



Under the auspices of the  
PRESIDENCY OF THE  
REPUBLIC OF TURKEY



**Subject :** The World Halal Summit & 6th OIC Halal Expo 2018

**Date:**

Under the auspices of the **Presidency of the Republic of Turkey** and with the participation of His Excellency **Mr. Recep Tayyip ERDOĞAN**, in accordance with the resolution adopted by the **Organization of Islamic Cooperation (OIC)** and the 33<sup>rd</sup> Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), the **6th OIC Halal Expo and the World Halal Summit 2018**, will be held at the Eurasia Show and Art Center on 29 November – 02 December 2018, in Istanbul, TURKEY.

Last year, with great participation of nearly 30.000 visitors, over 150 firms, and 250 international B2B delegations, the 5<sup>th</sup> OIC Halal Expo was successfully held in Istanbul concurrently with the World Halal Summit 2017 that welcomed over 100 speakers from 72 countries and hosted plethora of the conferences where a diverse range of Halal topics/issues were presented and discussed.


The **6<sup>th</sup> OIC Halal Expo** is expected to host more than 250 exhibitors with leading profiles in Halal production and services, covering many fields such as food, finance, cosmetics, tourism, chemicals, packaging, machinery, Islamic lifestyle and modest fashion, etc. Similar to the previous one, the Expo aims to gather the institutions operating in the field of the standardization of Halal products and the actors of the Halal sector seeking business and partnership opportunities in the OIC Member States and worldwide, to provide them with a platform to promote their products and services and to boost investments in this sector. It is open to the participation of all bodies, institutions, private and public economic operators from OIC Member States and worldwide.

On the other hand the **World Halal Summit 2018** under the theme of “*Halal and Healthy Life: Awareness and Sustainability*” as an important side event, a continuation of the previous years, will also be held simultaneously with the 6<sup>th</sup> OIC Halal Expo, in which the conferences to be attended by prominent speakers in the sub-fields of Halal industry.

Briefly, the **6<sup>th</sup> OIC Halal Expo and the World Halal Summit 2018** which is being organized by the Standards and Metrology Institute for Islamic Countries (SMIIC) and Islamic Centre for Development of Trade (ICDT) in association with Discover Events will be held with an aim to raise awareness about Halal and to increase the trade volume of Muslim countries in the Halal sector.

In this regard, we cordially like to invite you to take part in 6<sup>th</sup> OIC Halal Expo wherein market players from food, tourism, Islamic finance, cosmetics, modest fashion and other tertiary sectors are going to exhibit. Your participation would be appreciated.

Yours Sincerely,

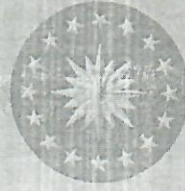
  
Ihsan ÖVÜT  
SMIIC, Secretary General

  
Yunus ETE  
World Halal Summit Council  
Chairman

This event is jointly organized by ICDT, SMIIC and Discover Events.







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## **Halal and Healthy Life**

*"Awareness and Sustainability"*



**THE 6<sup>th</sup> ORGANIZATION OF ISLAMIC COOPERATION HALAL EXPO  
&  
WORLD HALAL SUMMIT 2018**

**29 November - 02 December 2018**

New Exhibition Area of Istanbul / Eurasia Show and Art Center  
Yenikapi / Istanbul / TURKEY

**In association with:**



**Organized by:**  
**DISCOVER  
EVENTS**



# STATISTICS FOR 2017

Organization of Islamic Cooperation (OIC) Fair is the biggest Halal organization of the world brings the professionals, institutions and organizations together.



**72**  
COUNTRIES



**29.800**  
VISITORS



**150**  
EXHIBITORS



**7.000 sqm**  
EXHIBITION AREA



**6.480**  
B2B MEETINGS

## 6<sup>th</sup> OIC HALAL EXPO

29 Nov - 02 Dec 2018, Istanbul / TURKEY

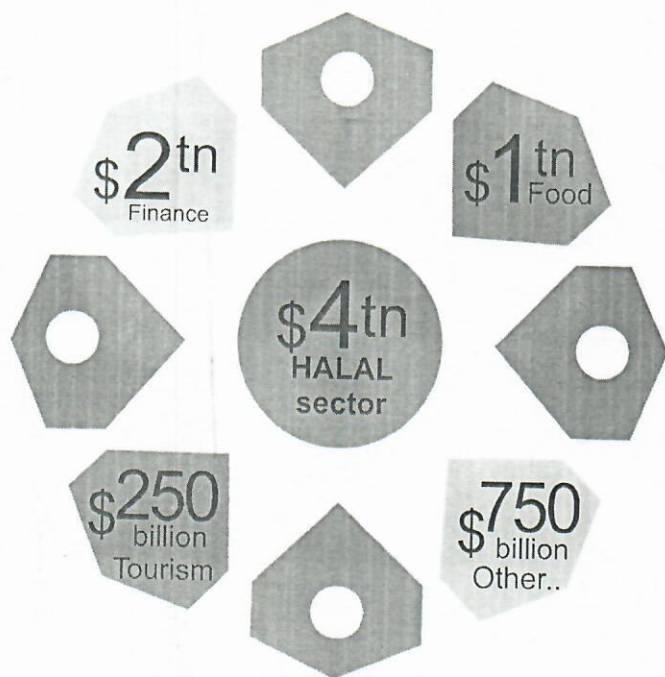


## 6<sup>th</sup> OIC Halal Expo 2018

Under the auspices of the Presidency of the Republic of Turkey the 6th Organization of Islamic Cooperation (OIC) Halal Expo, organized by Discover Events in association with the Islamic Centre for Development of Trade (ICDT) and the Standards and Metrology Institute for Islamic Countries (SMIIC), will be held at Eurasia Show and Art Center on 29 November – 02 December 2018.

Being supported by the Turkish Ministry of Trade in particular and other related ministries, public institutions and non-governmental organizations, the event will host an estimated number of 40.000 visitors and over 300 local and international exhibitors with leading profiles in Halal production and services, covering many fields such as food, finance, cosmetics, tourism, chemicals, packaging, machinery, Islamic lifestyle and modest fashion, etc. An unprecedented Hosted Buyer Program will be also organized as a side-event to set local and international buyers up in new business opportunities.

The world's largest halal event is scheduled to be inaugurated by H.E. Mr. Recep Tayyip Erdogan, the President of the Republic of Turkey.



Organized by:



[halalexpo.com.tr](http://halalexpo.com.tr)  
[worldhalalsummit.com.tr](http://worldhalalsummit.com.tr)



## Why Exhibit?

# 6<sup>th</sup> OIC HALAL EXPO

29 Nov - 02 Dec 2018, Istanbul / TURKEY

### POWERFUL INTERNATIONAL HOSTED BUYER PROGRAM MEET KEY DECISION MAKERS

The 6<sup>th</sup> OIC Halal Expo is a unique international business platform creating business opportunities for professionals and buyers from Turkey, Middle East, Central and Western Europe, Balkan region and Africa.

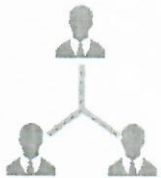


### REACH THE GLOBAL AUDIENCE BY EXHIBITING AT THE WORLD'S LARGEST HALAL EVENT!

Showcase your products, services and business potential at the largest Halal exhibition in the world that provides the opportunity to increase your trade share in the Halal sector with a total volume of \$ 4 tn.

### MEET HALAL INDUSTRY ACTORS AND SIZE THE OPPORTUNITY TO PROFIT FROM COMMON INTERESTS

Get an opportunity to show your brand to the world business community at the 6<sup>th</sup> OIC Halal Expo which brings together numerous sectors such as Food&Beverage, Tourism&Accommodation, Finance, IT, Textile, Pharmaceutical&Cosmetics Products and Franchise.



### FIND NEW DEALERS - ENHANCE YOUR BRAND AWARENESS AT THE EXCEPTIONALLY RATED EXPO!

Showcase your products and projects to global and regional Halal sector investors. As an exhibitor you have exceptional direct access to the biggest and most active halal business investors.

### THE WORLD HALAL SUMMIT AND HIGHEST LEVEL ORGANIZATIONS AT THE SAME PLATFORM!

Be the first to witness the latest sector developments during our conference program under the theme of **Halal and Healthy Life: "Awareness and Sustainability"** with the participation of international academics, public and private sector representatives. Get an opportunity to visit the ministries, municipalities, authorities of the relevant public institutions at their individual stands.



### HOW ABOUT BENEFITING FROM THE PRESENCE OF THE MOST INFLUENTIAL INTERNATIONAL MEDIA?

The 6<sup>th</sup> OIC Halal Expo and the World Halal Summit Istanbul as the biggest global organization in terms of Halal are being reflected in influential international media widely thanks to the national and international media sponsorships. Get your chance to increase brand awareness and add value to the prestige of your business!



## Exhibitor Profile

Food & Beverage  
Manufacturing  
Food Processing  
Packaging  
HORECA  
Cosmetics & Personal Care  
Medicine  
Pharmaceutical Products  
Franchising  
Logistics

Halal Tourism  
Health Tourism  
Islamic Finance  
Textile & Modest Fashion  
Publishing  
Halal Certification Bodies  
Non-Governmental Organizations  
Public Sectors  
Education  
Media



## Visitor Profile

Purchasing Authorities & Buyers  
Producers  
Importers  
Exporters  
Wholesalers  
Retailers

Entrepreneurs  
Investors  
Universities  
International & Local  
Public Authorities  
Cooks, etc.



## Identification Of The Organization

EXHIBITION	6 <sup>th</sup> OIC Halal Expo 2018
SUMMIT	World Halal Summit 2018
DATE	29 November - 02 December 2018
WEBSITE	<a href="http://www.halalexpo.com.tr">www.halalexpo.com.tr</a> <a href="http://www.worldhalalsummit.com.tr">www.worldhalalsummit.com.tr</a>
VENUE	New Exhibition Area of Istanbul Eurasia Show and Art Center / Yenikapi
ORGANIZER	Discover Events
ASSOCIATION WITH	The Islamic Centre for Development of Trade (ICDT) The Standards and Metrology Institute for Islamic Countries (SMIIC)





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Organized by:



Supported by:



Türkiye Cumhuriyeti  
Sanayi ve Teknoloji Bakanlığı



T.C. KÜLTÜR  
VE TURİZM BAKANLIĞI



Helal  
Akreditasyon  
Kurumu  
(HAK)



TSE  
TÜRK STANDARTLARI ENSTİTÜSÜ



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