



7.DÜNYA HELAL ZİRVESİ

25 / 28 KASIM 2021 TARİHLERİ ARASINDA

İSTANBUL KONGRE MERKEZİ' NDE KAPILARINI AÇMAYA HAZIRLANIYOR.

7.Dünya Helal Zirvesi **25-28 Kasım 2021** tarihleri arasında “Yeni Çağın Yeni Normalleri: Helal Üretim ve Tüketimin Vazgeçilmezliği ” teması ile **İstanbul Kongre Merkezinde** 8.İİT Helal Fuarı ile eş zamanlı gerçekleştirilecektir.

2019 yılında Avrasya Gösteri ve Sanat Merkezinde düzenlenen 5.Dünya Helal Zirvesi ve 7.İİT Helal Fuarı 94 ülkeden 34.865 uluslararası ziyaretçi ile 25 ülkeden 67 uluslararası konuşmacıyı ağırlamıştır. Geçmiş yıllarda Türkiye Cumhuriyeti Cumhurbaşkanlığı Himayelerinde düzenlenmiş Dünya Helal Zirvesi 2020 yılında tüm sağlık tedbirleri alınarak altıncı kez, Pullman Kongre Merkezi'nde hibrit olarak düzenlenmiştir. Salgına rağmen zirveye 15 farklı ülkeden 61 üst düzey konuşmacının katılımı olmuştur. Dünyanın her yerinden uzmanları bir araya getirerek, küresel helal sektörü ile ilgili önemli konuların değerlendirildiği konferanslarda konuşmacılar, 11 farklı oturum başlığı altında değerli özgün çalışmalarını sunmuştur. Konuşmacıların yanı sıra zirveye, dünyanın dört bir yanından online ve fiziki olarak 55 ülkeden 9217 ziyaretçiyi katılmıştır.

2019 -2020 yıllarını özetleyen sonuç raporları ve 2019 -2020 yılları etkinlik videolarını aşağıdaki linklerden inceleyebilirsiniz;

2019 SONUÇ RAPORU - <http://www.helalexpo.com.tr/doc/2019sonucraporutr.pdf>

2020 SONUÇ RAPORU- <https://www.worldhalalsummit.com.tr/sonucraporuson2020tr.pdf>

2019 SONUÇ VİDEOSU - <http://www.worldhalalsummit.com.tr/sonuc-videosu/>

2020 SONUÇ VİDEOSU - <https://www.youtube.com/watch?v=gWLWXVqz04w>

20'yi aşkın ülkeden 70'e yakın konuşmacının katılımı ile gerçekleşmesi planlanan 7. Dünya Helal Zirvesine delege olarak katılım yapmak isteyenler ilgili irtibat numaralarındaki kontaklara ulaşabilirler.

İLETİŞİM:

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İşbirliğiyle;



Organizatör;





8.İSLAM İŞBİRLİĞİ TEŞKİLATI HELAL FUARI

25 / 28 KASIM 2021 TARİHLERİ ARASINDA

İSTANBUL KONGRE MERKEZİ' NDE KAPILARINI AÇMAYA HAZIRLANIYOR.

8. İT Helal Fuarı **25-28 Kasım 2021** tarihleri arasında “Yeni Çağın Yeni Normalleri: Helal Üretim ve Tüketimin Vazgeçilmezliği ” teması ile **İstanbul Kongre Merkezinde** 7.Dünya Helal Zirvesi ile eş zamanlı gerçekleştirilecektir.

2019 yılında Avrasya Gösteri ve Sanat Merkezinde düzenlenen 7.İT Helal Fuarına 94 ülkeden 34.865 ziyaretçi ve 36 farklı ülkeden 378 yerli ve yabancı firma katılımı olmuştur. 2020 yılında sekizincisinin düzenlenmesi planlanan fuar Covid-19 salgını sebebiyle ertelenmiştir.

2019 yılını özetleyen sonuç raporu ve 2019 yılı fuar videomuzu aşağıdaki linklerden inceleyebilirsiniz;

2019 YILI SONUÇ RAPORU - <http://www.helalexpo.com.tr/doc/2019sonucraporutr.pdf>

2019 YILI SONUÇ VİDEOSU - <https://www.youtube.com/watch?v=x72kcKMAKhw>

8.İT Helal Fuarı, Ticaret Bakanlığının desteklediği yurt içinde düzenlenen uluslararası fuarlar kapsamında yer almaktadır. İhracatçılar birliklerine üye olan firmalar %50 teşvikten yararlanabilmektedir.

Yer ve stand bedeli için maksimum teşvik oranı 49.000 TL

Ticaret Bakanlığı teşvik kapsamının dışında olan KOBİ ölçekli firmalar **KOSGEB'in m2 de 250 TL** desteğinden yararlanabileceksiniz.

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İşbirliğiyle;



Organizatör;





İslam İşbirliği Teşkilatı



8. İİT HELAL EXPO & 7. DÜNYA HELAL ZİRVESİ

25 - 28 KASIM 2021 / İSTANBUL KONGRE MERKEZİ

**Yeni Çağın Yeni Normalleri:
Helal Üretim ve Tüketimin Vazgeçilmezliği**



destekleriyle:



işbirliğiyle:



organizasyon:



Bu fuar 5174 sayılı kanun gereğince TOBB (Türkiye Odalar ve Borsalar Birliği) denetiminde düzenlenmektedir.

8. İİT HELAL EXPO

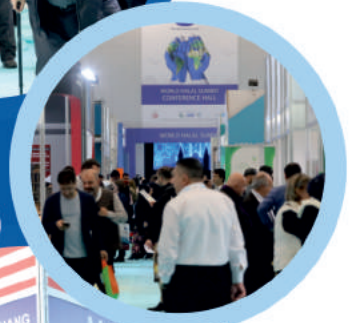
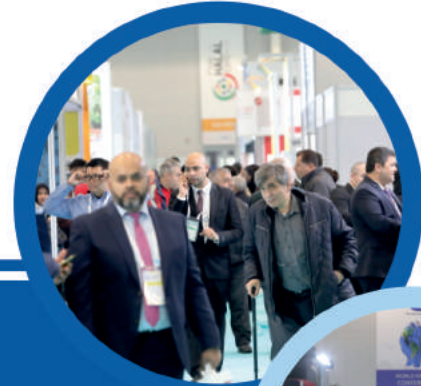
FUAR HAKKINDA

Geçmiş yıllar da **Türkiye Cumhuriyeti Cumhurbaşkanlığı** himayelerinde gerçekleşmiş olan **İslam İşbirliği Teşkilatı Helal Fuarı**; İslam İşbirliği Teşkilatı (OIC) kuruluşlarından İslam Ticareti Geliştirme Merkezi (ICDT), İslam Ülkeleri Standartlar ve Metroloji Enstitüsü (SMIIC) ve **Discover Events** iş birliği ile düzenlenen alanında dünyanın en büyük fuarıdır.

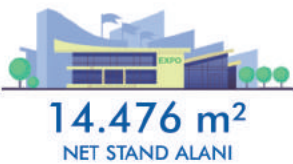
25-28 Kasım 2021 tarihleri arasında **İstanbul Kongre Merkezi**'nde gerçekleşecek fuar, **Ticaret Bakanlığı** tarafından yurt içinde desteklenen uluslararası fuarlar statüsünde olup %50 teşvik kapsamındadır. Fuarımız ayrıca KOSGEB tarafından da desteklenmektedir.

ETKİNLİK KÜNYESİ

| | |
|---------------------------|---|
| Fuar | : 8. İİT Helal Expo |
| Tarih | : 25-28 Kasım 2021 |
| Zirve | : 7. Dünya Helal Zirvesi |
| Mekan | : İstanbul Kongre Merkezi /İSTANBUL |
| Ev Sahibi Kurumlar | : İslam Ülkeleri Standartlar ve Metroloji Enstitüsü (SMIIC) İslam Ticareti Geliştirme Merkezi (ICDT) |
| Organizatör | : Discover Events |



7. İİT HELAL EXPO İSTATİSTİKLER



94
ZİYARETÇİ
ÜLKE



34.865
TOPLAM
ZİYARETÇİ



378
TOPLAM
KATILIMCI



35
KATILIMCI
ÜLKE



474
HOSTED
BUYER



7110
B2B
TOPLANTISI

ZİYARETÇİ PROFİLİ

- | | | | |
|-------------------------|--|--|---------------------------------|
| 1 ÜRETİCİLER | 4 YATIRIMCILAR | 7 SATIN ALICILAR | 10 DİPLOMATİK GÖREVLİLER |
| 2 TOPTANCILAR | 5 HORECA TEMSİLCİLERİ | 8 TURİZM ACENTALARI VE HİZMET SAĞLAYICILARI | 11 DİĞER |
| 3 PERAKENDECİLER | 6 YEREL VE ULUSLARARASI KAMU KURUM VE KURULUŞLARI | 9 İTHALATÇILAR-İHRACATÇILAR | |

NEDEN KATILMALISINIZ

- » Türkiye, Orta Doğu ve Batı Avrupa, Balkanlar ve Afrika başta olmak üzere tüm dünyadaki hedef pazardan 500'den fazla satın alma profesyoneli ile B2B toplantılarına katılacaksınız.
- » 4 Trilyon Dolar hacmi bulunan helal sektöründe vitrine çıkarak cari payınızı arttıracaksınız.
- » Uluslararası akademisyenler, kamu ve özel sektör temsilcilerinin katılımı ile gerçekleşen konferans programında sektör ile ilgili son gelişmelerden haberdar olacaksınız.
- » Bakanlıklar, belediyeler, ilgili kamu kurumlarının yetkililerini birebir stantlarında ziyaret edebileceksiniz.
- » Yeni ürünler bulmak, portföylerini genişletmek için Helal fuarını tercih eden iş yatırımcı platformları ile nitelikli profesyoneller ile hızlı ve etkin bir iletişime geçme fırsatı bularak bayilik ağını genişleteceksiniz.
- » Uluslararası medyanın yoğun ilgi gösterdiği fuar ile prestijinize katkı sağlayacaksınız.

KATILIMCI PROFİLİ

- | | | | | | |
|--|---|---|---|---|--|
|  |  |  |  |  |  |
| Yiyecek & İçecek Gıda İşleme & Paketleme HORECA Organik Ürünler Geleneksel Ürünler | Kozmetik Kişisel Bakım Eczacı Ürünleri | İslami Finans Medya | Kamu Kurumları Helal Belgelendirme Sivil Toplum Kuruluşları Eğitim | Helal Turizm & Konaklama Sağlık Turizm | Tekstil & Muhafazakar Giyim Otantik Ürünler Kültürel Giyim Hediyelik Eşya |

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Organization of Islamic Cooperation



"World Halal Summit"

8th OIC HALAL EXPO & 7th WORLD HALAL SUMMIT

25 - 28 NOVEMBER 2021 / ISTANBUL CONGRESS CENTER/ ISTANBUL, TURKEY

**New Era & New Normals:
Necessity of Halal Production and Consumption**



Supported by:



In association with:



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

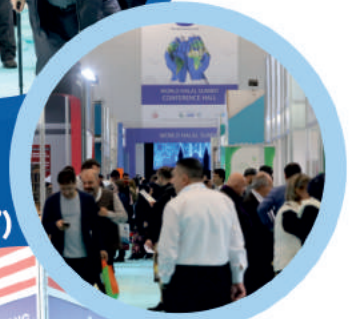
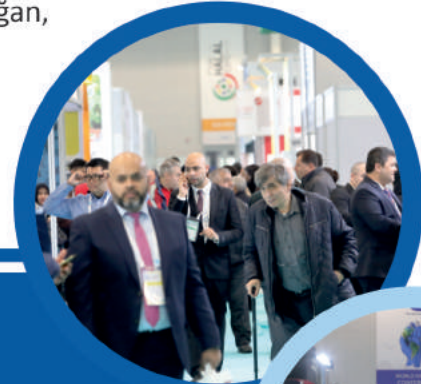
8th OIC HALAL EXPO

ABOUT EXHIBITION

The Organization of Islamic Cooperation (OIC) Halal Expo, which has been organized under the Auspices of the Presidency of the Republic of Turkey by Discover Events in association with the Islamic Centre for Development of Trade (ICDT) and the Standards and Metrology Institute for Islamic Countries (SMIC), supported by the Ministry of Trade, other related ministries, governmental and non-governmental institutions of the Republic of Turkey, is considered to be one of the biggest exhibitions in its field. It will be held at the Istanbul Congress Center on 25-28 November 2021. The Opening Ceremony of 8th OIC Halal Expo and 7th World Halal Summit is expected to be honoured by the participation of His Excellency Mr. Recep Tayyip Erdoğan, President of the Republic of Turkey.

EVENT IDENTIFICATION

| | |
|----------------------------|--|
| Exhibition | : 8 th OIC Halal Expo |
| Date | : 25-28 November 2021 |
| Simultaneously with | : 7 th World Halal Summit |
| Location | : Istanbul Congress Center, ISTANBUL/TURKEY |
| In association with | : The Islamic Centre for Development of Trade (ICDT) The Standards and Metrology Institute for Islamic Countries (SMIC) |
| Organized by | : Discover Events |



7th OIC HALAL EXPO STATISTICS









VISITOR PROFILE

- | | | | |
|----------------------------------|--|---|-------------------------------|
| 1 DISTRIBUTORS | 4 PUBLIC INSTITUTIONS AND ORGANIZATIONS | 7 INVESTORS AND HOSTED BUYERS | 10 DIPLOMATIC MISSIONS |
| 2 BUYERS | 5 WHOLESALERS | 8 TOURISM OPERATORS AND AGENCIES | 11 OTHER |
| 3 IMPORT-EXPORT COMPANIES | 6 RETAIL AND CHAIN SUPERMARKETS | 9 HORECA REPRESENTATIVES | |

WHY EXHIBIT?

- » Meet more than 500 key decision-makers from Turkey, Middle East, Central and Western Europe, the Balkan region and Africa with the International Hosted Buyer Program.
- » Obtain an opportunity to increase your trade share in the Halal sector with a volume of 4 trillion dollars
- » Witness the latest sector developments during our conference program with the participation of international academicians, public and private representatives.
- » Seize the opportunity to visit the stands of ministries, city halls and other related public institutions.
- » Meet highly qualified professionals, Halal industry players and investors to expand your dealership network, find new products and increase your portfolio.
- » Benefit from the presence of the most influential international media.

EXHIBITOR PROFILE

- | | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Food&Beverage Manufacturers Food Processing & Packaging HORECA Organic Products Traditional Cuisine | Cosmetics & Personal Care Pharmaceutical Products | Islamic Finance Media | Public Sectors Halal Certification Bodies Non-Governmental Organizations Education | Halal Tourism & Accommodation Health Tourism | Textile & Modest Fashion Authentic Products Traditional Clothing |



“World Halal Summit”

**“New Era & New Normals:
Necessity of Halal Production and Consumption”**

**7th WORLD HALAL SUMMIT
PROGRAM**

“Dünya Halal Zirvesi”

“World Halal Summit”

WORLD HALAL SUMMIT

25-27 November 2021

Istanbul Congress Center / Istanbul-TURKEY



"World Halal Summit"

World Halal Summit 2021
Conference
Programme

25 - 27 NOVEMBER 2020
ISTANBUL CONGRESS CENTER / ISTANBUL

Day 1: Thursday, 25 November 2021

| | |
|--|---|
| 10:00 - 12:45 | OPENING CEREMONY AND KEYNOTE SPEECHES |
| 12:45-14:00 | BREAK |
| SESSION 1: CONFORMITY ASSESSMENT AND HALAL QUALITY INFRASTRUCTURE | |
| 14:00-16:00 | <p>Moderator:</p> <p>1.Ms. Tuğba Daysaloğlu, SMIIC TC1 Secretary "The Importance of the Standardization and Certification in Halal Quality Infrastructure"</p> <p>2.Dr. Mete Çevik, Expert, Turkish Halal Accreditation Agency (HAK), Turkey "Additional Requirements Of OIC/SMIIC Standards According to ISO Versions for Different Fields of Halal Accreditation"</p> <p>3.Mr. Farruh Azimov, President at The Association of Halal Certifiers (AHAC), Lithuania "The Explanation of How Vital It Is for All Halal Certification Bodies Around the World to Unite"</p> <p>4.Dr. Mufti Sayed Arif Ali Shah Alhusaini, Director Halal Certification and Trainings, SANHA Halal Associates Pakistan, Pakistan "Need for and Importance of Technical Experts in Effective Halal Audit"</p> <p>5.Mr. Erdem Başdemirci, Acting Head of Department, Turkish Halal Accreditation Agency (HAK), Turkey "The Importance of Halal Accreditation in Halal Conformity Assessment "</p> <p>6.Mrs. Nur Atmaca, Humboldt Universität zu Berlin, Germany "Governance of Halal: Knowledge, Standardization and Certification from Southeast Asia to Europe"</p> <p>7.Mr. Yousuf A.R. Khan, CEO, SANHA Halal Associates Pakistan Pvt. Ltd, Pakistan "How Accreditation Helps Certification Body"</p> |
| 16:00-16:15 | BREAK |
| SESSION 2: THE FUTURE OF HALAL TOURISM IN LIGHT OF NEW NORMALS | |
| 16:15-17:30 | <p>1.Dr. Cem Tintin, Senior Researcher, SESRIC "The Transformative Effects of the COVID-19 Pandemic on the Tourism Industry of OIC Member Countries"</p> <p>2.Mrs. Soumaya T. Hamdi, Founder & CEO, Halal Travel Guide, UK "Marketing to Muslim Travellers in the New Normal"</p> <p>3.Ms. Yvonne Maffei, Founder & CEO of My Halal Kitchen, USA "The Necessity of Synergy Between the Halal Food & Halal Tourism Sectors for Strong Gastro Tourism Experience Offerings"</p> <p>4.Mr. AbdulMaalik Tailor, CEO, Halal Tourism Britain, UK " Britain, A case for Halal Tourism"</p> |

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| 08:30-09:00 | REGISTRATION | |
| SESSION 3: FOOD PRODUCTION TECHNOLOGIES: IN HALAL POINT OF VIEW 1 | | |
| 09:00 -10:30 | <p>Moderator:</p> <p>1.Prof. Dr. Irwandi Jaswir, International Islamic University Malaysia, Malaysia "Food for Future and the Challenge in Halal Traceability"</p> <p>2.Dr. Mian N. Riaz, Texas A&M University, USA "Halal Cosmetics and Its Certification – Challenges and Guidelines"</p> <p>3.Dr. Barbara Hayat Ruiz-Bejarano, Director of the Halal Academy, The Halal Academy – Escuela Halal, Spain "Halal Animal Welfare in Europe"</p> <p>4.Dr. Ali Fanous, Halal Control (HC), Germany "Cysteine Manufacturing from A Halal Perspective"</p> <p>5.Dr. Mehmet Demirci, Istanbul Sabahattin Zaim University, Turkey "Insect-Based Food Proteins: Production, Properties, Food Applications and Halal Status"</p> | |
| 10:30-10:45 | BREAK | |
| SESSION 4: FOOD PRODUCTION TECHNOLOGIES: IN HALAL POINT OF VIEW 2 | | |
| 10:45-12:30 | <p>Moderator:</p> <p>1.Prof. Dr. Fatih Gültekin, Lokman Hekim University, Halal Product Application and Research Centre, Turkey "Halal and Nonhalal Sources of Food Additives"</p> <p>2.Representative of Halal Development Corporation Berhad (Malaysia)&Islamic Development Bank (IsDB), Malaysia "Halal Ecosystem: Concept and Indicators"</p> <p>3.Prof. Dr. Abdulatef M. Ahhmed, The Libyan Academy for Graduate Studies, Tripoli Libya "Conventional Halal Meat Substitutes: Validation of Various Opportunities and Concerns"</p> <p>4.Mr. Usman Mir Khan, University of Agriculture Faisalabad, Pakistan "Citrus Aurantium Flowers Extract: A Vegetative Coagulant as Halal Source in Cheese Development"</p> | |
| 12:30-14:15 | JUMMA PRAYER & BREAK | |
| SESSION 5: A HOLISTIC APPROACH TO HALAL ECONOMY AND PARTICIPATION FINANCE | | |
| PANEL 1: INTEGRATION OF HALAL VALUE CHAIN WITH ISLAMIC FINANCE IN TURKEY | | |
| 14:15-15:45 | <p>Moderator: Mr. Madaa M. Munjid, Director in the Department of Participation Finance, Finance Office of the Presidency of Turkey</p> <p>Panelist, Prof. Dr. Mohammad Kabir Hassan, University of New Orleans, USA</p> <p>Panelist, Prof. Dr. Murat Şimşek, Karabük University, Turkey</p> <p>Panelist, Assoc. Prof. Abdurrahman Yazıcı, Social Sciences University of Ankara (ASBU), Turkey</p> |  <p>PRESIDENCY OF THE REPUBLIC OF TÜRKİYE FINANCE OFFICE</p> |
| PANEL 2: DOES TURKEY NEED A PARTICIPATION FINANCE RATING MECHANISM? | | |
| 15:45-17:15 | <p>Moderator: Dr. Tarık Akın, Head of the Department of Participation Finance, Finance Office of the Presidency of Turkey</p> <p>Panelist, Dr. Hylmun Izhar, Islamic Development Bank Institute, IsDB Group</p> <p>Panelist, Dr. Ramazan Yıldırım, Upsite Consulting, Bahrain</p> <p>Panelist, Ms. Esmâ Karabulut, Head of Investment Banking and Investor Relations Department Türkiye Emlak Katılım Bankası A.Ş., Turkey</p> |  <p>PRESIDENCY OF THE REPUBLIC OF TÜRKİYE FINANCE OFFICE</p> |

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| 08:30-09:00 | REGISTRATION | |
| SESSION 6: HALAL LIFESTYLE FROM DIFFERENT PERSPECTIVES | | |
| 09:00 -10:30 | <p>Moderator:</p> <p>1.Representative of ICDT "Importance of Halal Expos and Seminars for Halal Awareness"</p> <p>2.Mr. Asad Sajjad, CEO, Halal Development Council, Pakistan "Halal Branding; Opening Doors to the Trillion Dollar Halal Market"</p> <p>3.Assoc. Prof. Dr. Aydoğan Soygüden, Erciyes University, Turkey "The Study of The Relationship Between Halal Lifestyle and Obesity"</p> <p>4.Mr. Datuk Seri Mohd Rizal, Group Executive Chairman, EuroJasmine Holding, Malaysia "New Era & New Normals: Necessity of Halal Production and Consumption Halal Lifestyle of New Era & Normals"</p> <p>5.Ms. Saeeda Ahmed, UNGSII Ambassador, UK "Halal Lifestyle and the impact on Economy and Sustainable Growth"</p> <p>6.Dr. Amena Sibghatullah, KIET University, Pakistan "Halal Food Consumption"</p> |  |
| 10:30-10:45 | BREAK | |
| SESSION 7: HALAL IN RAPID CHANGING WORLD | | |
| 10:45- 12:30 | <p>Moderator:</p> <p>1.Ms. Annah Shaari, Group CEO & Founder Serunai Commerce Sdn Bhd, Malaysia "Development of Digital Tools in Managing Halal Certification Matters: The Perspective"</p> <p>2.Ms. Diana Sabrain, CEO & Co-founder, OneAgrix, Singapore "A New Era of Halal Digital Ecosystems, Interoperability and Data to Spearhead the Global Economic Recovery"</p> <p>3.Mr. Mohamed Jinna, Chairman, United World Halal Development, Singapore "Halal Awareness in The OIC And Non-OIC Countries"</p> <p>4.Assist. Prof. Dr. Aldin Dugonjic, Centre for Halal Quality Certification, Croatia "Halal Marketing and Branding in Non - OIC countries: The Case of Croatia"</p> <p>5.Mr. Fateh Ali, Co-founder & CEO, CollabDeen & Kitcod, Singapore " Super Apps & Social+ Consumer Trends in Halal Lifestyle Sector"</p> | |
| 12:30-14:00 | LUNCH | |
| SESSION 8: A NEW BEGINNING FOR HALAL GELATINE AND TESTING | | |
| 14:15- 15:30 | <p>Moderator:</p> <p>1.Dr. M. H. Shojaee Aliabadi, Farough Life Sciences Research Laboratory, Iran "Halal Authenticity Tests based on OIC/SMIIC 22: 2021 Halal Edible Gelatine – Requirements and Test Methods "</p> <p>2.Dr. Mohammed Ali Alsheikh Wace, SMIIC "SMIIC 22: Halal Gelatine Standard"</p> <p>3.Mr. Mufti Syed Fazal Ur Rahim, Executive Assistant SANHA Halal Associates Pakistan, Pakistan "From Homes to Hands, The Reliability, and Rise in the Supply Chain of Bone Gelatine in Pakistan: A Post-Pandemic Scenario"</p> <p>4.Mr. Serhat Uğur Başıyigit, GELNER, Turkey "Total Quality Approach in the Production of Halal Gelatine, Which Has Various Benefits for Humans"</p> <p>5.Dr. Amna Sahar, University of Agriculture Faisalabad, Pakistan "Halal Gelatine Extraction from Fish Waste and Potential Applications in Food Sector"</p> | |

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| 15:30-15:45 | BREAK |
| SESSION 9: NEW DEVELOPMENTS IN HALAL PHARMACEUTICALS&COSMETICS | |
| 15:45-17:30 | Moderator: 1.Dr. Mohammad Ali Alsheikh Wace, SMIIC "Vaccine: Halal Status" 2.Dr. Ruba Althawabeia, Chairperson SMIIC / TC2- Head of Chemical Industries Division, JSMO, Jordan "Natural Cosmetics: A Route to Halal Cosmetics Certification, Dead Sea Products as A Case Study" |
| 18:00-18:30 | DECLARATION & CLOSING CEREMONY |



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