



**BAHRAIN  
HALAL  
EXPO 2024**



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

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

**Sponsors:**



**Officially Supported By:**



**Organised By:**



**Local Media Partner:**



**Industry Lead Partners:**



**Charity Partner:**



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www.BahrainHalalExpo.com

# 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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for the world

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بيت التمويل الكويتي  
Kuwait Finance House  
البحرين ش.م.ب (م) (c) Bahrain B.S.C.



alBaraka

مجموعة ترافكو ش.م.ب.  
Trafco Group B.S.C.



# OFFICIAL PARTNERS



# SUPPORTING PARTNERS





VIETNAM  
HALAL CENTER

هذا من فضل ربي  
**noorwaqf**

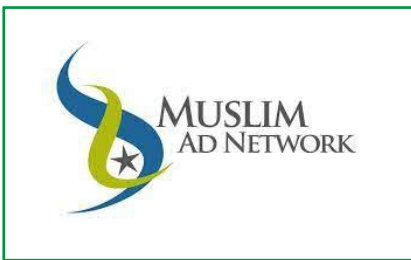




## CHARITY PARTNER



## MEDIA PARTNERS



# ADVISORY BOARD



**Shaikh Dr. Abdulatif Al-Mahmood**

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**

Member of board of the Kuwait Society for Halal Products Awareness



**Mr. Abdulrahim Naqi**

Coordinator of Bahrain Halal Expo



**Mr. Asad Sajjad**

Founder & CEO  
Halal Development Council



**Mrs. Zuraini Hasanuddin**

Founder, Malaysia International Marketing and Trade Chamber (MIMTC)



# ORGANISING COMMITTEE



**Mr. Abdulrahim Naqi**

Coordinator of Bahrain Halal Expo



**Mr. S. Ali Shubbar Jawad**

Director, Testing & Metrology  
Ministry of Commerce and Industry



**Mr. Ahmed Almahmood**

General Manager of Bahrain Islamic  
Association



**Mr. Hassan Hassani**

Checklist



**Ms. Zahra Baqer**

CEO  
Zari International  
Consultancy



**Mr. Mohammed Noor**

Founder & CEO of Halal Center of Commerce &  
Industry / noorwaqf

# 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

# EVENT AGENDA

Methods of Financing Halal Trade and Industry

Investment Opportunities in Halal Industry

Challenges and future prospects in the Halal Trade and Industry

Small and Medium Halal Enterprises

The importance of Trade Arbitration in Halal Trade

# First Day - Tuesday (6th February 2024)

7:30 am

**Registration in convention centre - Crown Plaza Hotel,  
Diplomatic Area**

9:00 am  
To  
11:00 am

## Opening Ceremony

Recitation from the Noble Quran

Opening Remarks



H. E. Dr Abdullatif Al-Mahmood  
Chairman of the Conference Organizing Committee  
President of the Islamic Association, Kingdom of Bahrain.



Dr Hani Mansour Al-Mazeedi  
Member of board of the Kuwait Society for Halal Products  
Awareness, State of Kuwait. (Why is this forum and its  
exhibition in the Kingdom of Bahrain?)



H.E. Mr Ihsan Ovüt  
Secretary General of SMIC (Standards and Metrology  
Institute for Islamic Countries)



H.E. Sheikh Ibrahim Khalifa Al Khalifa  
Chairman of the Board of Directors of the Accounting and  
Auditing Organization for Islamic Institutions (AAOIFI) and  
Chairman board of trustees of AAOIFI.



H.E. Mr Saud Bin Nasser Al Khusaibi  
President of GCC Standardization Organization (GSO)



H.E. Abdullah Adel Fakhro  
Minister of Industry and Commerce, Kingdom of Bahrain.

Distribution of awards of the event by H.E. Abdullah bin Adel Fakhro Minister of Industry and Commerce and Opening the Exhibition.

11:00 am  
To  
12:00 pm

## Bridging the Gap between Halal Industry & Islamic Finance



Ms Annamaria Aisha Tiozzo  
Founder & President  
World Halal Development - Halal Roma

## Chances of Haram Contamination in non-Halal Certified products- Halal Economy; Potential & Opportunities



Mr Asad Sajjad  
Founder & CEO  
Halal Development Council

## Evaluation of GMO Technology in Terms of Halal and Tayyib



Mr Habib D. Ghanim Sr.  
President of USA Halal Chamber of Commerce  
ISWA Halal Certification Department  
Vice President of World Halal Council

## Advance Scientific Tools for Halal Food Authentication



Prof. Dr Faqir Muhammad Anjum  
Former Vice Chancellor University of the Gambia, CEO  
IFANCA Pakistan Halal Apex Pvt. Ltd.

12:00 pm  
To  
3:30 pm

## B2B Meetings

### Lunch and Prayer Break

3:30 pm  
To  
5:00 pm

## First Panel Discussion: Investment Opportunities in Halal Trade Industry and Its Services and Halal (Tayyab) Fintech Economy

Discussions will encompass investment opportunities across the entire Halal value chain, from production to distribution and services. Participants will analyze the economic landscape of the Halal industry, emphasizing its potential for growth and profitability. Specific attention will be given to innovative financial technologies (FinTech) that align with Halal principles (Tayyab FinTech), examining the transformative role of technology in facilitating ethical and Shariah-compliant financial transactions within the Halal ecosystem. The panel will identify key sectors and projects offering attractive returns for investors, providing insights into market trends, regulatory considerations, and risk management strategies. The overarching goal is to offer a comprehensive perspective on the investment landscape within the Halal trade, industry, and FinTech economy, fostering a deeper understanding of the opportunities available in this rapidly evolving sector.

Session Chairman:



Mr. Ali A. Al Bastaki  
Founder and CEO  
Twsiat Consultant

Speakers:



Mr Ahmed Mohammed Buhazza  
An arbitrator and certified expert in technology and financial sciences from G.C.C Commercial Arbitration Centre



Mr Ehab Rashad  
General Manager of Mubasher Capital



Dr Mughees Shaukat  
Senior Manager AAOIFI



Dr Hani Mansour Al-Mazeedi  
Member of board of the Kuwait Society for Halal Products Awareness



Imam Dr Sheraz Ali  
Deputy chairman and lead auditor of the Darul Uloom Halaal Committee, Trinidad and Tobago, Caribbean Islands

General Discussions (Q&A)

5:00 pm

## Prayer Break

5:30 pm  
To  
7:00 pm

### Second Panel Discussion: Methods of Financing Halal Trade and Industry

The discussion will span traditional Islamic finance instruments such as Mudarabah and Musharakah, evaluating their compatibility with Shariah law. Sukuk issuance's role in capital mobilization for Halal projects will be examined alongside the potential of Islamic microfinance in supporting small and medium-sized enterprises in the Halal industry. The panel will also dissect trade financing mechanisms within Islamic banking, exploring how letters of credit can align with Shariah principles. The critical relationship between Islamic venture capital and Halal startups will be explored, emphasizing success stories and challenges. Regulatory frameworks, risk management, and innovative trends in Halal financing will be addressed, providing a global perspective on the collaboration between Islamic financial institutions and Halal industry players.

Session Chairman:



Mr Mohamed Jasim Ebrahim  
Head of Sharia coordination and implementation.  
Al baraka Islamic Bank, Kingdom of Bahrain.



Speakers:



Mr Hussain Sayed  
CEO of Safaghat



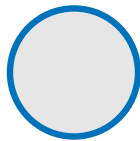
Shaikh Dr Abdul Naser Al Mahmood  
Head of Sharia Coordination & Implementation  
Khaleeji Bank



Dr Dawood Al Shezawi  
President of Annual Investment Meeting,  
Dubai (UAE)



Mr. Abdulaziz M. Al Mutlaq  
Regional Partner  
NavPass Co



Dr Bakri Abdulrahim Bashir  
Private Financial Consultant

General Discussions (Q&A)

## Second Day - Wednesday (7th February 2024)

9:00 am  
To  
10:30 am

### Third Panel Discussion: The importance of Trade Arbitration in Halal Trade and Industry Contracts and Agreements

The panel will explore the unique challenges and complexities associated with dispute resolution in this sector, emphasizing the need for efficient and Shariah-compliant arbitration processes. Topics will include the advantages of trade arbitration in resolving disputes promptly, maintaining confidentiality, and providing a neutral platform for resolution. Legal experts and industry professionals will share insights on best practices for drafting arbitration clauses, navigating cross-border disputes, and ensuring compliance with Shariah principles throughout the arbitration process. The overarching objective is to underscore the importance of a robust and specialized arbitration framework tailored to the nuances of Halal trade and industry, promoting fair and efficient resolution mechanisms for contractual disputes.

Session Chairman:



Dr Hisham Alasheeri  
Member of the Parliament. Kingdom of Bahrain.

Speakers:



Ms Aysha Abdulla Mutaywea  
Mena Chambers Bahrain Law Firm



Dr Abdel Gadir Warsama Ghalib  
Legal Advisor  
Warsama Consultancy



Prof. Dr Ali Al Ebrahim  
Vice President  
Regional CSR Network



Dr Zaki Al-Rubaei  
Head, Marketing & International Relations, GCC  
Standardization Organisation (GSO)

General Discussions (Q&A)

10:30 am  
To  
12:00 pm

### **Fourth Panel Discussion: Challenges and future prospects in the Halal Trade and industry and its services to small and medium enterprises**

Participants will delve into the unique challenges confronting small and medium-sized enterprises in the Halal industry, ranging from regulatory complexities and market access barriers to financial constraints. The discussion will also explore strategies for overcoming these challenges, including collaborative initiatives, government support programs, and technological innovations. Industry experts will share insights into emerging trends and opportunities that can propel SMEs toward sustainable growth in the dynamic landscape of Halal trade and industry. The panel aims to foster a dialogue on best practices, resilience, and innovation, offering a forward-looking perspective on how SMEs can navigate challenges and capitalize on future prospects within the evolving Halal market.

Session Chairman:



Mr Osama Al Khajah, CPA  
Chairman of Spire Technologies

Speakers:



Ms Elvina A. Rahayu  
Director of Assessment and Domestic & Foreign Affairs of LPH  
KHT Muhammadiyah from Indonesia



Prof. Dr Irwandi Jaswir  
Professor at IIUM, Malaysia



Annamaria Aisha Tiozzo  
Founder & President  
World Halal Development - Halal Roma



Dr. Abdul Hassan Al-Dairi  
Chairman Bahrain SMEs and The United International Small  
and Medium Enterprises Organisation (UNISMO)

General Discussions (Q&A)

12:00 pm  
To  
3:30 pm

## Lunch and Prayer Break

3:30 pm  
To  
4:30 pm

### First Workshop: Halal Bahrain System



Dr Fajur Sabah Al Saloom  
Animal Health Director  
Ministry of Municipalities Affairs & Agriculture, Kingdom of  
Bahrain

4:30 pm  
To  
6:30 pm

### Second Workshop: Halal Masterclass



By Prof. Dr. Irwandi Jaswir, professor  
from International Islamic Muslim  
University and the winner of King Faisal  
Prize for service to Islam

### Third Workshop: Entrepreneurship, Halal industry, trade and services



By Dr. Zakaria Al-Khanji, Management  
and leadership consultant in institutions  
and expert in sustainable human  
development

6:30 pm

**Closing of Bahrain Halal Expo 2024:** Recommendations and Future  
Expectations of the Halal Industry Forum and Exhibition.

# 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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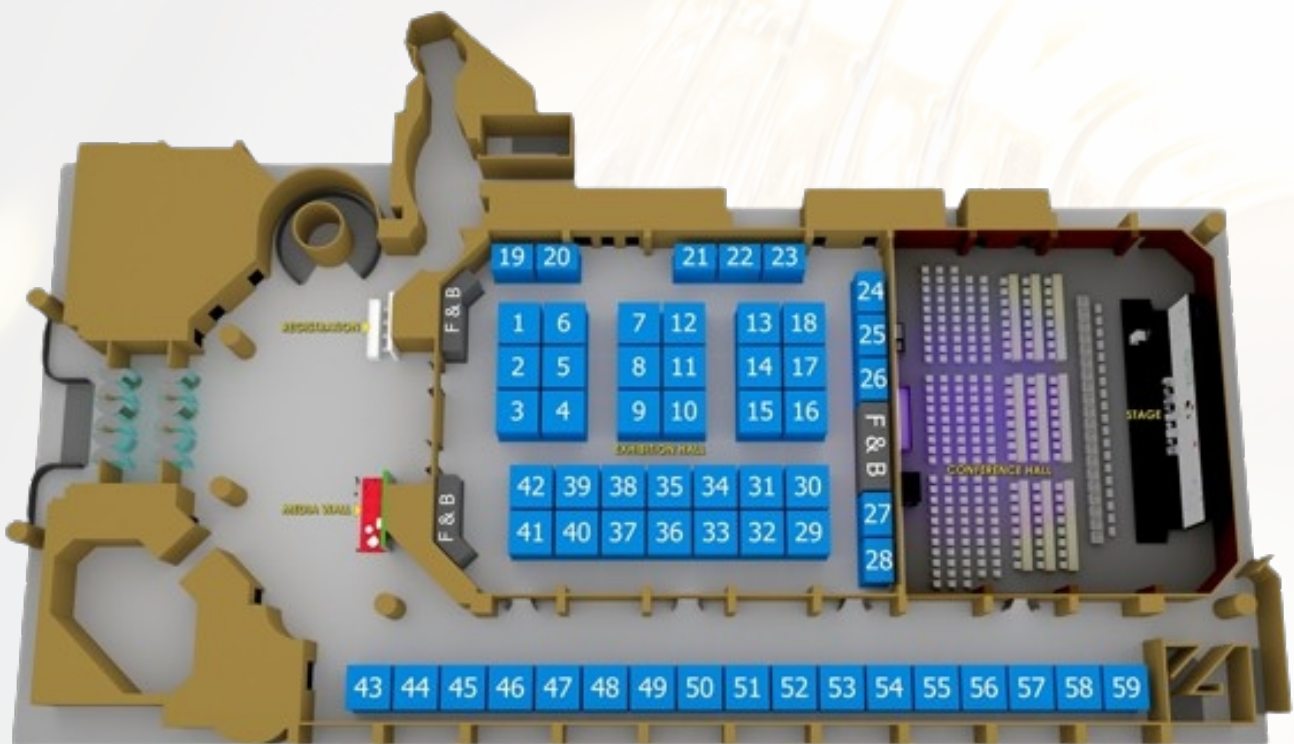


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# FLOOR PLAN



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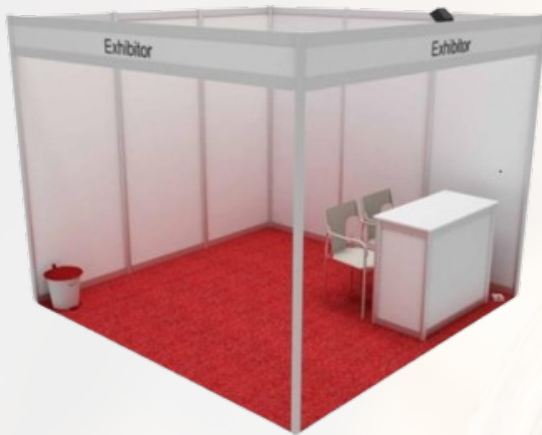
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## PACKAGES



### 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:

**265USD/sqm** (Includes 1 Free Conference Pass)

Option 2:

**285USD/sqm** (Includes 4 nights accommodation and 1 Free Conference Pass)

### 3x3sqm Bare Space:

Option 1:

**200USD/sqm** (Includes 1 Free Conference Pass)

Option 2:

**225USD/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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Organised By:



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

