

[www.expo-halal-international.com](http://www.expo-halal-international.com)



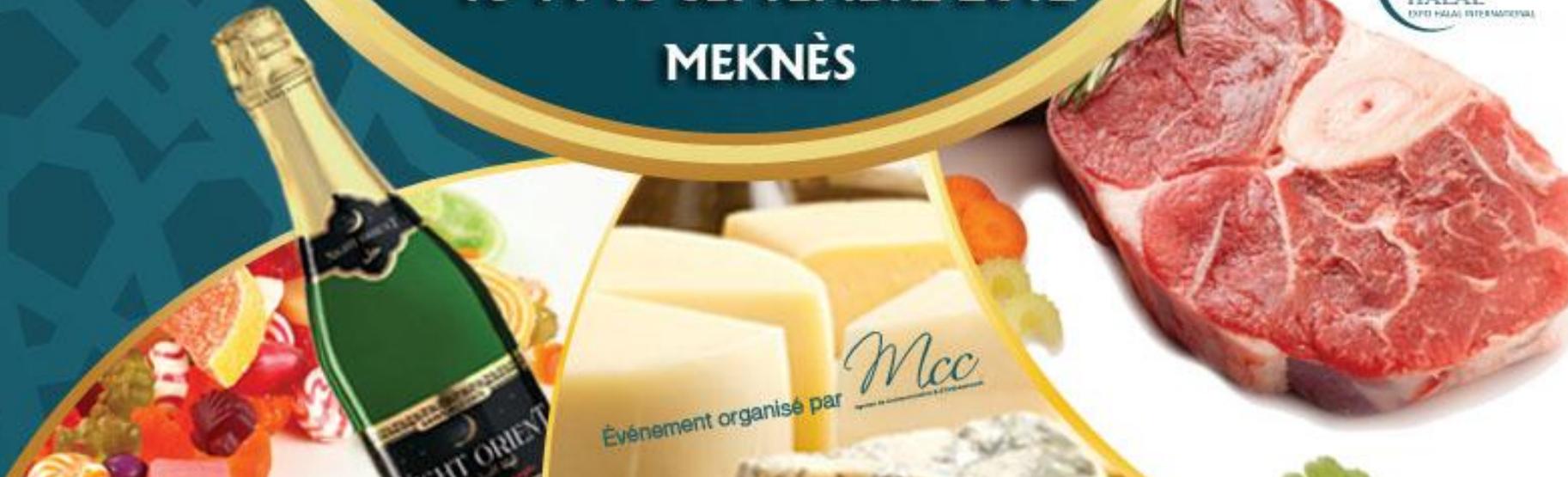
# EXPO HALAL INTERNATIONAL

AU SERVICE

DE 1,3 MILLIARD DE CONSOMMATEURS

13-14-15 SEPTEMBRE 2012

MEKNÈS



Événement organisé par

Mcc



## Create a major event for the halal sector

For the first time in Morocco is organized an international food exhibition entirely dedicated to export which will bring all the halal food actors together under one roof, from manufacturing process and ingredients right through to the finished product.

The launching of this business event has been motivated by the major official decisions taken during the halal labeling conference at the the last “France-Maghreb convention” 2011 under the High Patronage of His Majesty The King Mohamed VI.





## The labeling – The key of export

An official halal Label is going to be establish in Morocco which will allow the food industry professionals (both industrials and retailers) to provide millions of consumers the reassurance of certified genuine halal products.

Pioneered countries like Turkey, Malaisia, France or Belgium... will be invited to feed back their halal labeling experience during the exhibition conferences in order to highlight the necessity to set up an official labeling and certification organization.

Moroccan authorities as well as concerned institutions are attended to communicate and debate about the current governmental directives but also to share their different backgrounds regarding halal issues with all the foreign participants.

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# A booming market!

- An estimated worldwide population of 1,3 billion Muslims
- A 500 billion \$ turnover
- A extraordinary growth rate reaching 10% per year (5% for bio market)

Expo Halal International answers the needs of a worldwide market which significant key figures are the sign of an opportunity to seize. More than ever is the halal sector attractive for the professionals who want to raise their business activity.

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## Develop business partnerships with foreign actors

The Kingdom of Morocco is today an economical hub which sits at a crossroads between Europe, Africa and Middle East offering major opportunities for local and foreign companies to meet business partners and develop their export activity, particularly in the halal food industry.

This strategic position is the reason why the Expo Halal International organization committee designated Morocco as the most appropriate place to launch such an international exhibition.

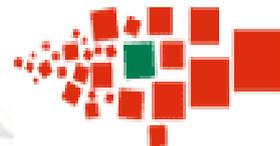




## The choice of Meknes

As a result of a partnership with the Investment Centre of Meknes (region of Meknes Tafilalet) , Expo Halal International first edition will be organized in this city which:

- Is located at the crossroads of many regions lying 50 km south of Fes
- Is served by the Casablanca / Rabat highway
- Enjoys an Agropolis extending over a total surface of 150 hectares with a halal dedicated area
- Is the location of many major food industry's head offices (slaughterhouses, oils producers...) and of the national School of Agriculture



المركز الجهوي للإستثمار  
centre régional d'investissement  
**Meknès - Tafilalet**

Meknes also welcomes every year the International Exhibition of Agriculture in Morocco (SIAM) which has emerged as the leading exhibition for agriculture in Africa, for its size, number of stakeholders and its professionalism (750 000 visitors on a 100 000m<sup>2</sup> area).



# An ambitious launching!

First professional and international food exhibition dedicated to the halal industry in Morocco

- A fully exhaustive food and multi specialist product offering
- A range of dedicated services for professionals (finance, insurance...)
- A program of conferences to provide visitors with the appropriate keys to enter the halal market successfully and also to debate about its main current issues as labeling
- The place to discover the Moroccan halal offer and its innovations as well as the international new trends of the sector

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# Visitors profile

We target the professionals which are:

1) decision makers 2) looking for new suppliers or business partnerships

-Traders

-Retailers

-Institutionals

-Food and ingredients manufacturers

-Catering

- Services

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# Conferences

Innovation and market regulations drive the food industry more than ever.

Expo Halal International proposes a program of targeted conferences focused on the major challenges faced by the global halal food industry.

As one of the underlying Expo Halal International theme, innovations and trends will be present at exhibition conferences and on exhibitors' stands as well as the labeling issue which is the reason to be of the exhibition.

Moroccan as well as foreign participants will share their opinions and debate about the different process and solutions that Moroccan government should establish in the next few years in order to facilitate its halal industry to access the international marketplace.

Expo Halal International is also the event chosen by the major Moroccan professionals to form their official "Halal Club" in order to strengthen the weight of his business sector which highly needs to be structured.

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# Expo Halal International awards

Innovative products that are particularly successful in their domestic markets will be rewarded with a Expo Halal International award :

- International halal labels
- International BtoB initiatives
- Traceability systems
- Marketing, distribution and other management process for halal development Halal products and services
- (...)



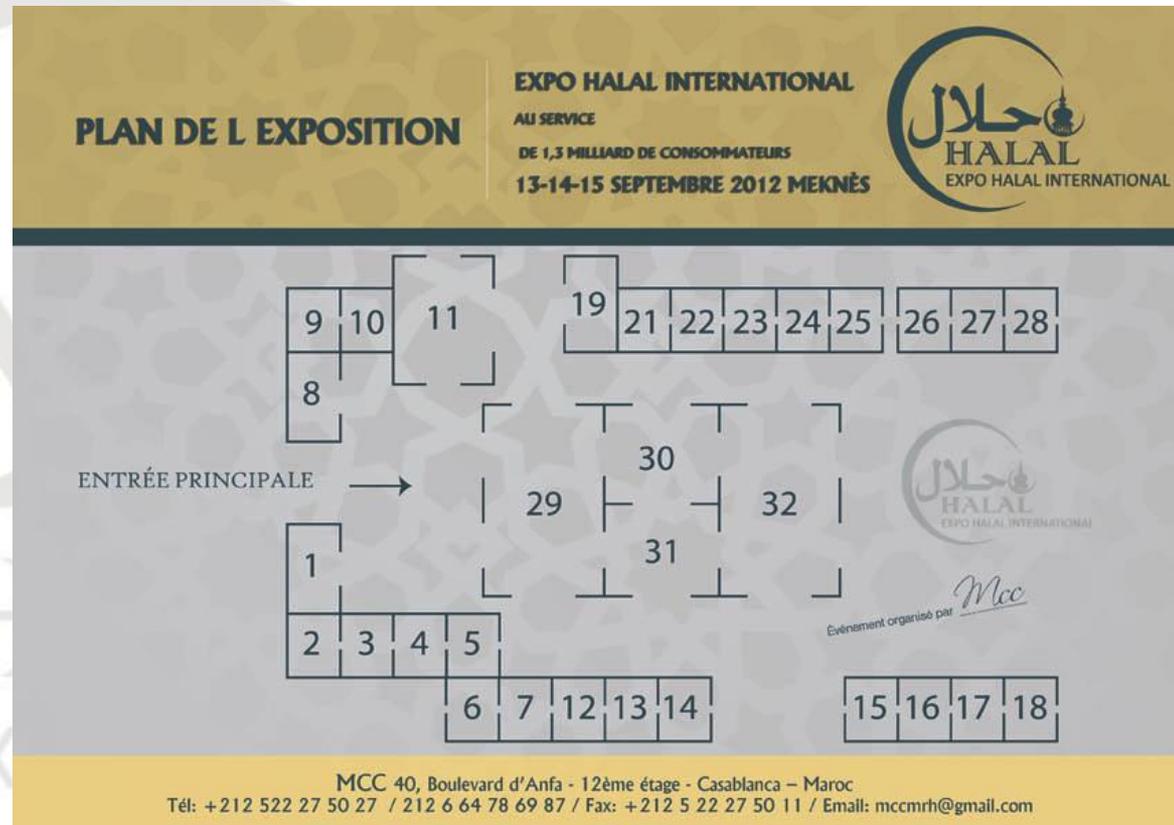
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# Exhibition's lay out

The organization committee designed an optimized map in order to offer all the exhibitors the best visibility on the exhibition and also created a dedicated area for b to b meetings.





# Your participation





## Official sponsor pack - 15 000 € HT

- 12sqm fitted or bare stand
- Your logo on every official Expo Halal International communication media\*
- 2 pages in the official catalogue
- A dedicated time during a plenary conference
- 6 invitations to the conferences
- 6 invitations to the official Expo Halal International cocktail and diner
- The complete data base of the exhibition at your disposition

### **Included:**

- Airport / hotel transfers
- 3 rooms / 3 nights / breakfast in a 5\* hotel

\*Website, e-banners, visitor badges, catalogue...

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## Exhibitor pack – 3000€

- A 6sqm bare or fitted stand (for additional space, please contact us)
- 2 pages in the official catalogue
- Your logo on the official Expo Halal International communication media\*
- 2 invitations to the official Expo Halal International cocktail and diner
- The complete data base of the exhibition and the documentation of the conferences at your disposition

### Included

- Airport / hotel transfers
- 3 nights / breakfast for 1 person

\*Website, e-banners, visitor badges, catalogue...

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## Communication pack - 1000 € HT

- Visitors badges
- Your logo on a selection of official Expo Halal International communication media
- 2 pages in the official catalogue
- Access to the conferences
- Invitation to the official Expo Halal International cocktail and diner
- The complete documentation of the conferences at your disposition

## Conferences participant - 200 € HT

- Visitor badge
- Your contact and details in the official catalogue
- Access to the conferences
- Invitation to the Expo Halal International business lunch and diner
- The complete documentation of the conferences at your disposition

Airport transfer and hotel booking on demand



# Your contacts on EXPO HALAL INTERNATIONAL



Turkey sales agency:

GR EVENTS

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

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