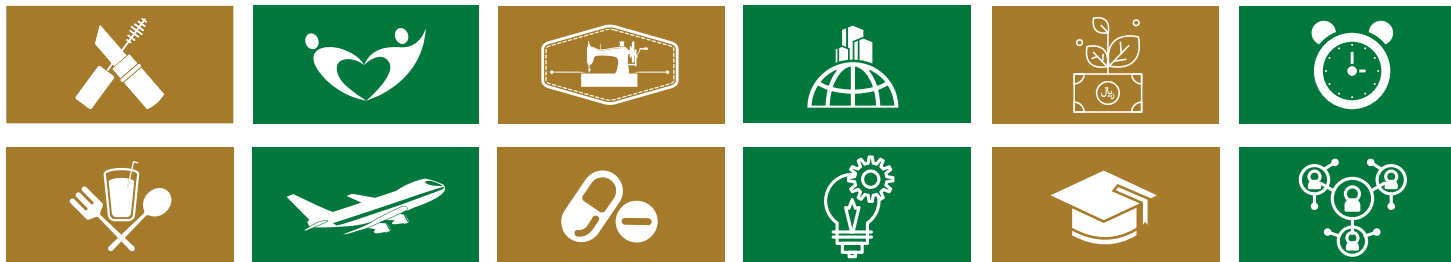




# SAUDI International Halal Expo 2022

13-15 Rabi` Al-Akhir 1444  
7-9 NOVEMBER 2022

Riyadh International  
Convention & Exhibition Centre

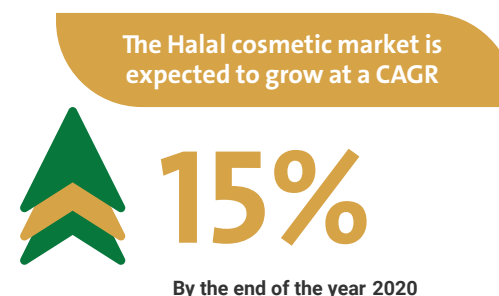
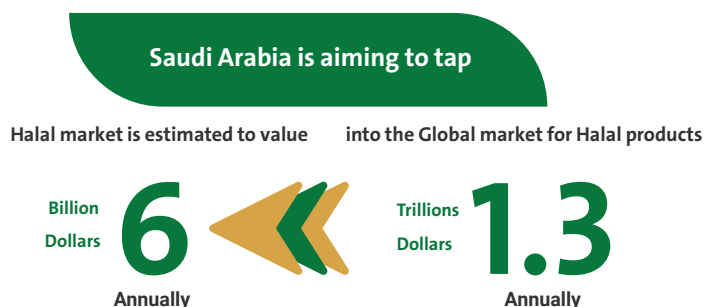


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## Saudi Halal Market

Saudi Arabia Halal food market is projected to grow at a CAGR of over 9% by the year 2024. Increasing demand for packaged Halal foods among non-Muslims, strong import & export regulations and policies regarding Halal food & products and increasing Muslim population in the country would further spur the growth of the Halal food market in the Kingdom of Saudi Arabia.



Saudi Arabia market is a great potential Halal Food Market, where Saudi Arabia's Food and Drugs Authority (SFDA) has announced plans to launch what is claimed to be the world's largest center for Halal food and products. Plans for the center came under the Kingdom's Vision 2030 reform agenda and it's aim to utilize its geographical position between continents and role as the birthplace of Islam.

Saudi Arabia's population is predominated by Muslims and as the population increases the demand for Halal certified products will also increase. Saudi Arabia is predominated by Halal products and services in all the sectors including finance, tourism, logistics, healthcare and more.

## Halal Market- MENA Region & Internationally

The Halal market in the MENA region is expected to grow at a CAGR of

 **5.8%**

By the year 2025

The Muslim population in the world is expected to grow from

 **23% - 30%**

Of the Total world population by the year 2030

## The Saudi International Halal Expo 2022

The Saudi International Halal Expo 2022 is an outstanding platform that presents the latest trends of the global Halal market and highlights the challenges that the Halal industry faces, which may include the Halal regulations & standardization and how to comply with them. In addition, it is a great opportunity to focus on the latest innovations, research, and development in the Halal industry.

The aim of the Saudi International Halal Expo 2022 is to increase awareness about the industry among the attendees by attracting major international bodies in this field. This major event will aim to attract professionals from around the world, Muslims and non-muslims for great business opportunities.

The Saudi International Halal Expo 2022 promotes a healthy, ethical, and fairway of life in all aspects including family, society, and business interactions and transactions where anyone could be attracted to these values that transcend religion.

-  **200+ Exhibitors**
-  **10,000+ visitors**
-  **From More than 35 countries**

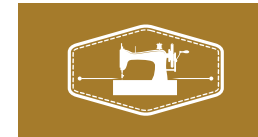
## Unique Selling Point (USP`s)

**There are a number of factors that make the Saudi International Halal Expo 2022 unique and attractive to the local and international partners. These factors may include the following:**

-  - The location of the exhibition - the exhibition is taking place in the heart of the Muslim world where the two cities of Makkah & Madinah are located.
-  - Saudi Arabia is considered as one of the world's top summits in providing good and attractive business for all kinds of investments.
-  - The ability to network- bringing customers, suppliers and partners to meet on one platform for the ability to exchange business opportunities.
-  - The ability to get your brand recognized and advertised- Media and public relations available- a chance to market your products and services.
-  - The presence of VIPs, NGO`s representatives and Association Representatives
-  - Certified Halal Product & service providers.

## Halal Exhibitors Target Group

- Food & Beverage
- Cosmetics
- Tourism
- Media
- Lifestyle
- International Association
- Modest Fashion
- Business Solutions
- Islamic Finance
- Logistics Services
- Medicines & Pharmaceuticals
- Education Services



## Targeted Categories



**Food and Beverage** - Halal Meat & Chicken , Halal Food Suppliers, Halal Food Production, Halal Food Preparation, Halal Food Handling, Halal Food Storage and more.



**Tourism** - Hajj, Umrah, Sites with Islamic significance, Travel agencies and more.



**Modest Fashion** - Shopping centers providing Halal Fashion, Halal fashion wholesalers, Halal fashion manufacturers, Halal designers and more.



**Islamic Finance** - Islamic banks, Islamic institutions, Murabaha, Ijarah, Istisnaa, Mudarabah, Musharaka and Tawarooq.



**Education Services** - Islamic Colleges & Universities, Islamic institutions, Schools practicing Islam and teaching it, Quran teaching schools and more.



**Media** - Quran Channels, Channels teaching Islam and more.



**Cosmetics** - Color cosmetics, Fragrances, Personal care products, Hair care, Skin care products and more.

## Partners:



There are a number of different international organizations that provide Halal Certification, which are recognized by the Saudi Arabia's Food and Drug Authority (SFDA). These organizations may include:

## Halal Certification Bodies:



## Halal Visitor Target Groups



Supermarkets & Hypermarkets



Travel Agencies & Tour Operators



Manufacturers



Retailers & Wholesalers



Franchisees & Franchisors



Distributors & Wholesalers



Restaurants & Catering



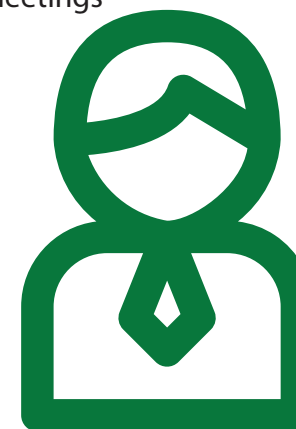
Hotels



Importers & Exporters

## Visit Saudi International Halal Expo 2022

- Meet traditional Halal producers, manufacturers, suppliers, retailers and importers from all over the world and have a look at the high quality products in the market.
- Attend lectures on Halal Business and Certifications.
- Have an overview of all of the specialized products and services offered within the market.
- Discover the latest trends and new features, both in Saudi Arabia and abroad. Arrange meetings with current and potential suppliers.
- Boost your know-how about Halal services and products.
- Secure distribution agreements for products and services.
- Obtain the information required in order to evaluate the possibilities of future participation as an exhibitor.



## Halal Conference

The Saudi International Halal Expo 2022, will be accompanied by a designated conference, presenting, lectures and training courses that will showcase the latest Halal business trends & certification protocols. This is a significant opportunity to explore the best and latest innovations of the Halal industry different segments.

The Saudi International Halal expo 2022 conference will host professionals who will meet to discuss the challenges in the Halal industry, trends in the industry and many more. It is a great opportunity to stay updated on the latest innovations and changes.



## Organizer

1st Arabia, a Leading MICE (Meeting, Incentive, Conference and Exhibition) Organization in the Middle East & Beyond. 1st Arabia, a top notch Tradeshows & Conferences organizing company has grown to become one of the most challenging MICE organizing and management firms in the Middle East and internationally.

Located originally in the Kingdom of Saudi Arabia and with more than 20 years of industry experience, 1st Arabia has rapidly expanded to become where it is today. In addition to its head office in Saudi Arabia, It has several fully owned & operated offices in the markets of Jordan, United Arab Emirates, Bulgaria & opening shortly in Egypt.

1st Arabia is a known name in KSA for its unmatched quality of services, International presence and exceptionally unique events. With a team of creative multinational professionals, we provide unique tailored MICE solutions, in which we commit to the highest quality of service that meets all international elite standards, offer insider connections and industry expertise, along with the guidance and the know-how required to make educated business choices.

We are proud to be a member of the most important International associations including ICCA, SITE, MPI, IAEE and UFI. We are also partners with some of the most prestigious and established organizations in the world, like Gaining Edge and Fira Barcelona, which always makes us the choice of excellence.





Saudi Arabia

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