 4.0" on Thursday, October 3, 2019 at the Multipurpose Building VII Campus I, Medan Area University, Jl. Kolam Number 1 Medan Estate by presenting the Keynote Speaker Dr.H.Sapta Nirwandar, SE (Chair of the Indonesia Lifestyle Center), Speaker I: Inza Putra (Deputy Funding and Digital Banking of PT. Bank BRISyariah, Tbk), Speaker II: Safri Haliding SE, M.Sc, ACC (DKI Jakarta Provincial Government Halal Tourism Expert), Dr. Azhari Akmal Tarigan, M.Ag (Chair of North Sumatra IAW DPW), Ahmad Rafiki, Ph.D (Lecturer at Medan Area University).

The event was opened by the Rector of the Medan Area University, Prof. Dr. Dadan Ramdan, M.Eng, M.Sc, and accompanied by Mr. Vice Chancellor for Student Affairs Mr. H. Muzzul, SH, M.Hum, also attended by invited guests from 13 Higher Education Institutions in North Sumatra and several lecturers and students as a Participant in this Seminar.



Based on a survey conducted by the Islamic Economy Market Size, there were as much as USD 2.1 T in 2017 while in the coming year 2023 could reach USD 3 T, While Islamic countries could not use it optimally. For example, Indonesia is only included in 3 sectors becoming the choice of Halal Industry destinations namely: Islamic Finance, Travel and fashion while other sectors of Indonesia have not become a choice such as food etc. on Thursday (03/10) in the Multipurpose Building VII University of Medan Area (UMA).

"One way is to synergize to build a sharia economic ecosystem carried out by each element. Both the community, academics, media, regulators and Islamic banks themselves. For example for the community aspect is how they are able to open accounts and make transactions through Islamic banking. One reason why people are less interested in Islamic banks is because the features and services are not the same as conventional bank standards. This is one of the challenges for Islamic banks," he continued.



The national seminar is also a place for knowledge for lecturers and students so that they can start now to use Sharia services and proven Halal products. The Dean of FEB UMA Dr. Ihsan Effendi, M.Si said that with these innovations the Faculty of Economics and Business UMA was able to participate in producing graduates who could contribute positively to the Indonesian sharia economy.

