



INTERNATIONAL HALAL FOOD  
& HOSPITALITY EXPO 2020  
**3-5 NOVEMBER 2020**

*Halal for all*



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# ABOUT IHFHEX

## HALAL FOR ALL

Pandemic poses challenges globally. Travelling to other countries is not allowed, affecting the businesses. IHFHEX Virtual Platform is timely to open up opportunities and connect to the world halal community and its supply chain. It will be a pool of halal products and services that gives access to global players, providing their business the advantage to tap into the expanding industry globally.

We aim to be the windows of the world when it comes to Halal Food & Hospitality. Food & Hotel Malaysia (FHM) has established itself as Malaysia's No.1 Food & Hospitality trade show, being in the industry for almost 30 years. With the synergy and support of FHM, IHFHEX 2020 is going to be the perfect sourcing ground for Halal Food & Hospitality globally.

### *Global Islamic Economy Key Drivers*

*Muslim consumers globally, while culturally diverse and geographically distributed, drive a cohesive two-trillion-dollar market opportunity across a range of lifestyle products and services, impacted by Islamic faith inspired ethical needs, and collectively known as the "Islamic Economy."*

*(Original published in the STATE OF THE GLOBAL ISLAMIC ECONOMY REPORT 2019/20)*

## FORECAST FIGURES



100  
EXHIBITORS



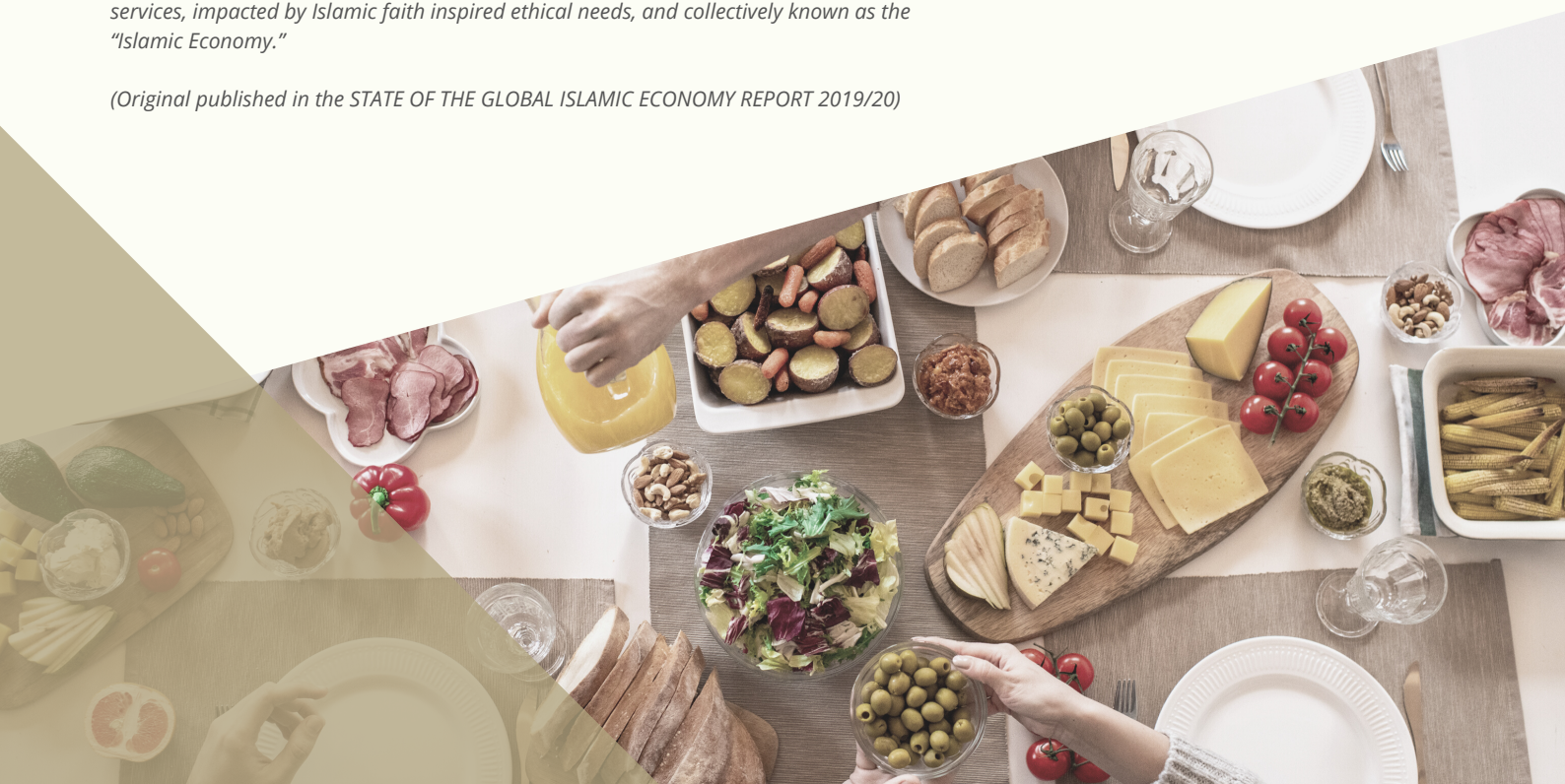
> 2000  
VISITORS



300  
DELEGATES



RM5 MILLION  
BUSINESS  
GENERATED







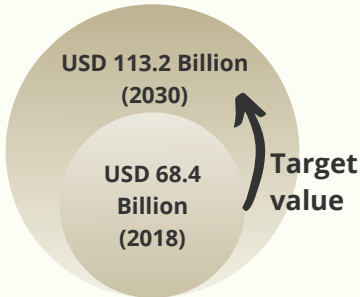
# GLOBAL HALAL INDUSTRY LANDSCAPE

The halal industry of today is booming, strong and robust. Globally, Muslim population is around 1.8 billion, i.e 23% of the total population, anticipate will increase up to 27% by 2050. Hence, the consumption on halal products is forecasted over USD 2.2 trillion worth.

The success story of Malaysia as the pioneer in the halal industry began in 1974. The first halal standards released in 2000 was an important milestone for Malaysia as it became the first country to have a documented and systematic Halal assurance system. In perspective of Malaysia's market value, halal industry is expected to reach US\$147.4 billion (approximately RM614.36 billion) by 2025, according to the Halal Industry Development Corporation (HDC).

Sources: Islamic Tourism Centre 2020, Malay Mail 2020, State of the Global Islamic Economy Report 2017/18

## MALAYSIAN HALAL MARKET



Malaysia halal core sectors made up of food & beverages, cosmetic & personal care, pharmaceutical and others. Among these, food & beverages makes up the largest portion of the halal sectors and is expected to grow from USD 51.9 bil (2018) to USD 85.2 bil (2030)

## Government Opportunity

OIC can experience 1% boost in GDP through Halal products trade

## Business Opportunity

New businesses or business units can feasibly generate over a billion dollars in revenues across Halal food space

## HALAL FOOD - GIE INDICATOR RATING

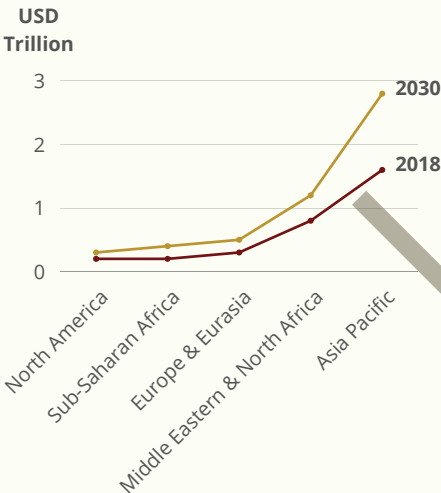
1. UAE
2. **MALAYSIA**
3. BRAZIL
4. AUSTRALIA
5. SUDAN
6. PAKISTAN
7. OMAN
8. BRUNEI
9. TURKEY
10. IRAN

## 2020 HOT SECTORS FOR GROWTH

- Halal Ingredients
- Halal Feed
- Halal Food Tech
- Meat Based Meals & Snacks
- Retail Concepts
- Halal Products e-commerce

OIC -Organization of Islamic Cooperation Source: Global Islamic Economy Report 2019/2020  
GIE- Global Islamic Indicator

## GLOBAL HALAL MARKET



Source: Data shown are reference to Halal Industry Master Plan 2030 by HDC



# WHY IHFHEX 2020

# SHOW PROFILE



## ADVANTAGE

Marketplace time is from 1400 to 2000 to suit greater audience from ASEAN, Asia Pacific, Middle East and Europeans as tremendous demand growth worldwide, targeting business visitors



## FACILITY

Utilise internal online/virtual platform – new norm



## CONTENT

Virtual Exhibition & Virtual Conference



## ENGAGE

Engaging global communities and industry through virtual exhibition to buy and sell on the global halal verified B2C and B2B lifestyle virtual marketplace.



## MISSION

Extend the halal proposition to a broader ethical impact proposition and align Halal accreditation with International stakeholders.

## HALAL INGREDIENTS

Organic & non organic, Additives, Concentrates, Condiments, Spices, Fillings, Toppings, Sauces, Seasonings

## HALAL FOOD

Halal food and beverages, Savories, Bakery, Pastry, Gelato, Canned and Processed Food, Frozen Food, Snacks, Candy, Non Alcoholic Drinks, Fruits, Vegetables, Organic Food, Juices, Oil, Premixes, Spreads, Dried Food

## HALAL MEAT

Meat, Poultry, Dairy products, Halal Feed, Seafood, Dried Meat, Livestock

## HALAL HOSPITALITY

Food technology, Retail Concept, Logistics, Processing, Packaging, Storage, Food Service, Hospitality Equipment, Training, Education, Quality Management, Certification and Standard

# ANTICIPATE THE BEST FROM IHFHEX!

## EVENT FEATURES

### VIRTUAL EXHIBITION

Halal Food and Hospitality Industry

### VIRTUAL CONFERENCE

Focus on Halal Certification, Islamic Finance & Halal Logistics/Distribution

## BENEFITS

### BRAND PRESENCE

Be seen internationally

### RELEVANCE

Participants in the related industries

### SEAMLESS

Utilising the virtual platform as an advantage of the current situation

### NETWORK

Connect with new suppliers, distributors, partners and agents





# WHY EXHIBIT?

## ONE STOP

Halal food and hospitality hub that connects globally

## EXPAND

Business Network through meeting scheduler, live chat and video calls

## DISCOVER

Virtual halal market trends through analytical reports which includes in booth traffic, buyers lead and visitor management data

## HOLISTIC

Approach and engagement in attracting the right audience in Halal Food & Hospitality industry

# EXHIBITORS' PROFILE

Companies involved in Manufacturing, Producing or Distributing the following products:

Bakery / Confectionery Retailers  
Catering (Industrial / Institutional)  
Consumables  
Convenience Store  
Department Store / Retail Store  
Drink Manufacturing / Processing Outlets  
Fast Food Outlet  
Food Manufacturing / Processing Outlets  
Grocery Store / Supermarket / Hypermarket /  
Hotel / Resort Management  
Leisure Package  
Poultry / Meat / Halal Meat / Halal Food  
Restaurant / Café Management  
Retail Equipment & Supplies Manufacturer  
Seafood / Fruits / Vegetables  
Sauces and Condiments  
System Integration / Distribution  
Tableware / Accessories / Hotel  
Tea and Coffee  
Trade Association and Trade Organization

*The Annual State of the Global Islamic Economy Report highlights the \$2.2 trillion opportunity across food, pharmaceutical and lifestyle sectors in serving the faith-inspired ethical needs of the world's 1.8 billion Muslim consumers. Expected to reach \$3.2 trillion by 2024.*

Source: Global Islamic Economy Report  
2019/2020

# WHY VISIT?

## DIVERSITY

of Halal business that we aim through the virtual platform will surely save the cost

## CONNECT

with global Halal industry communities through virtual marketplace for B2B and B2C opportunities

## SOURCE

targeted halal food & hospitality product and services anywhere, even at the comfort of your home

## EXPOSURE

on latest food and hospitality technology displayed by the industry players

# VISITORS' PROFILE

HALAL 2020 is the perfect platform to leverage upon industry's insights and knowledge coming straight from the experts, with the wider audience

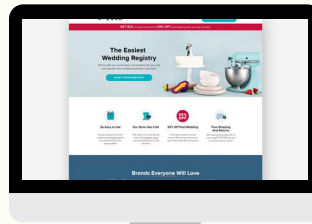
- Bakery & Confectionery
- Barista
- Beauty House
- Beverages
- Bottling / Canned / Packing Equipment
- Catering (Industrial / Institutional)
- Certification & Standard
- Chilling / Freezing, Frozen Food, Refrigeration
- Cleaning & Maintenance
- Confectionery, Sweets & Chocolate
- Distribution
- Fast / Fine Food
- Food Service
- Food technology
- Grocery Store / Supermarkets
- Hotels / Resort
- Hospitality Equipment
- Islamic Design & Concept
- Logistics Handling
- Muslim Friendly Services
- Muslim Friendly Spa
- Muslim Friendly Travel
- Processing, Packaging, Storage
- Purchasing
- Quality Management
- Retail Concept
- Syariah Compliances
- Training & Education
- Wholesalers

# WHY VIRTUAL PLATFORM?

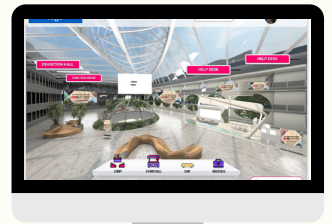
## THE POWER OF VIRTUAL

- Globally borderless - business opportunities at the comfort of your home
- Real time or Live content deliverance, product demos and presentations
- 1:1 meetings made easy at home or in the office
- Generate leads even prior and during the event
- Scheduled private discussion session through chat rooms
- Detailed event post event analytics

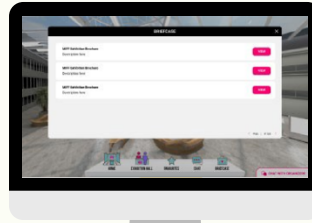
## THE PLATFORM OVERVIEW



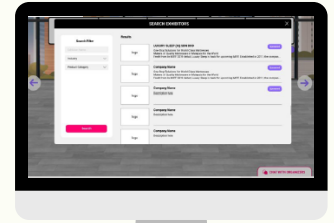
Landing page



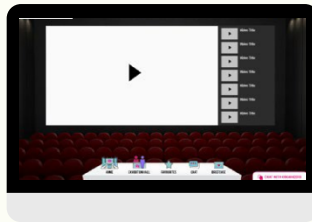
Lobby/ Homepage



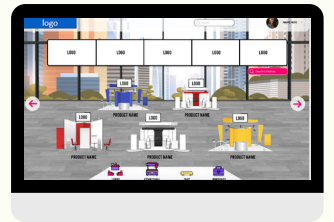
Quick Search



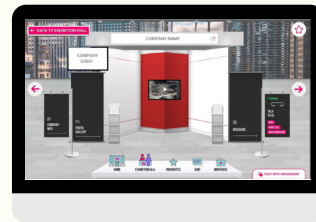
Feature Board



Event Room



Exhibition Hall



Booth

*\*Images shown are courtesy from demo unit*

## VIRTUAL FEATURES



DASHBOARD

- User accounts to manage buyers' request simultaneously
- Variety of booth designs
- Company profile



CONTENT MANAGEMENT

- Product Brochure
- Product Photos
- Customised Company/ Product Video



COMMUNICATION TOOLS

- Systematic Meeting Scheduler between Exhibitor & Visitor
- Live chat to entice business discussion
- Interactive Video Calls



ANALYTICS REPORT

- In Booth Traffic - business transactions happening
- Buyers' Lead from the business networking
- Detailed Visitor Engagement Data





## MARKETING EFFORTS & PROMOTION



- Email broadcast/EDM prior and during the event to 100k database



- Sharing the EDM across food show series under Informa Markets



- Website Marketing updates
- Show Daily - updates on what's happening



- Product Highlight Broadcast
- Social media platform – Facebook, LinkedIn, Instagram & Youtube



- Media Coverage
- Engage with media partners

**If you are interested in joining IHFHEX 2020, please click on the below:**

- Exhibit and Sponsorship

[Click here](#)

- Attend Conference

[Click here](#)

- Visit Show

[Click here](#)



**If you have further enquiry, please contact us at :**

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3-5 NOVEMBER 2020

# *Showcasing Asia's 1st Virtual Halal Food & Hospitality Expo*

powered by **Food & Hotel Malaysia (FHM)**



## *Halal for all*

SUPPORTED BY :



ORGANISED BY :



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