

## The Lloyds TSB Lifetime Achievement Award

The Lifetime Achievement Jewel Award is a very special award presented to outstanding individuals who have made a recognisable and sustained contribution to the social, public and economic success of the region in which they live and work.



**Hafiz Muhammad Yaqoob**  
**National Halal Centres**

When Hafiz Muhammad Yaqoob left Pakistan more than 50 years ago little did he know that he would become the Pioneer of the Halal food industry in UK and Europe.

He was the first British Muslim businessman to set up in Birmingham Wholesale Market selling Halal products, nationwide and also establishing Halal abattoirs in order to serve the community for 41 years through the wholesale and export industry. In 1995 he created retail outlets, known as 'National Halal Centre' which have now been recognised by many of the leading Supermarkets. The first concession opened within the Tesco Extra store in Slough. A historical breakthrough for a small British Muslim Company.

He has also served the community by being the Founder Trustee of Birmingham Central Mosque and contributed to many charities over the years.