



# TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

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Sayı : E-34221550-720-1146

Tarih: 30.01.2024

Konu : Bahreyn Krallığı'nın Birinci Helal Sanayi Forumu ve Sergisi "Bahreyn Helal Expo 2024"

## TÜM ODA VE BORSALARA (Genel Sekreterlik)

İlgi : Dışişleri Bakanlığı'nın 29.01.2024 tarih ve 37465476 sayılı yazısı.

İlgi yazıda, Bahreyn Krallığı'nın Birinci Helal Sanayi Forumu ve Sergisi'nin (Bahreyn Helal Expo 2024), Bahreyn Krallığı Sanayi ve Ticaret Bakanlığı, İslam Ticareti Geliştirme Merkezi ve İslam Birliği, Birleşmiş Milletler Endüstriyel Kalkınma Örgütü (UNIDO), Checlist Şirketi ve bazı resmi kurumlar tarafından, 6-7 Şubat 2024 tarihleri arasında Crown Plaza Manama'da düzenleneceği bildirilmektedir.

Expo ile ilgili detaylı bilgileri ekteki belgede yer almaktadır.

Bilgilerini ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL

Genel Sekreter Yardımcısı

EK: Bahrain Halal Expo 2024 hk. bilgiler (18 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSN5J73340>

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**BAHRAIN  
HALAL  
EXPO 2024**



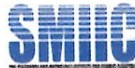
**6-7 February 2024  
Crowne Plaza Manama  
The Kingdom of Bahrain**

**Bridging the Gap between  
Halal Industry & Islamic Finance**

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RESEARCH INSTITUTE OF  
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## 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.

## 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

## EVENT SPONSORS

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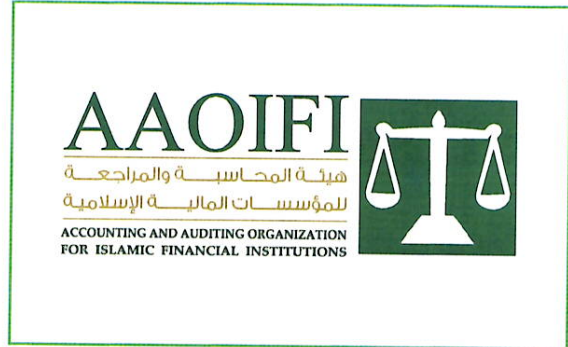
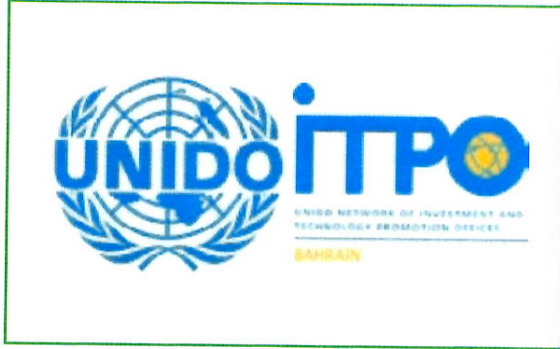
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## OFFICIAL PARTNERS



# SUPPORTING PARTNERS

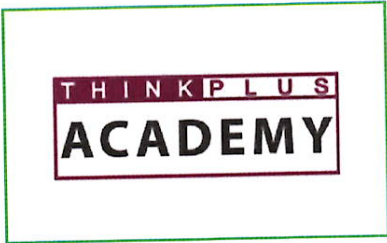




VIETNAM  
HALAL CENTER







## MEDIA PARTNERS



## HOTEL PARTNERS



## 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



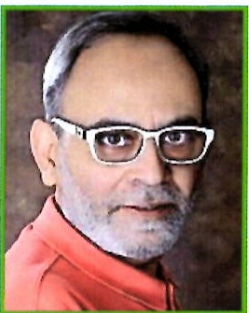
### Dr. Hani Mansour Al-Mazeedi

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

# 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



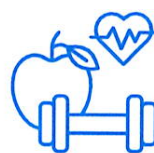
Halal Media



Education & Training



Halal Consulting



Halal Lifestyle



# 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.

# 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.



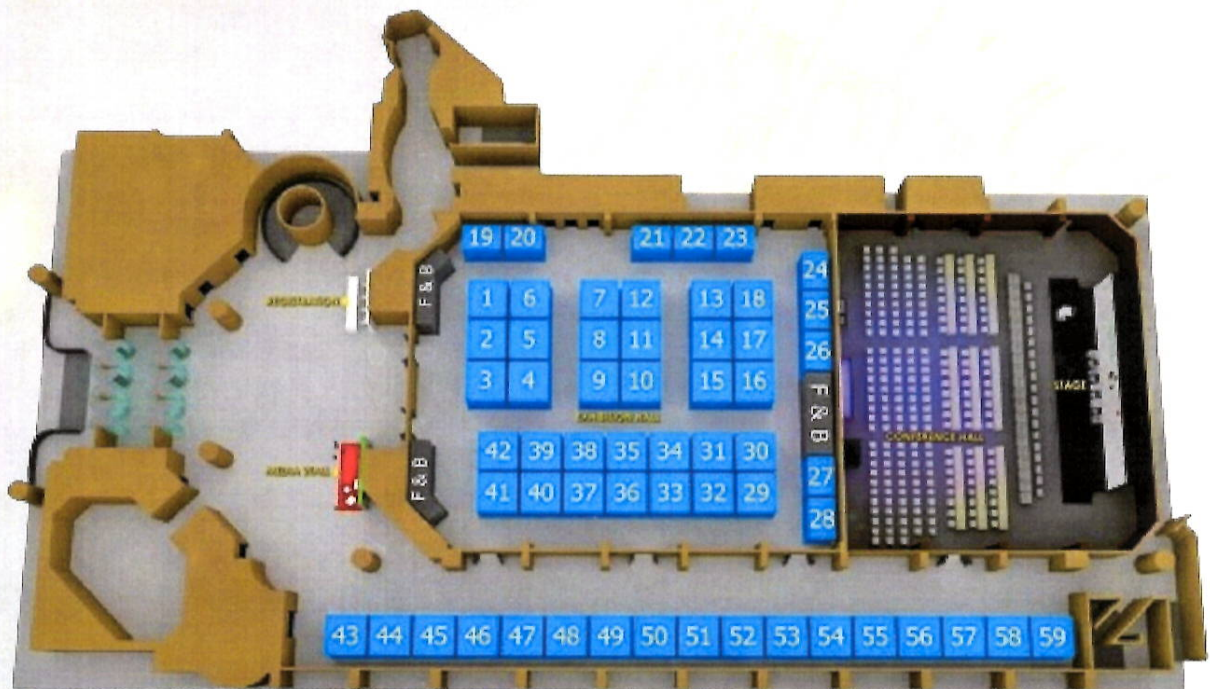
VENUE

   
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AN IHG HOTEL  
BAHRAIN



## FLOOR PLAN



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AN IHG® HOTEL

**BAHRAIN**

# 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)



# CONTACT US

**To participate:**

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**BAHRAIN  
HALAL  
EXPO 2024**



**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!**

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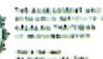
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HALAL  
EXPO 2024**



وزارة الصناعة والتجارة  
Ministry of Industry  
and Commerce

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

**Register before**  
**20th January 2024**

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

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