

# ***POST SHOW REPORT***

***2ND HALAL EXPO 2008 - DUBAI***

***NOVEMBER 24 - 26, 2008, CROWNE PLAZA - DUBAI***



[www.worldhalalexpos.com](http://www.worldhalalexpos.com)

Organized by:



**ORANGE FAIRS & EVENTS**  
P.O. BOX 111164, DUBAI, U.A.E.  
TEL: +971 4 2988144, FAX +971 4 2987886  
Email: [orangex@emirates.net.ae](mailto:orangex@emirates.net.ae)  
Website: [www.orangeairs.com](http://www.orangeairs.com)

# POST SHOW REPORT

2ND HALAL EXPO 2008 – DUBAI

*Come and join us at the heart and hub of Halal trade market place*

## GENERAL INFORMATION

<b>Show Dates</b>	<b>24 -26 November 2008</b>
<b>Venue</b>	<b>Crowne Plaza Hotel, Dubai, UAE</b>
<b>Operating Hours</b>	<b>10: 00 am - 5:00 pm</b>
<b>Frequency of the Show</b>	<b>Annual</b>
<b>Expo Highlights</b>	<b>Middle East Brazil (Halal) Food &amp; Beverage Trade Mission</b>
<b>Sales / Contracts Generated</b>	<b><u>US\$ 11 Million (Above)</u></b>
<b>Exhibition Profile</b>	<b>Food &amp; beverages, meat, poultry, organic products, ingredients, canned foods, processed, preserved fruit and vegetable products, grains and nuts, agricultural &amp; grocery products, chocolate and dairy products, pharmaceutical and herbal products, Cosmetics, body care, Food storage containers , Halal Logistics, Hotels, Restaurants, food processing and packaging machinery</b>
	<b>Banking &amp; Takaful Islamic Financial Institutions &amp; Consultants, Islamic Banking, Islamic Unit Trusts, Takaful (Insurance)</b>
	<b>Halal Certification Agencies, Food Research and Development Centers, Trade Development Agencies, Halal Parks.</b>
<b>Organizer</b>	<b>ORANGE FAIRS &amp; EVENTS - DUBAI</b>
<b>Sponsored by</b>	<b>JAWHARA, First Group of Islamic Hotels in UAE</b>
<b>Supporting Organizations</b>	<b>APEX BRASIL, CIBAL HALAL - BRAZIL, FEDERATION OF MUSLIM ASSOCIATION IN BRAZIL, SOUTH AFRICAN NATIONAL HALAL AUTHORITY, HALAL CONTROL EU, HALAL AUSTRALIA, ISLAMIC DUA' COUNCIL OF PHILIPPINE,</b>
<b>Supporting Media</b>	<b>Retail News, Caterer, Middle East Food Magazine, Arabian Retailer, Daganghalal.com, Food Directories.com, Dinarstanderd, 21Food.com, Busytrade.com</b>
<b>Reaserch Partner</b>	<b>Ethnic Focus UK</b>



# EXHIBITOR ANALYSIS

## EXHIBITORS

UAE exhibitors:	6 (13%)
International exhibitors:	46 (87%)
Total exhibitors:	52
Number of Countries represented:	19
Proportion of foreign exhibitors:	87 % from 18 countries

## SPACE OCCUPIED

UAE exhibitors	63m2
International exhibitors	1037m2
Total net space occupied	1100m2
Gross space occupied	1500m2

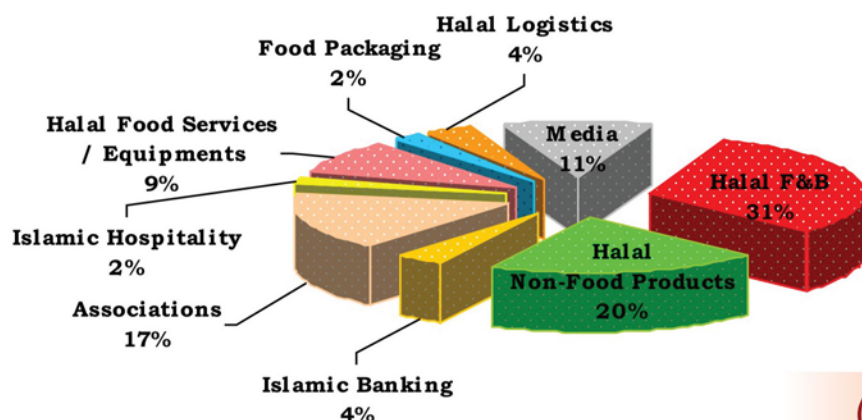
“ Very Good, I have never come to Dubai, was always in contact with Orange Fairs & Events through emails and Cell. Once I arrived to the Halal Expo, everything was organized and it helped me concentrate more on the business and visitors and got a lot of contacts.

My Company Chmalal had a lot success in the stand. We have secured total 38 international contracts and business opportunities.

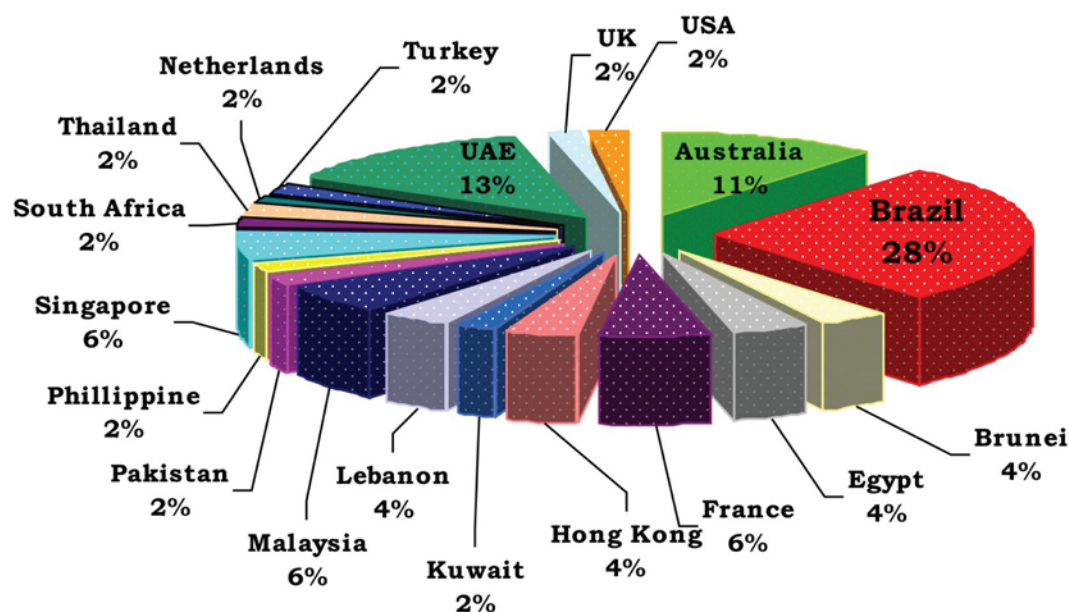
Thanks to Orange Fairs for great organization of 2nd Halal Expo 2008.”

**Mr. Daas Salim, Business Development Manger, CHAMALAL, FRANCE**

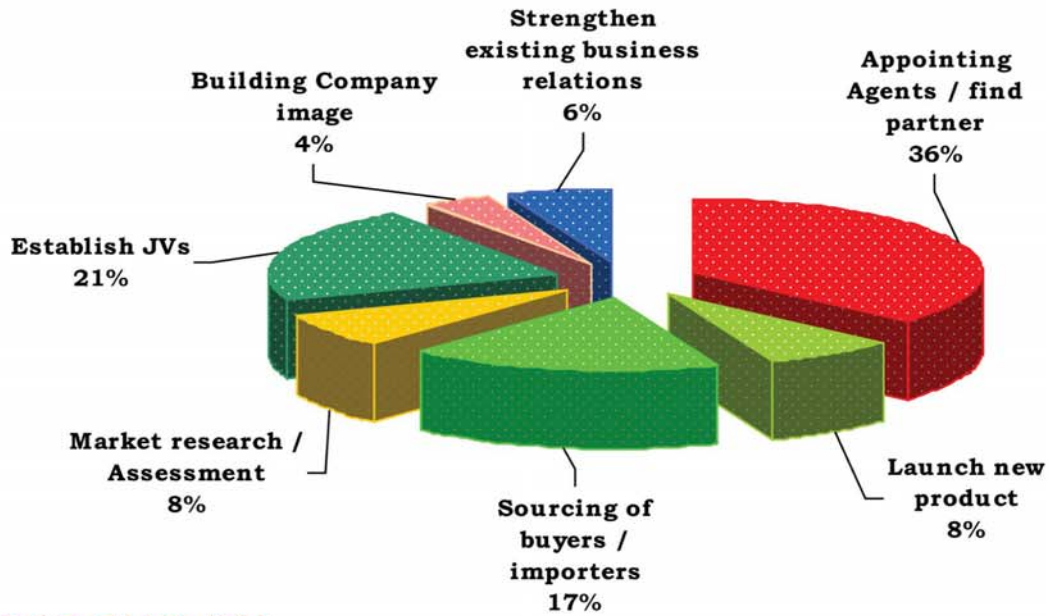
## (A) Exhibition Profile



## (B) Exhibiting Countries



## (C) Main Reasons For Participating At Halal Expo 2008 - DUBAI



## EXHIBITORS SURVEY

73%

of the exhibitors said Halal Expo was an important part of their marketing strategy

45%

of the exhibitors got orders during the show

69%

of the exhibitors made new business contacts during the show

82%

of the exhibitors intend to return for 3rd Halal Expo 2009

75%

of the exhibitors reported the show exceeded their expectations



*"Its Good Concept to organize Halal Expo as the people can be aware of Halal Products and Services .We Are introducing first ever in Dubai Non-Alcoholic beer which is 100% free from alcohol and HALAL . And We got a very good response "*

**Mudassir. Alam, Sales Representative  
JOOFRI'S GEN. TRADING, DUBAI**

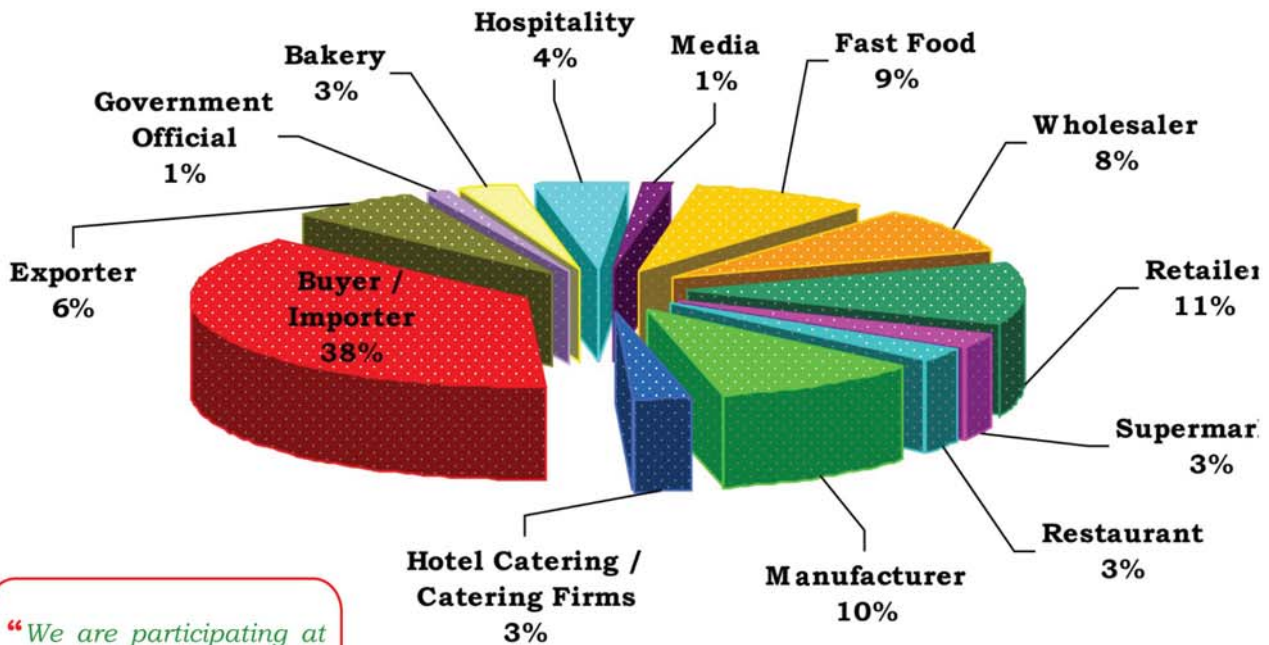
# VISITORS ANALYSIS

UAE visitors: 867  
 International visitors: 763  
 Total visitors: 1630

Halal Expo 2008 - Dubai attracted Visitors and buyers from the following countries

Algeria	Australia	Bahrain	Bangladesh	Belgium	Brazil
Brunei	Canada	China	Egypt	France	Germany
India	Indonesia	Iran	Japan	Jordan	Kuwait
Malaysia	Netherlands	Oman	Pakistan	Palestine	Philippine
Qatar	Saudi Arabia	Singapore	South Africa	Sri Lanka	Sweden
Switzerland	Thailand	Turkey	UAE	UK	USA
Yemen	Zambia				

## (A) Visitors Profile

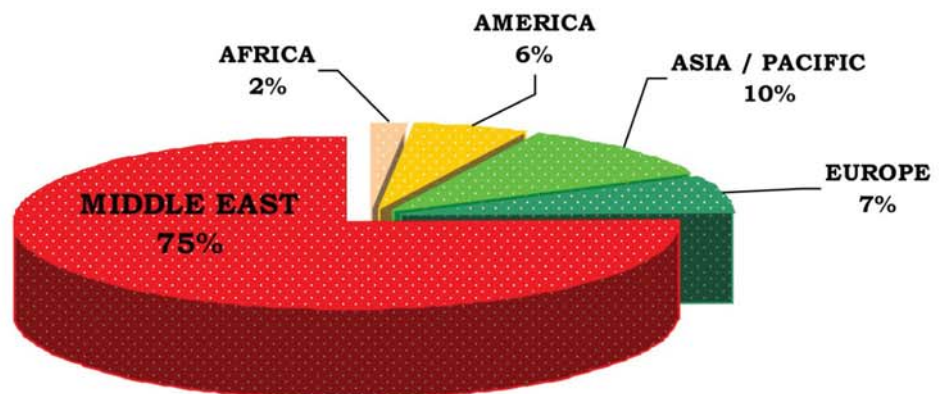


*"We are participating at Halal Expo 2008 to Establish Business Relationship with GCC countries. Our products are Halal vegetable Oil & Fats and expecting 10-20 % increase in our exports.*

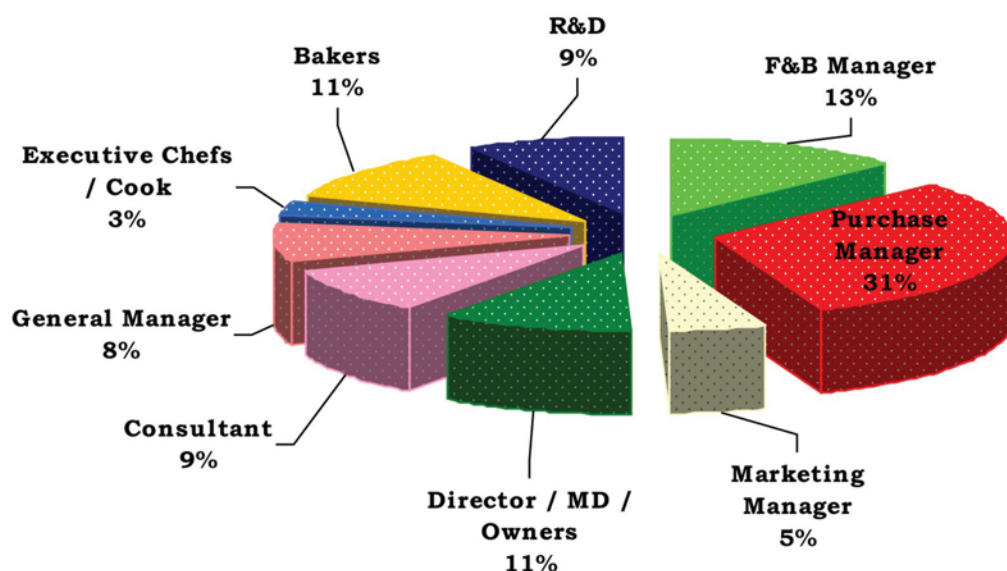
*We got very good response from Emirates Airline Catering / Hotel Catering."*

**Mr. C.S.Tey, Asst. Manger Business Development  
 ERAPOLY OIL & FATS  
 SDN BHD, MALAYSIA**

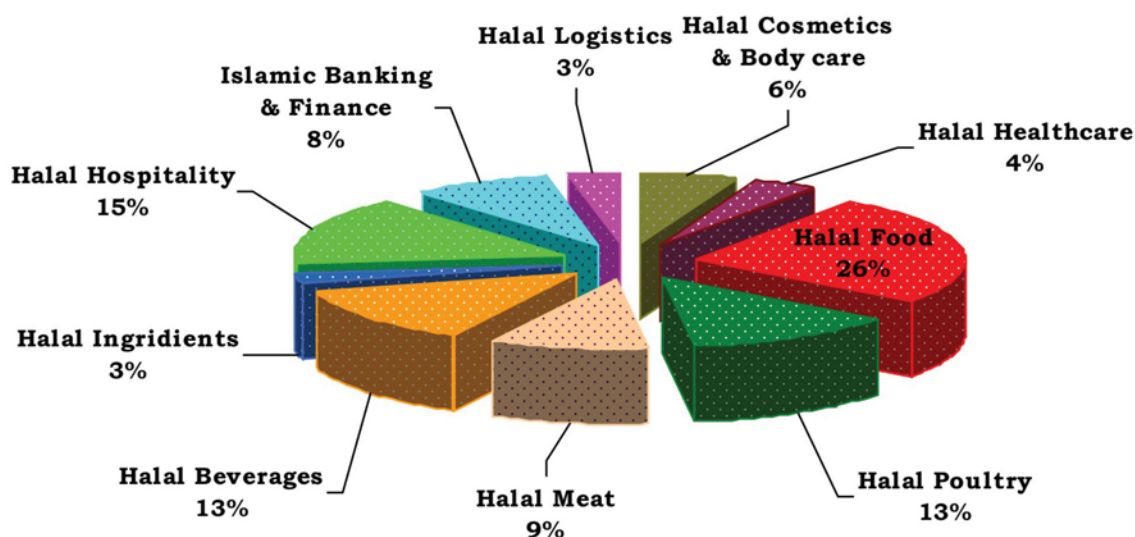
## (B) Visitors Classification by Region



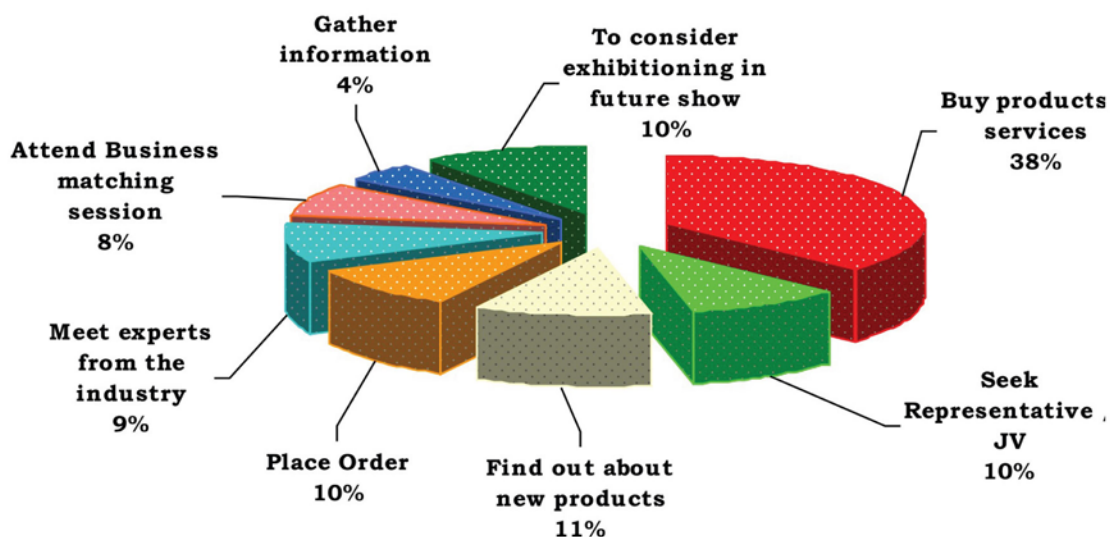
## (C) Visitors Classification by Position



## (D) Visitors Classification by Product of Interest



## (E) Main Reasons for Visiting Halal Expo 2008



# VISITORS SURVEY

79%

of the visitors have used purchasing authority

86%

of the visitors made new contacts during the show

96%

of the visitors are likely to return for 3rd Halal Expo 2009

80%

of the visitors rated the quality of exhibitors good to excellent

“Great show, we have signed deals with around 19 local traders and companies from Zambia, Somalia, Belgium, KSA, Malaysia, Indonesia, Pakistan, India, Egypt, Yemen and Jordan placing significant meat orders.”

**Gaysa Fakhouri, Director  
OZZY MEAT EXPORTERS (HALAL) PTY. LTD  
AUSTRALIA**



## PUBLICITY AND PROMOTION Attracting Trade Buyers / Visitors

### (A) Press Release

#### معرض «حلال 2008» يختتم أعماله بصفقات تجاوزت قيمتها 11 مليون دولار

دبي (الاتحاد) - اختتمت مؤخرا فعاليات معرض حلال 2008، الحدث المخصص في قطاع الحلال على صعيد المنطقة، والذي اقيم في دبي حيث شهد إبرام الشركات العارضة المحلية والعالمية صفقات تحطت قيمتها أكثر من 11 مليون دولار أميركي، بحسب أورانج فييرز أند إيفنٹس الشركة المنظمة للمعرض.

وقالت الشركة المنظمة في بيان صحفي أمس إن الحدث عقد على مدى ثلاثة أيام، واستقبل أكثر من 55 شركة عالمية وعارضين دوليين من 17 دولة، بما فيها الإمارات والبرازيل والماليزيا وأستراليا وفرنسا وهونغ كونغ وباكستان والمملكة المتحدة وبروناي والفلبين.

ويهدف معرض حلال 2008 إلى توفير منصة لبحث الفرص الجديدة في مجال الأعمال، لمنشآت وشركات قطاع الأغذية والمشروبات والصحة والصناعات الدوائية، بالإضافة إلى ممثلين عن الهيئات الحكومية مثل الهيئات الإقليمية والدولية المعنية بترخيص منتجات الحلال وغرف التجارة الخفيفة.

وجمعت الحلال الدولية، وتشمل منتجات الحلال على الصلصات والمكسلات الغذائية الصحية والزيوت النباتية والوجبات الخفيفة ومنتجات الألبان والشوكولاته والقهوة والشاي والأطعمة المجمدة الجاهزة والكافا والحلويات والبسكويت والأطعمة الصحية وعصير الفاكهة، كما يخصص المعرض حيزاً متخصصاً بقطاع السياحة الحلال، والذي يوفر منتجات وخدمات الحلال السياح في دول مجلس التعاون الخليجي.

#### IN BRIEF

#### 'Halal Expo 2008' to focus on developing standards

DUBAI — Orange Fairs & Events, the organisers of 'Halal Expo 2008', the definitive event for the 'Halal' industry in the region, has rolled out the agenda for the event's second edition, which will focus on developing standards and modernising the Middle East 'Halal' sector. The growing demand by global 'Halal' consumers, currently at

### Halal food industry grows as annual revenue hits \$2.1tr

1.8b Muslims worldwide and some non-Muslims support the market

By NADIA SALEEM  
Staff Reporter

Dubai The increasing demand for halal products around the world as well as some non-Muslims is fuelling the halal food industry to generate \$2.1 trillion annually, reports say.

"The growth scope for the halal food industry is increasing

is coming from non-Muslims who are looking into it because it is a growth industry and capital expenditure on food is increasing."

He said that the non-Muslim population in Europe is declining and Muslim population is growing globally at a fast rate. These add to the halal market.

#### Trade margin

Though the size of the industry may be increasing, there is still a large margin between global consumption of meat and halal meat trade (meat trade to and from Muslim countries).

Total projected global meat products consumption in 2008 is 151.2 million metric tonnes worth \$334.4 billion. The total global trade value of meat products is \$371 billion and yet, trade within Muslim countries is only 3.3 million metric tonnes or \$7 billion,

according to *The Halal Journal*.

The second Halal Expo, a trade event of the global halal industry to take place in November this year in Dubai, will focus on developing standards and modernising the \$2.1 trillion industry. Dubai was expected to play a key role in the halal industry due to plans by local companies to develop a credible and professional certification body to monitor and uphold high quality standards according to global industry requirements. The event, expected to attract between 7000 and 8000, visitors will run from November 24 to 26 at the Crowne Plaza Hotel in Dubai.

Six UAE-based companies are expected to take part in the Expo and participate in a Halal Forum, a round-table discussion with leading industry players.

### Exhibitors close \$11m deals at Halal Expo

By OUR BUSINESS BUREAU

DUBAI 'Halal Expo 2008', the definitive event for the 'Halal' industry in the region, has concluded in Dubai with global and local exhibitors closing more than \$11 million worth of deals over the course of the event, according to show organisers.

The three-day show, the first Group of Islamic hotels in the UAE, hosted more than 65 global companies and international exhibitors from 17 countries including the UAE, Malaysia, Australia, France, Hong Kong, Pakistan, UK, Brazil and the Philippines. Among the top exhibitors, manufacturers of Cham'hala, a sparkling non-alcoholic alternative to champagne, have announced that they secured a total of 36 international contracts during the show, thereby prompting them to ensure a repeat participation for the event's 2009 edition.

The manufacturers of the much sought-after product have further revealed that their participation at 'Halal Expo 2008' resulted in potential contracts amounting to USD 4 million, from partners and investors originating from countries such as Saudi Arabia, UAE and Iran.

In addition to revolutionary and top-quality Halal offerings, the event also featured a host of Shari'ah-compliant lifestyle products and services, including food items, hospitality management, cosmetics and health and pharmaceutical products.

Dana Solim, Business Developer, Cham'hala, said: "We were very impressed with the scope and reach of 'Halal Expo 2008', which has confirmed our initial impression that this event will be the perfect platform for our product's launch in the global market. Our participation has presented us with an outstanding opportunity to expand the market of Cham'hala and talk directly to our target audience, who comprised the bulk of the visitor turnout at the event. Having closed a significant number of global contracts and bolstered our international network to a remarkable breadth, we are very much looking forward to a stronger participation during next year's show."

Among the other success stories during 'Halal Expo 2008' was Ozzy Meat Exporters (Halal) PTY, LTD, having closed deals worth USD 5 million, with around 19 local traders and companies from Zambia, Somalia, Belgium, KSA, Malaysia, Indonesia, Pakistan, India, Egypt, Yemen and Jordan placing significant meat orders.

'Halal Expo 2008' has achieved tremendous success largely because of the impressive array of Halal products that have been showcased. The exhibitors have really exerted considerable effort to prepare for this event and we will certainly build on the momentum we have gathered to further expand the coverage and mileage of this event in the future," commented Gaysa Fakhouri, Director, Orange Fairs & Events.

With aims to provide a suitable platform to discuss new business opportunities for Halal products and services, 'Halal Expo 2008' has gathered companies within the catering, hospitality, food and beverage.

### دبي تستضيف معرض «حلال 2008»

تستضيف دبي خلال الفترة من 24 وحتى 26 نوفمبر المقبل فعاليات معرض حلال 2008 الذي تنظمه شركة أورانج فييرز أند إيفنٹس، حيث سيركز في هذه الدورة على تطوير المعايير وتحديث قطاع حلال في الشرق الأوسط وقد أكدت 20 شركة عالمية من 8 دول مشاركتها في المعرض. وذكرت الشركة المنظمة للمعرض الذي من المتوقع أن يشهد نمواً بنسبة 100 بالمائة مقارنة مع دورة العام الماضي أن الطلب المتزايد على منتجات حلال من قبل المستهلكين لديهم البالغ عددهم 1.8 مليار نسمة في الوقت الراهن يؤدي إلى عوائد 2.1 تريليون دولار أمريكي سنوياً وذلك وفقاً لدراسات أجرتها أخيراً.

## **PUBLICITY AND PROMOTION - Contd...**

### **Halal Expo Website**

- The website is updated on weekly basis with new information and attracts trade visitors daily.

### **Direct Mail / Marketing**

- A trade brochure is direct-mailed to over 25,000 trade Representatives around the world within the area of F&B, Hospitality, Travel & tourism, Banking & Finance, Life Style etc.
- Participating distributors were also provided with these brochures to distribute to their best customers and other VIPs in the industry.
- 32, 000 Exhibitors passes & VIP invitations were mailed to Purchase Manager, F&B Managers, and General Managers throughout the Middle East in order to attract buyers / visitors.
- Promoted Halal Expo in other related Halal Exhibitions in Malaysia, Singapore, Indonesia, Paris, London and South Africa.

### **Advertising**

- Full page, 4-color ads run in industry publications such as Retail News, Caterer, Hoteliers, Middle East Food Magazine, Middle East Asia Food magazine, Supermarkets Today, and other magazines catering to the trade.
- Quarter Page, 4-color ads run in industry leading News Papers such as Gulf News, Khaleej Times, Al Bayan, Al Khaleej and other leading news papers in the Middle East.

### **Email Campaign**

- A minimum of three e-newsletters were sent every week to members of the Trade and potential buyers highlighting the latest news / releases regarding Halal Expo 2008 – Dubai along with reasons to attend.

### **Broadcast Faxes**

- Broadcast faxes were also utilized to keep the Expo in the forefront of industry buyers' remind to attract them to the show.

*See you Next Year*

*3rd HALAL EXPO 2009 – DUBAI*

*9 – 11 November 2009*

*Dubai, UAE*