



Thworld Halal Summit Post Show Report

23-26 NOVEMBER 2023

Istanbul Expo Center Yeşilköy / Istanbul / TÜRKİYE





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





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

















World Halal Summit



20 COUNTRIES



55 SPEAKERS

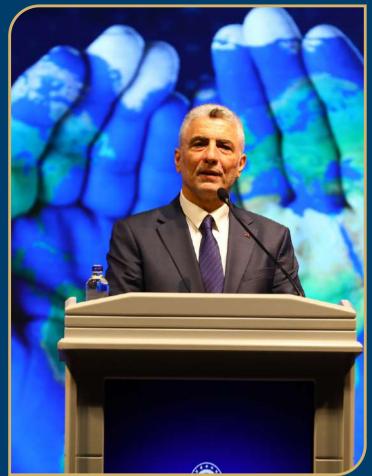


10 SESSIONS The world's largest Halal event, the 9th World Halal Summit and Halal Expo 2023, organized under the Auspices of the Presidency of the Republic of Turkiye, was held at the Istanbul Exhibition Center from November 23rd to 26th, 2023. The event was organized by Discover Events in collaboration 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.

















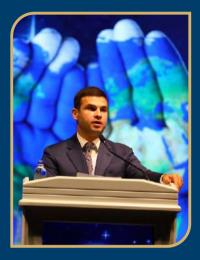
OUR KEYNOTE SPEAKERS



Prof. Dr. Ömer BOLATMinister of Trade of the
Republic of Turkiye



Youcef H. ALKHALAWI
Secretary-General of ICCIA



Orkhan MAMMADOVPresident of KOBİA



Kamil SAMİGULLİN

Mufti of Tatarstan



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



Emre ETEWorld 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 SoussiAssistant Secretary General,
SMIIC General Secretariat



Diouf Deneba, Associate Director, Halal Senegal



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



Dr. Damir AlihodžićDirector, Agency for Halal Quality
Certification, Bosnia and Herzegovina

















SESSION 2: HALAL SUPPLY CHAIN



Kartika Listriana

Assistant Deputy Minister for Strengthening Regional Competitiveness, Indonesia



Dr. Irwandi Jaswir

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



Dr. Harlina Suzana Ja'afar

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



Dr. Emi Normalina Omar

Senior Lecturer of Transport and Logistics, Malaysia

















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 ÖztürkKuveyt Türk Corporate and
Commercial Marketing Group Manager



Dr. Menevşe Özdemir DilidüzgünHalk Yatırım Corporate
Finance Manager



Dr. Melih TuranCEO, Macellan



Fatih Gökyurt KOSGEB vice president



Dr. İlkay Gültaş Istanbul Strategy Senior Partner

















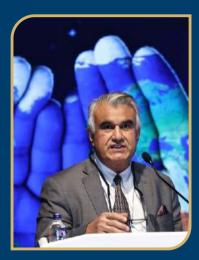
SESSION 5: HALAL FOOD - NEW APPROACHES



Dr. Awal FuseiniAgriculture and Horticulture
Development Board, Coventry, UK



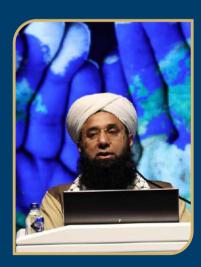
Yousuf A.R. Khan (Mufti) CEO, SANHA Halal Associates Pakistan Pvt. Ltd



Dr. Mian N. RiazAssociate Dept. Head and
Holder of the Professorship in
Food Diversity, Texas A&M
University, USA



Dr. Benjamin MuhamedbegovićAssociate professor, University of Tuzla, Faculty of Technology,
Bosnia & Herzegovina



Müftü Naeem ShahidDirector General, International
Islamic institute of Halal, Cultural,
Social and Spiritual Sciences, Pakistan



Ezgi NASUHBEYOĞLUEngineer, HAK
(Halal Accreditation Agency),
Türkiye

















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



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



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



Desliana Nur IsmetFormer 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 AlhusainiGeneral Manager, Halal
Certification, Testing and Research

Services, (HCTRS), Pakistan



Dr. Mohammed Ali Al SheikhSMIIC General Secretariat



Dr. Can TürkLokman Hekim University
Halal Product Application and
Research Center, Turkiye

















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



Dr. Firdaus Fanny Putera PerdanaSenior Associate at IPMI
Business School Case Center



Dr. Nazım Zaman Al Akram Trust, UK



Rizal bin Mohd YusufGroup Executive
Chairman, Euro Jasmine
Holding Sdn Bhd, Malaysia



Murat TAŞARSUSpecialist, SMIIC General Secretariat



Datuk Fadzli Abdul WahitSenior Vice President, Digital Industry
Development, MDEC, Ministry of
Communications & Digital Malaysia

















SESSION 9: HALAL LIFESTYLE- A BETTER QUALITY OF LIFE



Dr. Fatma KalpaklıSelçuk 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

















OUR PLENARY SESSION KEYNOTE SPEAKERS



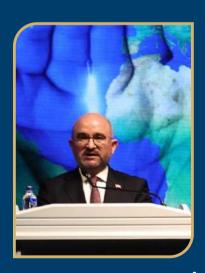
Sn. Dr. Çetin Ali DÖNMEZDeputy Minister of Industry and
Technology of the Republic of Turkiye



Sn. Isiaka Abdulkadir IMAMSecretary-General of D8



Sn. Ahmet SENDENGODeputy Secretary-General of the OIC



Sn. Mahmut Sami ŞAHİNChairman of the SMIIC Board of Directors



Sn. Prof. Dr. Ahmet GÜMENDeputy Minister of Agriculture and
Forestry of the Republic of Turkiye



Sn. Emre ETEWorld Halal Summit
Council Vice President



9th WORLD HALAL SUMMIT SPEAKERS TESTIMONIALS

"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".

gistics laysia
singly
Spain
lay sin

"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

"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





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
- $\bullet \ \ Development of Halal testing Methods by following the OIC/SMIIC standards$

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

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

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

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

 $Strongly\,Opposes\,any\,misuse\,of\,Halal\,for\,any\,motive\,or\,intent.$

- **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.
- $\textbf{5.} Expresses\ Gratitude\ to\ all\ organizers, speakers, supporters, exhibitors, and\ participants\ for\ their\ generous\ contributions.$

























 $14.772~\text{m}^2$





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 Türkye. 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 Turkiye. 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.





















HALAL EXPO 2023 STATISTICS



































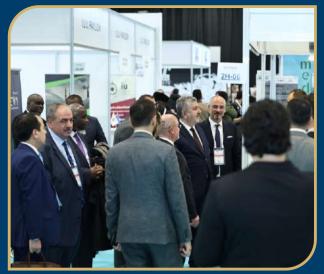


HALAL EXPO B2B MEETINGS



SECIO

- **★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 Fashon
 - ★General Trade and Distribution ★Tourism and Health Tourism ★Food and drink Organized by:









































































UNYA AŞÇILAR ŞAMPİYONASI'NA O CE LD ÎNÎ









WORLD HALAL SUMMT INTERNATONAL 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-1 Matbah-1 Has" class cup, a 1.5 meters tall and 20 kg in weight. In the international teams category, Turkiye took the first place, followed by the Republic of Tatarstan of the Russian Federation in second place, and Iran in the third place.

























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.



18.417,565 Reaches

9.327.189,62 Advertising Budget

4.848,698

Circulation



171 Printed Advertisement



2402

Local Press Internet





1825

Foreign Press Internet



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 Turkiye'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.







WE EXTEND OUR SINCERE GRATITUDE TO THE MAIN STAKEHOLDERS



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





OUR SPONSORS



We highly appreciate the valuable contribution of our sponsors and supporters in 2023 edition





27-30 NOVEMBER 2024

ISTANBUL EXPO CENTER



See You Next Year







ASEL ULUSLARARASI FUAR HİZMETLERİ 15 Temmuz Mahallesi Gülbahar Cad. 1436. Sok. No: 4 Bağcılar / İSTANBUL T: +90 (212) 485 82 10 F:+90 (212) 485 55 79 info@discoverevents.com.tr

The expo is organized under the authorization of TOBB according to the Law 5174.