



**Dr. Pornpimol (Hamed) Mahamad**

The Director of the Halal Science Center, Chulalongkorn University, Thailand

Dr. Pornpimol Mahamad has extensive expertise in molecular biology and biotechnology, with more than twenty years of experience applying scientific methods to halal verification and consumer protection. Building on this experience, her current work focuses on integrating molecular biology, forensic science, and digital technology into halal assurance systems, including Halal Blockchain. Through this combination of scientific expertise and digital innovation, she has advanced evidence-based approaches to strengthen consumer protection, enhance transparency, and build global trust in food systems.