BAHRAIN HALAL EXPO 2024

وزارة الصناعة والتجارة
Ministry of Industry and Commerce



6-7 February 2024
Crowne Plaza Manama
The Kingdom of Bahrain

Bridging the Gap between Halal Industry & Islamic Finance

Sponsors:

Tamkeen · Aluminium for the world · بنك البحرين الإسلامي BisB · alBaraka

Supported By:

UNIDO ITPO · AAOIFI · BIBF · SMIIC · The Assessment and Research Institute of Halalan Thayyiban of Muhammadiyah · الجمعية الإسلامية Islamic Association

Organised By:

Checklist For Conventions & Trade Shows · HalalCCI Halal Centre of Commerce & Industry

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info@bahrainhalalexpo.com
www.BahrainHalalExpo.com

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.
Evrak sorgulaması https://odaborsaebys.tobb.org.tr:443/tso-sanliurfa-envision/Validate_Doc.aspx?eD=BSUZPTTP0&eS=647 adresinden yapılabilir.

EVENT OVERVIEW

Bahrain Halal Expo 2024 - Bridging the Gap Between Halal Industry and Islamic Finance. Bahrain Halal Expo is where the world's foremost gathering of Halal industry experts converges to explore the dynamic intersection of Halal trade and Islamic finance. Set against the vibrant backdrop of Bahrain, this event serves as a pivotal platform fostering dialogue, innovation, and collaboration between these two influential domains.

Overview:

The expo stands as a nexus for thought leaders, entrepreneurs, investors, and policymakers dedicated to advancing the global Halal economy. Through insightful discussions, interactive exhibitions, and networking opportunities, the event aims to foster synergy between the Halal industry and Islamic finance, identifying ways to harmonize their growth trajectories and maximize their collective potential.

Key Highlights:

Insightful Conference: Renowned speakers and industry pioneers will delve into key topics, discussing the symbiotic relationship between Halal industry and Islamic finance, exploring emerging trends, market opportunities, and regulatory frameworks.

Exhibition Showcase: A diverse array of exhibitors will showcase innovative products, services, and technologies driving the Halal economy forward, offering attendees a firsthand look at the latest advancements and trends shaping the industry.

Networking & Collaborations: Opportunities abound for networking, fostering partnerships, and forging collaborations among stakeholders, investors, businesses, and institutions passionate about advancing the Halal economy globally.

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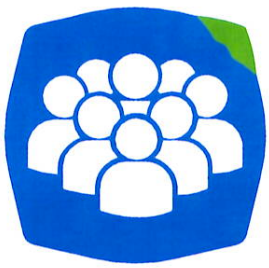
MARKET DRIVERS

- Global Muslim Population (i.e Halal Product Consumers) is expected to grow to 2.2 billion in 2030
- 2 trillion USD is value of the global halal market
- 2.8 trillion USD is the global Muslim market growth potential by 2025
- Islamic finance: largest sector of the Halal Industry
- 31.5% is the global market share of halal food industry
- 1.38 trillion USD Spent on Halal food and beverages

EVENT IN NUMBERS



500+
Delegates



1500+
Visitors



70+
Senior Decision Makers



15+
Speakers



40+
Industry partners



10+
Countries Represented

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EVENT SPONSORS

تمكين
Tamkeen

Aluminium
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بنك البحرين الإسلامي
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OFFICIAL PARTNERS

UNIDO ITPO
UNIDO NETWORK OF INVESTMENT AND TECHNOLOGY PROMOTION OFFICES
BAHRAIN

AAOIFI
هيئة المحاسبة والمراجعة للمؤسسات المالية الإسلامية
ACCOUNTING AND AUDITING ORGANIZATION FOR ISLAMIC FINANCIAL INSTITUTIONS

BIBF

SMIIC
THE STANDARDS AND METROLOGY INSTITUTE FOR ISLAMIC COUNTRIES

الجمعية الإسلامية
Islamic Association
1399هـ - 1979م

LEMBAGA PENGKAJIAN HALAL & KAJIAN HALALAN THAYYIBAN
THE ASSESSMENT AND RESEARCH INSTITUTE OF HALALAN THAYYIBAN OF MUHAMMADIYAH
Halal Is Our Need,
Our Quality and Our Choice

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SUPPORTING PARTNERS

ZARI

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HALAL حلال
HALAL CONTROL
Confidence through Integrity.

AICTC
AFRICAN ISLAMIC
CHAMBER OF TRADE & COMMERCE

BANKWAQF INTERNATIONAL
BANK وقف
From Ummah For Ummah

GEOARTHA
INTERNATIONAL (M) SDN BHD

HALAL MONITORING COMMITTEE - UK
HMC حلال

CIBE - UAE

HDC
Halal Development Council
An NGO dedicated to the development of Halal Economy

HALAAL
حلال
S.A.N.H.A.
South African National Halaal Authority
Your Mark Of Halaal Assurance

HalalTradeZone.com
The Ultimate Halal Marketplace

AGENCY FOR HALAL QUALITY CERTIFICATION
halal
BOSNIA & HERZEGOVINA

HALAAL
حلال
NATIONAL
NIHT
INDEPENDENT HALAAL TRUST

ISLAMIC ECONOMY ACADEMY

حلال شيلي
H.C.C.C
www.chilehalal.cl

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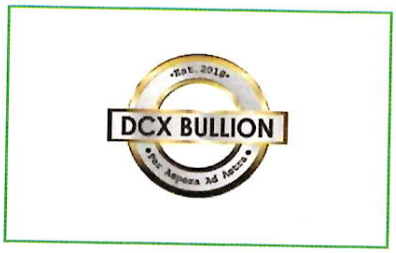





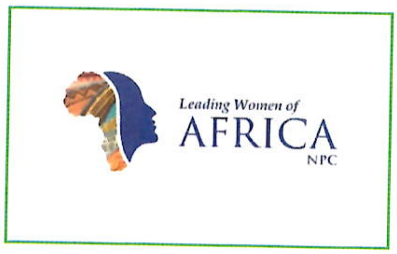













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THINK PLUS ACADEMY

Eifa
الجمعية المصرية للتمويل الإسلامي
Egyptian Islamic Finance Association

ThinkPlus
Consulting Sdn.Bhd

MEDIA PARTNERS

Halal Focus
Daily Halal market news commentary & analysis

HALAL WEEKLY

Wasabih

HOTEL PARTNERS

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ibis STYLES

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ADVISORY BOARD



Sheikh Dr. Abdullateef Mahmoud Al-Mahmoud

Member of the Supreme Council for Islamic Affairs of the Kingdom of Bahrain
Former Associate Professor in the Islamic Studies Department by University of Bahrain



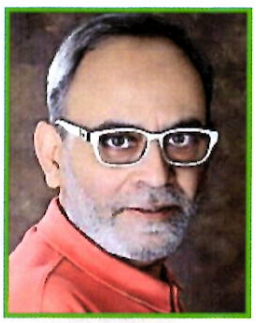
Dr. Hani Mansour Al-Mazeedi

Associate Research Scientist (retired)
Member of board of the Kuwait Society for Halal Products Awareness



Mr. Mohammed Noor

Founder and CEO
Halal Trade Zone / noorwaqf



Mr. Asad Sajjad

CEO
Halal Development Council

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EVENT AGENDA

- Methods of Financing Halal Trade and Industry
- Investment Opportunities in Halal Industry
- Challenges and future prospects in the Halal Trade and Industry
- Growth Opportunities in Halal Industry For Islamic Finance Sector
- The importance of Trade Arbitration in Halal Trade

DELEGATE PROFILES

Bahrain Halal Expo 2024 Is Your Gateway to Middle East Market
Meet International Halal Buyers & Sellers In The Following Sectors



Food & Beverages



Cosmetics & Personal Care



Halal Tourism



Fashion Industry



Trade Associations



Islamic Finance



Halal Logistics



Halal Media



Education & Training



Halal Consulting



Halal Lifestyle

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WHY GET INVOLVED?



Brand Exposure

Increase brand visibility and exposure among a targeted audience interested in halal products and services, and showcase your offerings, attract attention to your brand, and differentiate yourself from competitors.



Targeted Marketing

The Expo attracts a specific audience of industry professionals, entrepreneurs, buyers, and consumers interested in the halal market. Sponsoring the event allows you to directly reach your target market and promote your products or services to your target audience.



Networking and Partnerships

Connect with other industry players, potential clients, distributors, suppliers, and business partners and create new collaborations and business relationships.



Market Research and Insights

Gather market insights, understand emerging trends, and gain knowledge about consumer preferences and demands, and stay informed about the latest developments in the halal industry.



Showcase Products and Services

Showcase your halal products and services in your dedicated space in the exhibition area, conduct product demonstrations, and engage with visitors to educate them about your offerings.



Support the Halal Industry

Sponsoring the event demonstrates your commitment and support for the halal industry and strengthen your reputation as leaders in the halal market.



Government Relations

Enhance your relationship with government bodies and regulatory authorities involved in the halal industry, and learn how you can strengthen your compliance with halal standards and regulations.

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MARKETING BENEFITS

We specialize in effective event marketing strategies that ensure maximum exposure and engagement with the target audience. Our comprehensive multi-channel marketing campaign will ensure that Bahrain Halal Expo is promoted to the right people:



Website

Our custom-built user-friendly event website serves as a central hub for event information, and channel for promoting the event sponsors.



Email

Through our existing database, and data-build projects, we conduct targeted email campaigns to reach industry professionals, delivering personalized messages and compelling content to drive awareness.



Organic Social Media

Engaging posts and content on our LinkedIn, Twitter, Facebook and YouTube channels to build and engage the community around the Halal Expo.



Paid Social Media

Precise ad targeting on social media platforms expands our reach and attracts the most relevant participants.



Performance Marketing (PPC)

Strategic pay-per-click through Google Search, Display and Remarketing campaigns, drive traffic to our event website.



Public Relations (PR)

Leveraging media relationships and industry connections, we secure coverage in relevant publications, enhancing credibility and visibility.



Media Partners

Collaborating with trusted industry publications, we extend the reach of marketing efforts through targeted advertisements and e-shots.



Speaker Marketing

Engaging content featuring industry experts, such as interviews, webinars, and blog posts, amplifies the event's reach by utilizing the audience our industry leading speakers have.

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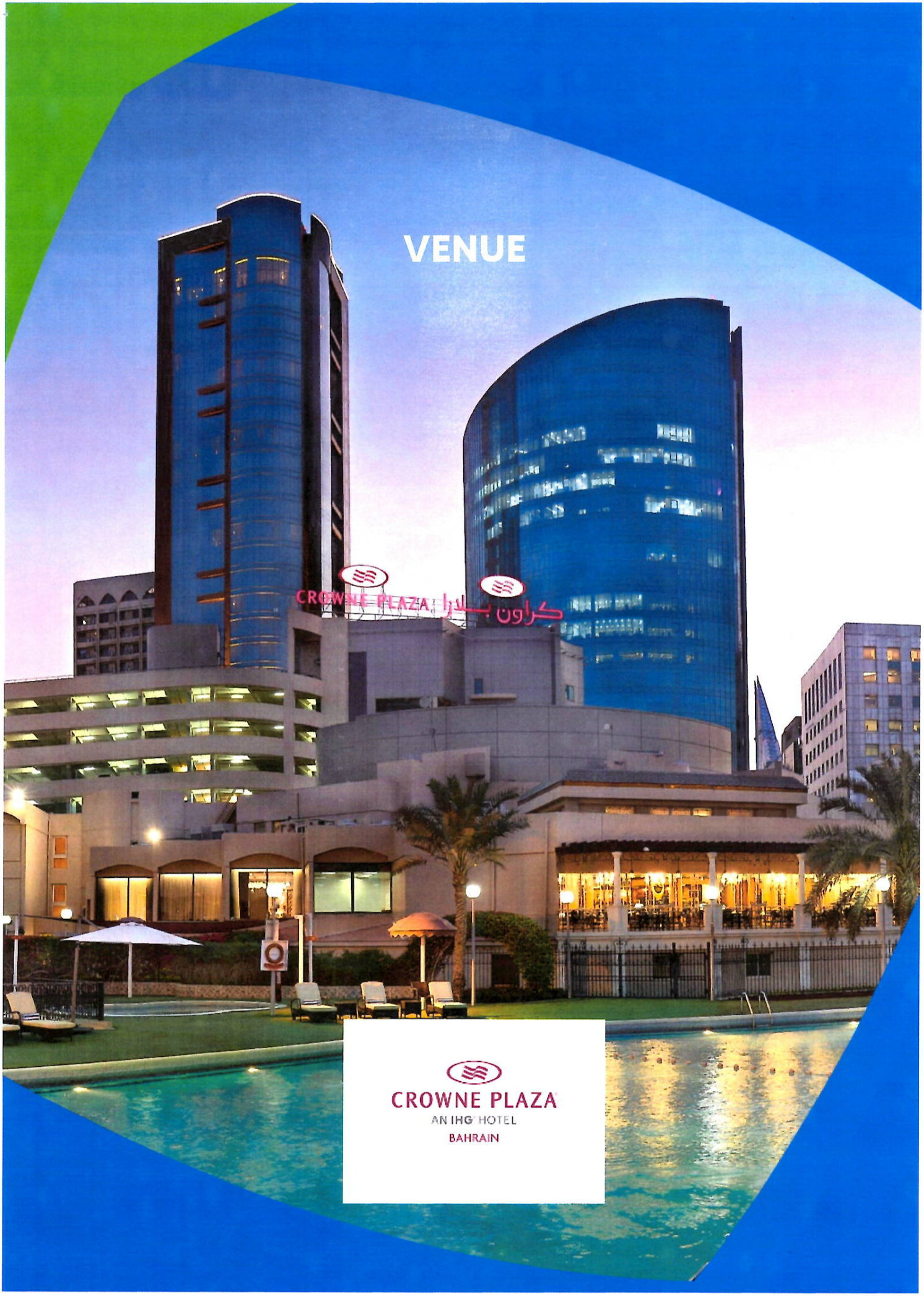

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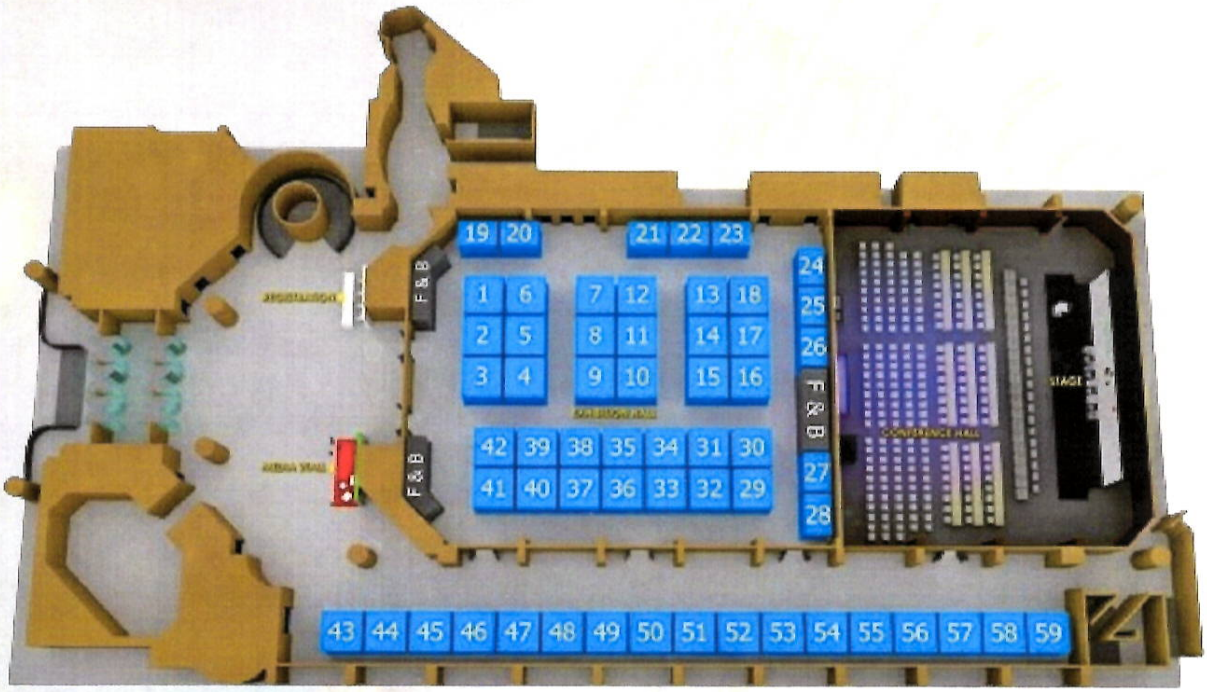
FLOOR PLAN



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PACKAGES



Standard
3x3 Shell Scheme Booth

- ✓ Shell scheme walls.
- ✓ 1 front counter.
- ✓ 2 chairs.
- ✓ One spotlight (50 w).
- ✓ Company name fascia.
- ✓ 1 power point 13 Amp.
- ✓ 1 waste paper basket.
- ✓ Access to B2B meeting room.
- ✓ Pre-arranged B2B meetings (on request).

Option 1:
440USD/sqm (Includes 1 Free Conference Pass)

Option 2:
475USD/sqm (Includes 4 nights accommodation and 1 Free Conference Pass)

3x3sqm Bare Space:

Option 1:
330USD/sqm (Includes 1 Free Conference Pass)

Option 2:
375USD/sqm (Includes 4 nights accommodation and 1 Free Conference Pass)

Conference Pass:

Option 1: 300USD/delegate
Option 2: 700USD/delegate (Includes 4 nights accommodation)

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CONTACT US

To participate:
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Ministry of Industry and Commerce

Halal Masterclass for the Delegates of Bahrain Halal Expo 2024

7th February 2024
3pm to 4pm at Crowne Plaza Manama



Instructor:
Prof. Dr. Irwandi Jaswir

Professor from International Islamic University Malaysia & the winner of King Faisal Prize for the Service to Islam

Limited Seats
Register Today!

6-7 February 2024
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The Kingdom of Bahrain

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Trade Tech Partner: TRADE FORESIGHT

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Ministry of Industry and Commerce



Join

pre-arranged B2B Meetings with Buyers from Bahrain, Saudi Arabia and Kuwait.

Register before 20th January 2024

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Crowne Plaza Manama
The Kingdom of Bahrain

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