

HALAL EXPO AND SUMMIT

Eid-to-Eid Great Ethiopian Homecoming Initiative
Venue: Sheraton Addis Hotel, Addis Ababa Ethiopia
Date: August 8 to 10, 2022 G.C
Organized by: Eatsafe certification PLC

Background of the halal industry

Halal Food has seen a major evolution especially after the COVID-19, driven by technology and the development of halal hubs. According to GIER, the Spend on **Food and Beverage** only excluding the halal pharmaceuticals, cosmetics and other services was valued at \$1.8 trillion in 2021 and forecast to reach \$2.5 trillion by 2024. The overall halal spending (food, pharmaceutical, cosmetics, services, etc.) currently reach beyond **4 trillion dollar** (GIER report). The fundamentals of halal food and tourism is based on protecting consumers from any harm related with different hazards which violate religious principles, food safety principles, quality requirements and health with consideration of compliant hospitality provision. Halal Food and halal tourism in general has seen a major evolution in those past year, driven by technology and the development of halal hubs.

Introduction

The Expo and summit is organized under the initiative "Eid to Eid great Ethiopian home coming". It will host a total of more than 60 booths for international and domestic halal players. The expo aims to create an outstanding platform for all key players in the halal industry to come together, work together, think together, change together and design the future of the halal industry together.

Who should exhibit?

- Food and beverage industries
- Halal agro-based industries
- Retail businesses
- Food service givers
- Government agencies
- Travel businesses
- Halal tourism and Hospitality Industry
- Halal financial institutions

Event Highlights

- Presentations on key area of the halal industry and businesses
- Exhibited halal products, services and processes
- Business matching
- Halal food cooking demo
- Impressive opening and closing ceremonies

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Who should visit?

- Food importers and Exporters
- Investors
- Wholesalers
- Food service givers
- Entrepreneurs
- Retailers
- Embassy representatives
- Media professionals
- Social media influencers
- Business owners
- Students
- University professors
- Any interested individuals
- Commercial attachés

The halal expo and summit shall focus on:

- Enabling decision makers in the halal industry meet from all sides of the supply side as well as the demand side
- Realizing the coming together of all stakeholders in the halal sector and those who are planning to join the halal sector. Consequently, learning from the best of the halal industry leaders
- Facilitating networks and commerce opportunities among the top halal businesses in Ethiopia, East Africa and the whole world
- Providing practical business solutions and increased trade share mainly for local suppliers and producers by creating the opportunity to operate in one of the most important markets in the world which is halal
- Discovering the global halal business opportunities which in result be translated to numerous and versatile business ideas locally

Partners

- Ethiopian Diaspora service
- Ministry of Trade and Regional Integration
- Ministry of foreign affairs
- Ministry of Industry
- Ministry of tourism
- Ministry of agriculture
- Ethiopian Food and drug authority (EFDA)

Booth information

First class booths- 79,000ETB

- Area 9sqm
- Three chairs and round glass top table
- 1 power source
- 1 waste bin
- Board on open side

Normal booths – 68,000ETB

- Area 9sqm
- Three chairs and round glass top table
- 1 power source
- 1 waste bin
- Board on open side

FOR REGISTRATION: Send email on info@eatsafeltd.com, you shall receive the exhibitors' registration form!

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SCHEDULE

First Day (August 8, 2022)

- Registration:
- Opening speeches
- Special session on ***“the concept and scope of halal industry in general”***
- Expo opening ceremony: ceremonial opening
- Summit
 - ✓ ***Session 1: The global halal business as a new business paradigm***
 - ✓ ***Session 2: Global halal schemes, standards and regulatory requirements of the main destinations for Ethiopia’s export***
- Expo Visit
- Side event (cooking demonstration, art shows, etc.)

Second day (August 9, 2022)

- Registration
- Summit
 - ✓ ***Session 1: The role of halal certification in realizing the objectives of halal financial institutions***
 - ✓ ***Session 2: Certification and accreditation in halal industry***
 - ✓ ***session 3: halal tourism and Ethiopia’s potential***
- Expo Visit
- Side Event (cooking demonstration, art shows, etc.)

Third day (August 10, 2022)

- Registration
- Summit
 - ✓ ***Session 1: Halal food and related new challenges***
 - ✓ ***Session 2: The Best practices and experiences on halal industry as relevant for Ethiopia’s tourism and export***
 - ✓ ***Session 3: The impact and implication of halal industry in facilitating the horn economic integration***
- Expo Visit
- Side Event (cooking demonstration, art shows, etc.)
- Closing Ceremony