TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-045.99-13099 **Tarih**: 14.10.2025
Konu : Güney Afrika Uluslararası Helal Ticaret Fuarı

TÜM ODALAR
(Genel Sekreterlik)

Ticaret Bakanlığından Birliğimize iletilen yazıda, 16-18 Nisan 2026 tarihlerinde Johannesburg'da Güney Afrika Uluslararası Helal Ticaret Fuarı'nın (South African International Halal Showcase - SAIHAS) düzenleneceği ve bahse konu fuarın helal gıda, ilaç, kozmetik, tekstil, turizm ve ulaşım gibi sektörlerde faaliyet gösteren firmalarımıza Afrika pazarına erişim imkânı sunabileceği ifade edilmekte olup, söz konusu fuara ilişkin broşür ve davetiye ekte yer almaktadır.

İlgili üyelerinize duyurulması hususunda gereğini rica ederim.

Saygılarımla,

e-imza
Mustafa SARAÇÖZ
Genel Sekreter

EK:
1- Broşür (6 sayfa)
2- Davetiye (2 sayfa)

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SOUTH AFRICAN INTERNATIONAL HALAL SHOWCASE

2026







SOUTH AFRICAN INTERNATIONAL HALAL SHOWCASE 2026

16 - 18 APRIL 2026

GALLAGHER CONVENTION CENTRE
MIDRAND, JOHANNESBURG
SOUTH AFRICA

DISCOVER THE FUTURE OF HALAL TRADE, INVESTMENT & INNOVATION

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16 - 18 April 2026 / Gallagher Convention Centre

Africa is home to over 450 million Muslims, representing nearly 40% of its 1.4 billion population. With rising urbanization, a youthful demographic, and growing purchasing power, halal consumption is increasing rapidly — not only among Muslims but also among health- and ethics-conscious consumers.

Why the Global Halal Industry is Looking to Africa?

- Rising Demand: Halal product consumption increasing among both Muslim and non-Muslim populations.
- Import Dependency: Many African countries import up to 70% of their halal food, cosmetics, and pharma products — a golden opportunity for international exporters.
- Open to Partnerships: African importers are actively seeking reliable halal-certified international suppliers and joint ventures.
- Logistics Improvements: Infrastructure, free trade areas (AfCFTA), and customs harmonisation are enhancing market access.
- Trade Agreements: Preferential access to African markets via regional blocs (SADC, COMESA, ECOWAS).

WHY EXHIBIT?

Tap into Africa's Fastest Growing Consumer Market



Reach buyers from across Africa, the Middle East, and Asia.

Strategic Networking



Access opportunities for real trade deals and partnerships

Unlock Export & Investment Opportunities



Halal industry growth through incentives, industrial zones, and halal parks

Meet Dicision-Makers And Industry Leaders



Engage with distributors, government agents, and industry leaders

Position Your Brand for Global Reach



Leverage South Africa's logistic to expand globally

Strategic Timing with Global Halal Growth



Africa becoming the next frontier for the USD 2 Trillion Global Market

Empowering Halal Innovation for a Healthier Tomorrow

Join us at the South African International Halal Showcase 2026 and be part of a global movement that drives excellence in halal healthcare, science, and innovation.
Together, we shape the future of ethical, safe, and trusted solutions for the world.

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EXHIBITOR PROFILE

- Halal-certified F&B manufacturers and processors
- Cosmetics and personal care brands
- Pharmaceuticals, supplements and nutraceuticals
- Islamic finance, fintech and investment firms
- Modest fashion designers and suppliers
- Halal tourism operators, hotels and airlines
- Halal logistics and packaging suppliers
- Halal tourism operators and hospitality brands
- Halal certification bodies and compliance solution providers

VISITOR PROFILE

Who Will Attend? – Target Visitor Profile

The South Africa International Halal Show 2026 is designed to attract a highly targeted and influential audience from across the African continent and the global halal ecosystem. Exhibitors will have the opportunity to meet, network, and build partnerships with:

Trade & Industry Stakeholders
- Importers, wholesalers & distributors
- Food retailers and supermarket chains
- FMCG and foodservice operators
- Cosmetic and pharmaceutical distributors
- Hotels, airlines, and travel agencies
- Logistics, warehousing, and cold chain service providers

Government & Institutional Delegates
- Trade ministries & investment promotion agencies
- Halal regulatory and certification authorities
- Export development agencies
- Standards bureaus and customs bodies

Academics & Industry Thought Leaders
- Researchers in halal innovation
- Islamic finance professionals
- Sustainability & ESG experts
- Halal consultants and trainers

Buyers & Business Professionals
- Exporters and manufacturers
- Procurement managers
- Brand owners and marketers
- Halal compliance officers
- Entrepreneurs and franchise operators



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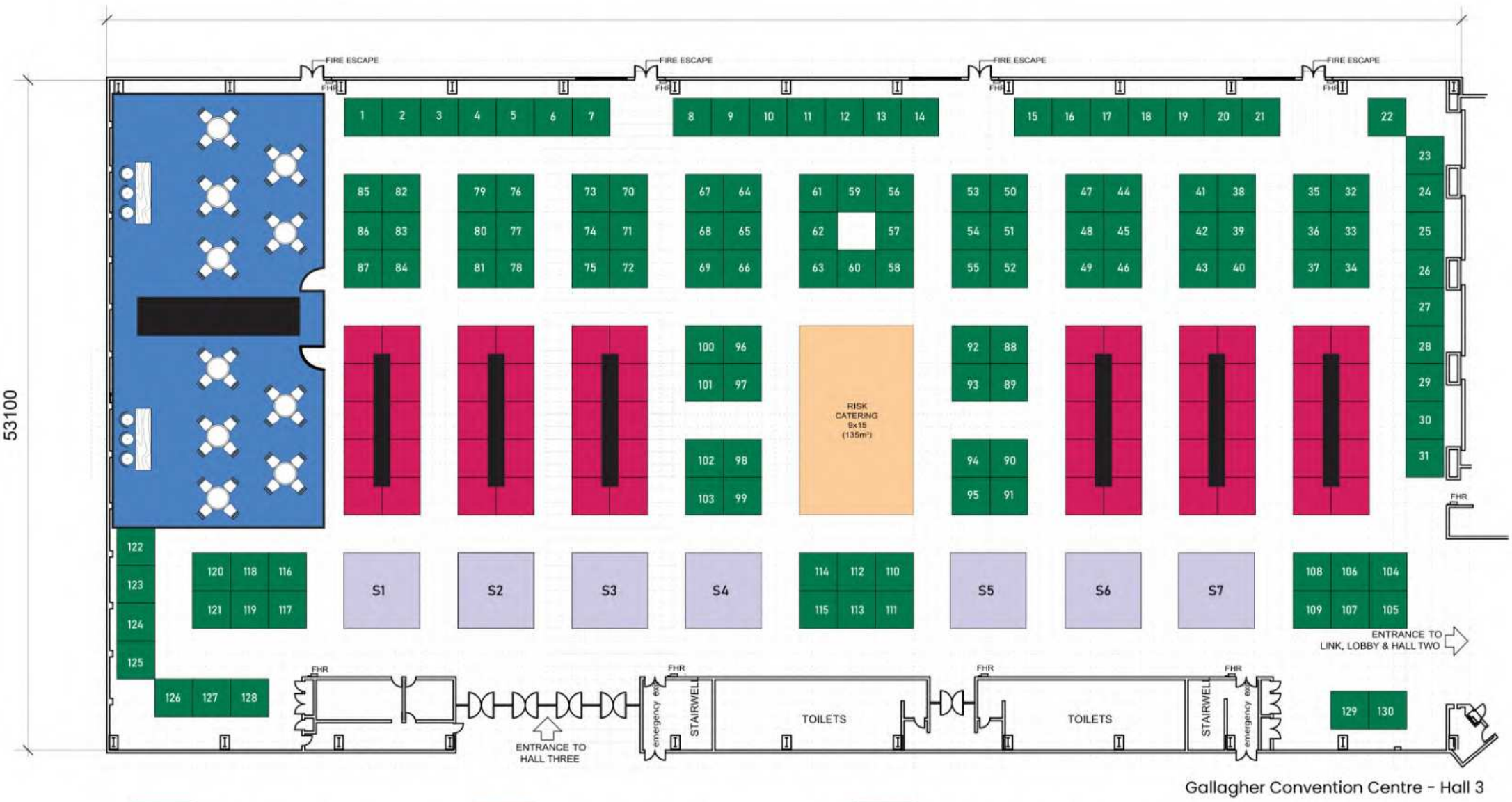
FLOOR PLAN



Gallagher Convention Centre - Hall 3

Country Pavilion
Risk Catering
9 Sqms Shell Scheme
36 Sqms Raw Space
Lounge for B2B meetings /Press/Talk Show

EXHIBITOR INFO

Package 9sqm Shell Scheme Stand
2 × chairs
1 × table
1 × zigzag brochure holder
1 × fluorescent light with dual globes
1 × standard plug point
1 × H85 lockable counter
Grey carpets
Vinyl print for counter
Fascia name



BOOTH PACKAGES

Standard Shell Scheme Booth : USD 4,040.00 per booth (9 sqms)
Raw Space : USD 400.00 per sqm (minimum 18 sqms)

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SOUTH AFRICAN INTERNATIONAL HALAL SHOWCASE

16-18 April 2026, Johannesburg, South Africa

Exhibitor Registration

Please complete the form below to register as an exhibitor for the South African International Halal Showcase (SAIHAS). Your information will help us better organize the event and ensure effective communication before, during, and after the showcase.

DATE OF REGISTRATION ☐☐ / ☐☐ / ☐☐

PARTICIPANT INFORMATION

Salutation : ☐ Gender : ☐ Male ☐ Female

Full Name : ☐

Email : ☐ Designation : ☐

Nationality : ☐ Phone : ☐

Company Name : ☐ Company Email : ☐

Company Adress : ☐ Website : ☐

☐

City : ☐ Postal Code : ☐

State : ☐ Country : ☐

Nature of Business : ☐

Discription of Products or Services : _____

EXHIBITION INFORMATION

Shell Scheme - 9 sqms booth ☐
USD 4050.00 per booth

How many booth/s do you require ? _____

Raw Space - min 18 sqms ☐
USD 400.00 per sqm

How many sqms do you require ? _____

By submitting this form, you consent to the Terms of data privacy policy of Malaysian Export Academy and Inkanyezi Events and subscribed to our mailing list and will receive future marketing collaterals of SAIHAS and other Malaysian Export Academy organized events by mail and/or email.

Once we have received your registration, we will send you the invoice and floor plan for selecting booth.

Yes, I Agree

Company Stamp

_____

Name : _____

Position : _____

FOR MORE INFORMATION PLEASE CONTACT Call : +6011-3736 5983 Email : fara.saihas@gmail.com

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SOUTH AFRICAN INTERNATIONAL HALAL SHOWCASE

Organized By

GLOBAL TRADE DEVELOPMENT SDN BHD
MALAYSIA

Global Trade Development Sdn Bhd
No 47-B Jln BP 7/2, Bandar Bukit Puchong
47100 Puchong Selangor, Malaysia
Tel : +60380663107
www.gtrade21.com

INKANYEZI EVENTS.

Inkanyezi Event Organisers (PTY) Ltd
242, Cape Road, Greenacres,
Port Elizabeth, South Africa
Tel: + 27 82 372 9247
andrew@inkanyezi.co.za

www.saihas.com

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SOUTH AFRICAN INTERNATIONAL HALAL SHOWCASE 2026

Connecting the Global Halal Economy to Africa

16-18 APRIL 2026 | JOHANNESBURG, SOUTH AFRICA www.saihas.com

Ref no: SAIHAS/05/02 Date: 8 August 2025

To,

H.E. Ms. K. Nilvana Darama Yildirimgec
Ambassador
Embassy of the Republic of Türkiye
573 Fehrsen Street, Nieuw Muckleneuk,
0181, Pretoria, South Africa.

Your Excellency,

Showcase Türkiye's Halal Excellence at SAIHAS 2026 – Reserve Your National Pavilion Now!

Warm greetings from the organisers of **SAIHAS 2026 – South African International Halal Showcase.** On behalf of **Inkanyezi Event Organisers (South Africa) and Global Trade Development Sdn Bhd (Malaysia**), we are honoured to invite your esteemed country to participate in SAIHAS 2026, Africa's premier halal trade exhibition, which will be held at the **Gallagher Convention Centre, Johannesburg, from 16 to 18 April 2026**.

Why Türkiye should Lead with a National Pavilion:
Position your halal industry at the forefront of Africa's expanding halal economy with an exclusive country pavilion that delivers high visibility, targeted engagement, and lasting commercial outcomes:

- **Premium Branding –** Promote your country's halal products, services, and certification ecosystem with customised national branding.
- **Strategic Exposure –** Prime pavilion location with comprehensive promotional support, signage, and collateral branding.
- **Direct Market Access –** One-on-one B2B matchmaking with African and international buyers, distributors, and retailers.
- **Thought Leadership –** Showcase your country's halal expertise through a speaking slot at the official conference.
- **Publicity and Media –** Local and international media coverage to amplify your country's halal capabilities and achievements**.**

Pavilion Options:
Participating countries may opt for a minimum of 6 Shell Scheme Booths (9 sqm each) or a minimum of 36 sqm of raw space to design a customised national showcase.

Main Organizer : Global Trade Development Sdn Bhd
No 47-B, Jln BP 7/2, Bandar Bukit Puchong, 47100 Puchong, Selangor, Malaysia.
+603-8066 3107 info@saihas.com +6018-965 8520 | +6018-961 8520

Co - Organizer : Inkanyezi Event Organisers (PTY) Ltd
242, Cape Road, Greenacres, Port Elizabeth, South Africa
+27 82 372 9247 andrew@inkanyezi.co.za

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Package Includes:
- Branded pavilion design with country name/logo on official collaterals
- Speaking opportunity for a nominated trade or government representative
- Access to networking receptions and side events for pavilion exhibitors and delegates

Let's Get Started
To reserve your national pavilion or discuss customised participation options, please contact:

Malaysia:
Dr. Kabur (+6012-233 8520)
Ms. Shafinah (+6017-540 8520)

South Africa:
Mr. Andrew Binning (+27 82 372 9247)
Ms. Taskeen Ravat (+27 64 652 7021)

Email: info@saihas.com | Website: www.saihas.com

Please find enclosed the brochure for your reference.

If your country is unable to participate with a pavilion, we would greatly appreciate it if you could circulate this invitation to your national halal companies that may wish to exhibit individually.

We look forward to welcoming Türkiye to SAIHAS 2026 and to building lasting halal trade and investment partnerships between your nation and the African continent.

Thank you.

Warm regards,

Prof. Dr. Abdul Kabur Ibrahim
Organising Chairman
Global Trade Development Sdn Bhd

Andrew Binning
Event Coordinator
Inkanyezi Event Organisers

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