

Press Release

No.1/ Bangkok/ 18 September 2009

A new World of Halal to be held in conjunction with one of Asia's largest food & beverage trade show

Koelnmesse, organizer of Thaifex – World of Food Asia in Bangkok will hold a new trade fair and conference for the halal industry next year.

Halal products have become a major international market; it is the largest industry where religious values are upheld during the production and even consumption of the products. Asia, in particular, Indonesia, Pakistan, India, China, Singapore, Brunei, Thailand and West Asia has a collective Muslim population of approximately 1 billion. With an eye on this thriving market, Koelnmesse, organizer of the very successful Thaifex – World of Food Asia has launched World of Halal. The new event will be held in conjunction with Thaifex – World of Food Asia, 12 to 16 May 2010 at Impact Challenger Exhibition Center in Bangkok, Thailand.

Exhibitors from Thaifex – World of Food Asia who carry halal products can take advantage of this specialized trade fair to meet the halal industry for trade and networking. The exhibit profile of World of Halal covers various aspects of the industry, from food & beverage to cosmetics & pharmaceutical products, from tourism & hospitality to logistics to food technology & catering. Major food manufacturers like CP Food, Marigold and Malee are expected to be part of the exhibitors list.

A regional halal conference will serve as a separate avenue for networking and discussions. The three-day conference will be based on the exhibit profile of World of Halal. Industry experts will share their knowledge on the issues concerning halal certification in different countries as well as business relations within the industry. In addition, a chef competition will showcase the internationality of halal cuisine.

“Our strong partnership with the Department of Export Promotion and Thai Chamber of Commerce has proved very fruitful as seen from the continual



World of Halal
12 - 16 May 2010

www.world-of-halal.com

Contact:
Hazel Chan
Tel.
+ 65 6500 6731
Fax
+ 65 6294 8403
E- mail
h.chan@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
Fax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

success of Thaifex – World of Food Asia. Considering the growth of the halal market and the number of visitors interested in this sector, we are certain that World of Halal is in-line with industry demands,” said Mr Michael Dreyer, Vice President Asia Pacific of Koelnmesse.

World of Halal emerged from the Halal zone in Thaifex – World of Food Asia which has been part of the exhibit profile for the past few years. The sixth edition of Thaifex – World of Food Asia in 2009 attracted 21,101 trade visitors who conducted business with 988 exhibitors from 21 countries/ regions. Among the top 20 countries represented by the visitors in 2009, the Muslim population in these countries is about 500 million, making up 30% of the global Muslim population. The list of countries includes Indonesia, India, Iran, China, Malaysia, USA, Philippines, Thailand, UAE, Germany, UK and Israel. In addition, around 30% of the trade mission delegates under the invitation of the Department of Export Promotion were from countries with strong Muslim populations.

The Halal Market

The global Halal market is expanding tremendously. The Muslim population which is currently at about 1.8 billion people, is growing at a robust rate of 2.9 percent, and is expected to account for 30 percent of the world’s population by 2025. With the increase in the Muslim population, Halal food can easily be worth 20 percent of the total world trade’s food products in the future. There is also a growing interest in halal products from non-Muslims who view halal products as safer and produced with greater integrity.

Halal goods and services are currently valued at USD 1.323 trillion in global food value. Southeast Asia is becoming an important and competitive regional market for halal products, in view of its vast consumer market of 225 million Muslims, fast developing halal food production and progress on halal certification.

About the events

World of Halal and Thaifex – World of Food Asia are organized by Koelnmesse Pte Ltd in cooperation with the Department of Export Promotion (DEP) and the Thai Chamber of Commerce (TCC). It is open to trade visitors on the first three days (12 to 14 May) and to the public on the last two days (15 and 16 May).

World of Halal covers food & beverage, cosmetics & pharmaceuticals, tourism & hospitality, logistics and food technology & catering. Thaifex – World Food Asia covers food & beverage featuring halal and organic, food catering & hospitality services, food technology and retail & franchise.

page
3/3