



*Under the auspices of the*  
PRESIDENCY OF THE  
REPUBLIC OF TÜRKİYE



"World Halal Summit"

# 9<sup>th</sup> WORLD HALAL SUMMIT POST SHOW REPORT

23-26 NOVEMBER 2023

Istanbul Expo Center  
Yeşilköy / Istanbul / TÜRKİYE





Under the auspices of the  
PRESIDENCY OF THE  
REPUBLIC OF TÜRKİYE

ALAL  
EXPO 2023



ethexp  
Eurasia Tourism & Halal Expo



TÜRKİYE CUMHURİYETİ  
CUMHURBAŞKANLIĞI  
Kıymetlerinde



et  
Avrasya



The number is growing every day to meet growing demands and expectations.

Dear Guests, Dear Brothers and Sisters,

I would like to sincerely greet you with my appreciation and respect. Esselâmü Aleyküm Ve Rahmetullâhi Ve Berekâtüh.

I extend a warm welcome from the heart to my esteemed brothers and sisters to our beautiful culturally and geographically diverse Istanbul. I wish the 9th World Halal Summit and the Halal Expo be auspicious for our country and the Islamic world. I believe that the discussions during the summit will open new horizons for the companies, institutions, and consumers in the halal sector, strengthening it further. The business forums held in connection with the Halal Summit will lead to the establishment of new partnerships among our companies. The summit and exhibition, acknowledged as the largest global halal organization, will also pave the way for our country's companies to gain a larger share in the halal sector. Given the tension between Russia and Ukraine and the pandemic, we see every step taken to ensure food security as of strategic importance. I am of the opinion that the World Halal Summit, which will host around 40,000 guests, including 10,000 foreigners, will strengthen the food security of Islamic countries. On the other hand, the demand for halal-certified products and services is increasing due to their cleanliness, healthiness, and preference by Muslims. Today, the global halal market has reached a size exceeding 5 trillion dollars, covering sectors such as food, tourism, cosmetics, and finance. This figure continues to rise every day in line with emerging needs and expectations. Documentation and standardization are crucial both in ensuring access to halal-certified products and services for consumers and facilitating the international circulation of halal products and services. The activities of the Islamic Countries Standards and Metrology Institute, established in 2010, are vital in this regard. Once again, I invite all member countries of the Organization of Islamic Cooperation to join the institute to eliminate conflicts, disputes, and mistrust in halal certification. By establishing the Halal Accreditation Agency in our country in 2010, we have demonstrated our commitment to this issue. By continuously supporting our institution and its activities, we will ensure that the halal sector attains the position it deserves in our country. I pray that God will help and support us. With these thoughts, I wish the 9th World Halal Summit and the Halal Expo a successful outcome and congratulate all our institutions that contributed to the organization. I greet you once again with affection and entrust you to Allah. Stay healthy and well...

**HE Mr. RECEP TAYYIP ERDOGAN**  
The President of the Republic of Türkiye



# WORLD HALAL SUMMIT





“World Halal Summit”

## Activities Held within the Scope of the 9th World Halal Summit;



**HALAL EXPO B2B  
PROGRAMS**



**TÜRKIYE - INDONESIA  
BUSINESS FORUM**



**TÜRKIYE-IRAN  
BUSINESS FORUM**



**TÜRKIYE-YEMEN  
BUSINESS FORUM**



**TÜRKIYE-MALAYSIA  
BUSINESS FORUM**



"Dünya Helal Zirvesi"

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REPUBLIC OF TÜRKİYE**



"World Halal Summit"



# World Halal Summit



**20**  
COUNTRIES



**55**  
SPEAKERS



**10**  
SESSIONS

The world's largest Halal event, the 9th World Halal Summit and Halal Expo 2023, organized under the Auspices of the Presidency of the Republic of Turkiye, was held at the Istanbul Exhibition Center from November 23rd to 26th, 2023. The event was organized by Discover Events in collaboration with the Standards and Metrology Institute for Islamic Countries (SMIIC), an affiliated organization of the Organization of Islamic Cooperation (OIC).

The opening Ceremony was conducted by Mr. Emre ETE, World Halal Summit Council Vice President, the official inauguration of the event was followed by the speeches of H.E Mr. İhsan Övüt, Secretary-General of SMIIC, Mr. Kamil Samigullin, Mufti of Tatarstan, Mr. Orkhan Mammadov, President of KOBİA, Mr. Yousef H. Alkhalawi, Secretary-General of ICCIA, and Prof. Dr. Ömer Bolat, Minister of Trade of the Republic of Turkiye, followed by the recitation of the Holy Qu'ran.

On November 25, 2023, the Plenary session organized within the scope of the World Halal Summit was held, where successive keynote speakers including Mr. Mahmut Sami Şahin, Chairman of the SMIIC Board of Directors, Mr. Isiaka Abdulkadir Imam, Secretary-General of D8, Prof. Dr. Ahmet Gümen, Deputy Minister of Agriculture and Forestry of the Republic of Turkiye, Dr. Ahmad Sengendo, Deputy Secretary-General of the OIC, Dr. Çetin Ali Dönmez, Deputy Minister of Industry and Technology of the Republic of Turkiye. The session concluded with a video message from the President of the Republic of Turkiye, H.E Mr. Recep Tayyip Erdoğan.

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EVENTS

ASEL ULUSLARARASI FUAR HİZMETLERİ





# OUR KEYNOTE SPEAKERS



**Prof. Dr. Ömer BOLAT**  
Minister of Trade of the  
Republic of Turkiye



**Yucef H. ALKHALAWI**  
Secretary-General of ICCIA



**Orkhan MAMMADOV**  
President of KOBİA



**Kamil SAMİGULLİN**  
Mufti of Tatarstan



**H.E Mr. İhsan ÖVÜT**  
Secretary-General of SMIIC



**Emre ETE**  
World Halal Summit  
Council Vice President



## SESSION 1: HALAL INFRASTRUCTURE FOR GLOBAL HALAL ECONOMY



**Mufti Syed  
Fazal ur Rahim**  
Lecturer, Department of  
Commerce Law, Superior  
University, Pakistan



**Asad Sajjad**  
CEO, Halal Development  
Council, Pakistan



**Javier Albarracin  
Corredor**  
Director, Barcelona  
Halal Services, Spain



**Dr. Riadh Soussi**  
Assistant Secretary General,  
SMIIC General Secretariat



**Diouf Deneba,**  
Associate Director,  
Halal Senegal



**Nour Sani Hanga**  
Chairman, Nigeria Technical  
Committee on Halal, Nigeria



**Dr. Damir Alihodžić**  
Director, Agency for Halal Quality  
Certification, Bosnia and Herzegovina



## SESSION 2: HALAL SUPPLY CHAIN



**Kartika Listriana**

Assistant Deputy Minister for  
Strengthening Regional  
Competitiveness, Indonesia



**Dr. Harlina Suzana Ja'afar**

Associate Professor,  
Centre for Halal  
Management and Business  
Innovation, Malaysia



**Dr. Irwandi Jaswir**

International Institute for  
Halal Research and Training  
(INHART), Malaysia



**Dr. Emi Normalina Omar**

Senior Lecturer of Transport  
and Logistics, Malaysia

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## SESSION 3: BUILDING BLOCKS OF HALAL ECONOMY



**Fehmi Tutulmaz**  
Head of International Banking,  
Ziraat Katılım Türkiye



**Ali Erdurmuş**  
SPK Vice President



**Levent Bilgin**  
Endeks Direktörü  
Borsa İstanbul



**Kamagate Ibrahim**  
CEO, Halal certification  
Côte d'Ivoire



**Noaman Abdul Majid**  
CEO, Wixeman Strategic  
Business Wisdom





## SESSION 4: REAL SECTOR ACCESS TO PARTICIPATING FINANCE IN HALAL ECONOMY



**Ferhat Öztürk**

Kuveyt Türk Corporate and  
Commercial Marketing Group Manager



**Dr. Meneşe Özdemir  
Dilidüzgün**

Halk Yatırım Corporate  
Finance Manager



**Dr. Melih Turan**

CEO, Macellan



**Fatih Gökyurt**

KOSGEB vice president



**Dr. İlkey Gültaş**

Istanbul Strategy Senior Partner

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## SESSION 5: HALAL FOOD - NEW APPROACHES



**Dr. Awal Fuseini**

Agriculture and Horticulture  
Development Board, Coventry, UK



**Yusuf A.R. Khan (Mufti)**

CEO, SANHA Halal Associates  
Pakistan Pvt. Ltd



**Dr. Mian N. Riaz**

Associate Dept. Head and  
Holder of the Professorship in  
Food Diversity, Texas A&M  
University, USA



**Dr. Benjamin  
Muhamedbegović**

Associate professor, University of  
Tuzla, Faculty of Technology,  
Bosnia & Herzegovina



**Müftü Naeem Shahid**

Director General, International  
Islamic institute of Halal, Cultural,  
Social and Spiritual Sciences, Pakistan



**Ezgi NASUHBEYOĞLU**

Engineer, HAK  
(Halal Accreditation Agency),  
Türkiye

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## SESSION 6: NEW POTENTIALS FOR GLOBAL HALAL ECONOMY - HALAL TOURISM



**Dr. Aldin Dugonjić**  
CEO, Center for Halal Quality  
Certification, Zagreb



**Dr. Francesca Leone**  
CEO, B&B Salento Group, Propriety  
Manager, Islamic Tourism Expert  
and Halal Kitchen, Italy



**Desliana Nur Ismet**  
Former Vice General Secretary  
of The Association of Indonesian  
Muslim Entrepreneurs HIPKA,  
Member of Indonesian Chamber  
of Commerce & Industry



**Soumaya Hamdi**  
Founder & CEO,  
Halal Travel Guide, UK



## SESSION 7: HALAL TESTING & ANALYSES OF HALAL PRODUCTS



**Dr. Syed Ghulam  
Musharraf**

H.E.J. Research Institute  
of Chemistry International Center  
for Chemical and Biological  
Sciences (ICCBS), Pakistan



**Raafqi Ranasasmita**  
Corporate Secretary Manager,  
LPPOM MUI, Indonesia



**Dr. Mufti Sayed  
Arif Ali Shah Alhusaini**

General Manager, Halal  
Certification, Testing and Research  
Services, (HCTRS), Pakistan



**Dr. Mohammed  
Ali Al Sheikh**  
SMIIC General Secretariat



**Dr. Can Türk**  
Lokman Hekim University  
Halal Product Application and  
Research Center, Türkiye

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## SESSION 8: GLOBAL HALAL DIGITALIZATION AND INNOVATION ARTIFICIAL INTELLIGENCE (AI)



**Dr. Firdaus Fanny  
Putera Perdana**  
Senior Associate at IPMI  
Business School Case Center



**Dr. Nazım Zaman**  
Al Akram Trust, UK



**Datuk Seri Mohd  
Rizal bin Mohd Yusuf**  
Group Executive  
Chairman, Euro Jasmine  
Holding Sdn Bhd, Malaysia



**Murat TAŞARSU**  
Specialist, SMIIC General Secretariat



**Datuk Fadzli Abdul Wahit**  
Senior Vice President, Digital Industry  
Development, MDEC, Ministry of  
Communications & Digital Malaysia

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## SESSION 9: HALAL LIFESTYLE- A BETTER QUALITY OF LIFE



**Dr. Fatma Kalpaklı**

Selçuk University, Faculty of Letters,  
English Language and Literature,  
Konya, Turkiye



**Melody Amal  
Khalil Kabalan**

International Relations Department  
and Co- Director.  
The Halal Catering Argentina  
(Halal Certification Body)  
member of the World Halal Council



**Saeeda Ahmed**

Halal Space and H.H, UK



**Marat Nizamov**

Rusquality, Russia

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# OUR PLENARY SESSION KEYNOTE SPEAKERS



**Sn. Dr. Çetin Ali DÖNMEZ**  
Deputy Minister of Industry and  
Technology of the Republic of Türkiye



**Sn. Ahmet SENDENGO**  
Deputy Secretary-General of the OIC



**Sn. Prof. Dr. Ahmet GÜMEN**  
Deputy Minister of Agriculture and  
Forestry of the Republic of Türkiye



**Sn. Isiaka Abdulkadir IMAM**  
Secretary-General of D8



**Sn. Mahmut Sami ŞAHİN**  
Chairman of the SMIIC Board of Directors



**Sn. Emre ETE**  
World Halal Summit  
Council Vice President

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## 9th WORLD HALAL SUMMIT SPEAKERS TESTIMONIALS

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“Participating in the World Halal Summit 2023 as a Speaker was a truly enriching experience, as I had the opportunity to engage with experts, industry leaders, and stakeholders in the halal ecosystem. I shared insights on halal supply chain and integrating ESG for SDG achievements in sustainability. The summit provided a platform to discuss the latest trends, challenges, and opportunities in the global halal industry, and I believe that the collaborations and ideas shared will contribute to the continued growth and development of the halal sector on a global scale”.

**Dr. Emi Normalina Omar - Senior Lecturer of Transport and Logistics  
Department of Technology and Supply Chain Management, Universiti Teknologi MARA, Malaysia**

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“The World Halal Summit 2023 has allowed to put together a wide variety of expert points of view from all around the world. The halal world ecosystem is increasingly diverse, and the WHS has clearly presented this diversity, becoming a hub of people, ideas and potential cooperation projects”.

**Mr. Javier Albarracin Corredor - Director, Barcelona Halal Services, Spain**

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“From the staff, managers and organizers, the experience of the WHS has been wonderful as well as confirming that it is the place where agents, managers, and halal certifying bodies can get to know each other even better and establish ties of cooperation. Without a doubt, we find in the WHS organization and the beautiful city of Istanbul a starting point for global halal cooperation. I am very grateful to have been part of this tremendous event”.

**Ms. Melody Amal Khalil Kabalan - International Relations Department and Co- Director,  
The Halal Catering Argentina (Halal Certification Body) , member of the World Halal Council**

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“This was my first experience at WHS and also my first time in Istanbul. I found a city full of colours, sounds and always active, at every moment of the day and night. The very pleasant surprise was the efficiency of the organization of the summit and of the entire supply chain in welcoming us speakers. I have a lot of experience of trade fairs and seminars in Italy, but I have not encountered assistance and coordination like the one that all the WHS staff gave me in any other meeting, applause and respect for the entire organization”.

**Dr. Francesca Leone - CEO, B&B Salento Group, Propriety Manager, Italy**

## 9th WORLD HALAL SUMMIT SPEAKERS TESTIMONIALS

“Dear organizer of World Halal Summit, As salamu alaikum! I would like to convey my deep appreciation for being invited to participate as a speaker in World Halal Summit and meet you all there. All the compliments for impeccable program, organization and coordination. This was such an inspiring event and I am glad we all had chance to share the experience and great insights about halal tourism development, standardization, certification, accreditation, issues and halal industry overall. In this view there are great opportunities for collaboration and realization of various projects. Thank you for the invitation and hospitality you showed during my stay in Istanbul. Special thanks to Ms. Radhia Ouldchikh for wonderful hospitality and excellent coordination. Look forward to our future cooperation”.

**Dr. Aldin Dugonjic - CEO, Center for Halal Quality Certification, Zagreb Croatia**

“The World Halal Summit 2023 served as an outstanding platform for industry leaders, experts, and enthusiasts to convene and engage in insightful discussions on the latest trends, challenges, and opportunities within the halal sector. The diverse perspectives shared during the sessions and the attendees' high level of enthusiasm were particularly impressive. The summit's meticulous organization and flawless execution reflected the dedication and hard work of the OIC/SMIIC, WHS and DISCOVER EVENTS, organizing team, fostering a collaborative atmosphere that led to fruitful networking opportunities. The knowledge exchange during the summit is expected to significantly contribute to the advancement of the halal industry. The World Halal Summit continues to play a pivotal role in shaping the future of the halal market, and I eagerly anticipate future collaborations.”

**Dr. Mufti Sayed Arif Ali Shah Alhusaini - General Manager, Halal Certification, Testing and Research Services, (HCTRS), Pakistan**

“Participating as a speaker at World Halal Summit 2023, I am happy to provide information about “Sukuk from real sector perspective”, “Sukuk Market in Turkey” and to be together with people who work in the field of Halal. Wide ranges of topics on Halal were covered by distinguished speaker from all over part of the world. I was really impressed having such a valuable human resources on our concern. Thanks to all the organization team who contributed for their kindness and support.” **Dr.**

**Dr. Menevşe Özdemir Dilidüzgün - Halk Yatırım Corporate Finance Manager, Turkiye**

“Must appreciate that the event was very well organized and provided valuable insights global Halal industry”.

**Mr. Noaman Abdul Majid - CEO, WIXEMAN, UAE**

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# WORLD HALAL SUMMIT



# 9th WORLD HALAL SUMMIT DECLARATION

World Halal Summit (WHS) 2023, Istanbul under the theme “A Gateway to Global Halal Economy: Unveiling the Potentials”, Under the Auspices of the Presidency of the Republic of Türkiye, organized by Discover Events in cooperation with the Standards and Metrology Institute for Islamic Countries (SMIIC), and other relevant OIC institutions brought academics, researchers, stakeholders, professionals together with policymakers and pioneers of the halal industry by the attendance of prominent speakers in the halal field, throughout its sessions, the speakers focused on:

- Halal Infrastructure's influence on the Global Halal Economy
- Expanding the Halal Supply Chain globally
- Growth of the Halal Economy from varied viewpoints
- New strategies in the Halal Food industry
- Potential developments in Halal tourism and its impact on the Global Halal Economy
- Innovative Halal testing methods and analysis of Halal products
- Innovative Halal testing methods and analysis of Halal products
- Global Halal Digitalization aiming towards Artificial Intelligence (AI)
- The Halal Lifestyle and its global cultural significance

As WHS Organizing Committee, hereby declares:

**1.**Noting,

- The role of SMIIC in Halal Quality Infrastructure
- Development of Halal testing Methods by following the OIC/SMIIC standards

Entirely Promotes The joint efforts within the Standards and Metrology Institute for Islamic Countries (SMIIC) aimed at developing unified standards pertaining to Halal matters concerning products, services, certification, and accreditation, applicable across OIC and non-OIC regions worldwide.

**2.**Taking into consideration,

- The role of the Islamic financing infrastructures and their impact towards the growth of the Halal Economy
- The new potentials in regards to the development of Halal Tourism
- The importance in the use of the Halal testing methods effectively and appropriately

Highlights the importance of the support of innovative Digitalization Technologies and their good impact in the development of the Global Halal Economy

Put Emphasis on the importance of the Standards and the role of stakeholders as decisions-makers

Encourages the ongoing research within SMIIC technical committees aimed at establishing unified Halal testing methodologies.

Strongly Opposes any misuse of Halal for any motive or intent.

**3.** Recommends this declaration to political representatives, religious officials, producers, service providers, scientific and academic communities, halal certification bodies, institutions, trade and tourism chambers,

**4.**Emphasizes the significance of the global expansion of the Halal Economy and its positive influence on both Muslim and non-Muslim communities.

**5.**Expresses Gratitude to all organizers, speakers, supporters, exhibitors, and participants for their generous contributions.

**Istanbul, 26 November 2023**





14.772 m<sup>2</sup>  
NET STAND AREA



100+  
VISITOR  
COUNTRIES



30,000+  
TOTAL  
VISITORS

## HALAL EXPO 2023

The 9th World Halal Summit and Halal Expo 2023, the world's largest halal organization, took place under the auspices of the Presidency of the Republic of Türkiye. Organized in cooperation with the Standards and Metrology for Islamic Countries (SMIIC), and in coordination with the Islamic Centre for Development of Trade (ICDT), and other relevant Organization of Islamic Cooperation (OIC) institutions, the events were held at the Istanbul Expo Center on November 23-26, 2023. The organization received contributions and support from various ministries, including the Ministry of Trade, as well as relevant institutions and organizations.

The event aimed to provide the most suitable environment for participants from various sectors such as food, tourism, cosmetics, medicine, chemistry, finance, packaging, machinery, Islamic lifestyle, and conservative fashion to meet their commercial expectations. Participating countries included Azerbaijan, Bangladesh, Bosnia and Herzegovina, Algeria, Indonesia, Morocco, Ivory Coast, Palestine, Gambia, South Korea, India, the Netherlands, Honduras, Iraq, the United Kingdom, Iran, Spain, Cambodia, Cameroon, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Libya, Moldova, Malaysia, Egypt, Maldives, Nepal, Niger, Nigeria, Uzbekistan, Pakistan, Russia, Senegal, Sudan, Sri Lanka, Saudi Arabia, Somalia, Thailand, Yemen, Tunisia, Jordan, and Türkiye. In total, more than 450 local and foreign companies from 45 different countries showcased their products.

Held in Istanbul, a city with a central and global position, the exhibition served as an attractive and appealing platform for all countries engaged in halal production and consumption in the region.

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# HALAL EXPO 2023 STATISTICS



45  
EXHIBITOR  
COUNTRIES



450+  
EXHIBITOR



Azerbaijan



Bangladesh



Bosnia and  
Herzegovina



Algeria



Indonesia



Kenya



Kyrgyz Republic



Lesotho



Libya



Maldives



Morocco



Ivory Coast



Palestine



Gambia



South Korea



Malaysia



Egypt



Moldova



Nepal



Niger



India



Holland



Honduras



Iraq



United Kingdom



Nigeria



Uzbekistan



Pakistan



Russian Federation



Senegal



Iran



Spain



Cambodia



Cameroon



Kazakhstan



Somalia



Sri Lanka



Sudan



Saudi  
Arabia



Syria



Thailand



Tunisia



Türkiye



Jordan



Yemen

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# HALAL EXPO B2B MEETINGS



27  
PARTICIPANT  
COUNTRIES



300+  
HOSTED  
BUYER



2000+  
B2B  
MEETINGS



## SECTORS

- ★ Banking and Islamic Finance   ★ Consulting and Engineering Services   ★ Iron and Steel Industry   ★ Pharmaceutical Products
- ★ Education   ★ Industrial Equipment   ★ Food Processing and Packaging   ★ HORECA   ★ Innovation and Information Technology
- ★ Construction and Infrastructure   ★ Cosmetics and Personal Care   ★ Machinery and Industrial Equipment
- ★ Furniture   ★ Shipping and Logistics   ★ Health   ★ Agricultural Industry   ★ Textiles and Conservative Fashion
- ★ General Trade and Distribution   ★ Tourism and Health Tourism   ★ Food and drink

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# TÜRKIYE - IRAN BUSINESS FORUM

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# TÜRKİYE - YEMEN BUSINESS FORUM

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## MALAYSIA POCKET TALK

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## WORLD HALAL SUMMIT INTERNATIONAL CHEFS CUP

The International Chefs Cup held annually, simultaneously with World Halal Summit. This year the event was organized in collaboration with the World Platform of Islamic Countries Culinary Societies (WICS), the Confederation of All Chefs and Pastry Chefs (TAŞPAKON), and Discover Events at the Istanbul Expo Center. On November 23-26, 2023, 300 chefs from 41 countries competed in 27 different categories in this significant event. The participation included over 1000 chefs, including representatives from WICS member associations and country delegates, as well as representatives and members of federations and associations affiliated with TAŞPAKON. As a result of 3 days of competitions in various categories, the Tatarstan Republic of the Russian Federation claimed the "Üstüdan-ı Matbah-ı Has" class cup, a 1.5 meters tall and 20 kg in weight. In the international teams category, Türkiye took the first place, followed by the Republic of Tatarstan of the Russian Federation in second place, and Iran in the third place.



10  
PARTICIPANT  
COUNTRIES



300  
CHEFS



700  
COMPETITIONS



# SIMULTANEOUSLY WITH INTERNATIONAL CHEFS CUP COMPETITION

## CHEFS TALKS SESSIONS

- Malaysian Cuisine full of exotic flavors
- Let's get to know traditional Tunisian cuisine.
- Uzbek culture and Uzbekistan cuisine
- Turkish cuisine culture and its importance from the Ottoman Empire to the present day
- Arabic food and the importance of Saudi Arabian Cuisine
- Azerbaijani cuisine and its importance for Turkish cuisine
- Anatolia and Kazan Eating and drinking culture in Tatar Turkish traditions
- What should be the place and promotion of Halal Cuisines in the World
- Slow Food within the scope of Sustainable Gastronomy
- Geographically indicated dishes and their importance in countries

## WORKSHOPS

Tastes From Anatolian Lands with their Stories  
Living Kitchen from Past to Future Gluten-Free  
Life and How to Create Awareness

## WORKSHOPS

Chigkofte show  
Baklava Show  
Myhlama Show  
Introduction of Black Sea region Cuisine (Hazelnut dessert,  
Sakarca pastry, Beetroot soup)  
Living Kitchen and From the Past to the Future

## COMPETITION OF SMALL CHEFS

Special children made their own cakes in the kitchen with famous chefs and our chefs were given certificates, medals and gifts.

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18.417,565

Reaches

9.327.189,62 ₺

Advertising Budget

4.848,698

Circulation



171

Printed Advertisement



2402

Local Press Internet



88

TV-RADIO



1825

Foreign Press Internet

MEDIA COVERAGE



## HALAL BUSINESS MAGAZINE

Within the scope of the World Halal Summit, the "Halal Business" magazine is regularly printed in 10,000 copies each year and distributed for free to all international visitors attending the event. Additionally, it is shared during all visits to institutions and organizations throughout the year.

The main topic of the magazine is to inform the reader about the halal economy, highlighting Türkiye's prominence in this regard through interviews with authorities and emphasizing its central position. Published bilingually in Turkish and English, our magazine includes interviews with government officials, including heads of state and ministers, from countries participating in the summit and concurrent events. Furthermore, the Halal Business magazine stands out among the highest-qualified magazines in Turkey by publishing country reports. We aim to transform our magazine into a continuous publication in 2024, ensuring its presence in stores and creating opportunities for distribution at important events.



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"Dünya Halal Zirvesi"



"World Halal Summit"



# WE EXTEND OUR SINCERE GRATITUDE TO THE MAIN STAKEHOLDERS

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**THE STANDARDS AND METROLOGY  
INSTITUTE FOR ISLAMIC COUNTRIES**

**THE ONLY ORGANIZATION  
PREPARING A COMMON STANDARD  
FOR ISLAMIC COUNTRIES AND THE  
WHOLE ISLAMIC WORLD**



**THE ORGANIZATION OF  
ISLAMIC COOPERATION**  
**THE LARGEST INTERNATIONAL  
ORGANIZATION AFTER THE  
UNITED NATIONS WITH 57 MEMBERS**

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