

HEA 2018

HALAL EXPO AUSTRALIA

10th – 11th February

Rosehill Gardens Sydney, Australia



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Showcasing and creating awareness of Halal products & services

Who we are?

The ideal platform for National and International Halal Industry players to showcase Halal food, products and services, and the only Halal international exhibition, fair and conference in Australia.





Marking the 4th International Halal tradeshow & conerence after 3 consecutive successful years










A 2-day event that covers extensive portfolio of the market segments of Australia.

Global Halal Market.

By 2030 the global Muslim population is projected to be 2.2 billion (26.4% of the world's total projected population of 8.3 billion)¹



The overall Islamic economy is expected to grow from **\$1.9 Trillion in 2015 to \$3 Trillion by 2030** according to The State of the Global Islamic Economy Report 2016/17².

	2015	2021
 Islamic Finance Assets Market Growth.	\$2.0 Trillion	\$3.5 Trillion
 Halal Food	\$1.17 Trillion	\$1.19 Trillion
 Halal Travel	\$151 Billion	\$243 Billion
 Modest Fashion	\$243 Billion	\$368 Billion
 Halal Media & Recreation	\$189 Billion	\$262 Billion
 Halal Pharmaceuticals	\$78 Billion	\$132 Billion
 Halal Cosmetics	\$56 Billion	\$81 Billion

Australia

604,240 Australian Muslims

Islamic Centers, Schools, Restaurants, and Businesses have now been established in every major city of Australia. The Halal industry is covering many of the major sectors of the Australian economy; from food, education, healthcare, fashion, beauty, tourism, hospitality, finance, banking to trade and consumer goods.

Over 380 Mosques & 35 Islamic Schools

32% of all cheese are Halal-labeled³

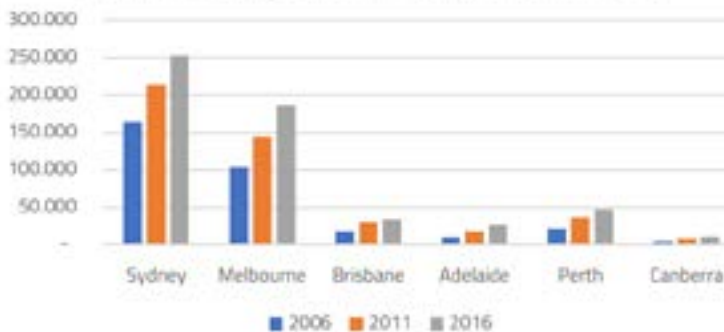
\$13 billion Halal food industry¹

50% of all chicken meat is Halal²

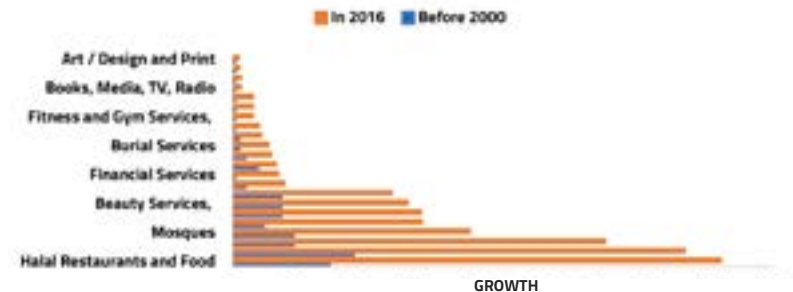
123 Halal Certified Abattoirs

21 Halal Certifying Authorities

Growth of muslim population in the major cities of Australia



Islamic Businesses in Australia



Sources: 1 (http://www.salaamgateway.com/en/story/overviewaustralias_13_billion_halal_food_industry-salaam14092016063348/)
 2 (<http://www.thepointmagazine.com.au/post.php?s=2014-12-05-food-industry-bites-back-at-anti-halal-groups>)
 3 (<http://www.salaamgateway.com/en/story/SALAAM28082016082107/>)

Event Profile

B2B networking, B2C promotions, Halal awareness campaign, Halal products & services promotions and entertainment for the visitors of all ages and groups

2-DAY HALAL TRADE SHOW AND BUSINESS DEVELOPMENT

Local and International Exhibitors

Product Demonstrations

B2B Networking

Exclusive Meetings with High Profile People of Interest

B2C Activities with Consumer Level Promotions

Sign MoUs

Business & Media News Making



Products & Services Profile





Halal Meat, Dairy, Food & Beverage



Arts and Culture



Beauty and Health Products



Pharmaceutical and Herbal Products



Travel, Tourism, and Hospitality



Education



Finance, Investment, and Banking



Fashion, Cosmetics & Accessories



Lifestyle and Wellness



Building Homes, Community, and Commercial Projects



Innovation and Technology



Research and Development

Global services.

International Money Transfer
 Immigration
 Education
 Human Services

Halal Industry Players.

Importers	Investors
Exporters	Financiers
Manufacturers	Islamic Bankers
Suppliers	Islamic Travel Operators
Distributors	Islamic Homes Builders
Retailers	
Islamic Fashion Designers	

Affiliated Bodies.

Halal Certifiers
 Halal Testing Laboratories
 Halal Science Centers
 Government Agencies
 Chambers of Commerce
 Islamic Organizations
 Islamic Educational Institutes



2-day International Halal Conference

ASSOCIATED ACADEMICS AND PROFESSIONALS

Islamic Scholars
Halal Scientists
Halal Industry Professionals
Halal Food and Research Technologists

VISITORS PROFILE

Halal Industry Players
Halal Businesses Operators
National & International Companies
Halal Consumers
Researchers, Academics and Students
Halal events' Organisers
Islamic Welfare & Charity

Organisations
Muslim Community Groups & Organisations
Schools, Colleges and Universities
Government Agencies



2018 Theme

Halal Industry: Growth, Issues and Solutions.

Milestones Achieved in the Last 3 Years

2015

First Halal Expo

It was the first of its kind of Halal Expo in Australia and it had a record success.

- Number of Exhibits:** 90
- Types of Exhibitors:** Manufacturers, Distributors, Wholesalers & Retailers
- Number of Visitors:** 8,000
- Types of Visitors:** 30% traders and 70% consumers & non-consumers

2016

Halal Expo Melbourne

It was the first Halal Exhibition in Melbourne and had a record success.

- Number of Exhibits:** 100
- Nature of Exhibitors:** Manufacturers, Distributors, Wholesalers & Retailers
- Number of Visitors:** 10,000
- Nature of Visitors:** 40% traders and 60% consumers & non-consumers

2016

Halal Expo Sydney

- Number of Exhibits:** 120
- Nature of Exhibitors:** Manufacturers, Distributors, Wholesalers & Retailers
- Number of Visitors:** 8,000
- Nature of Visitors:** 40% traders and 60% consumers & non-consumers





2016

International Halal Conference (IHC)

Theme: 'Islam, Halal Industry and Australia'

Speakers: 12

Delegates: 140 (Limited to Halal Industry Professionals and Business Operators only)

2017

Halal Expo Australia (HEA)

Number of Exhibits: 146

Nature of Exhibitors: Manufacturers, Distributors, Wholesalers & Retailers

Number of Visitors: 12,000

Countries: Australia, Malaysia, Indonesia, Pakistan, Thailand, Singapore

Types of Visitors: 50% traders & business operators and 50% consumers & non-consumers

2017

International Halal Conference (IHC)

Theme: 'The Role of Halal in Culture, Economy and Trade'

Duration: 2 Days

Speakers: 24 (Local & International)

Sessions: 8

Topics: 24

Delegates: 450 (Local & International)

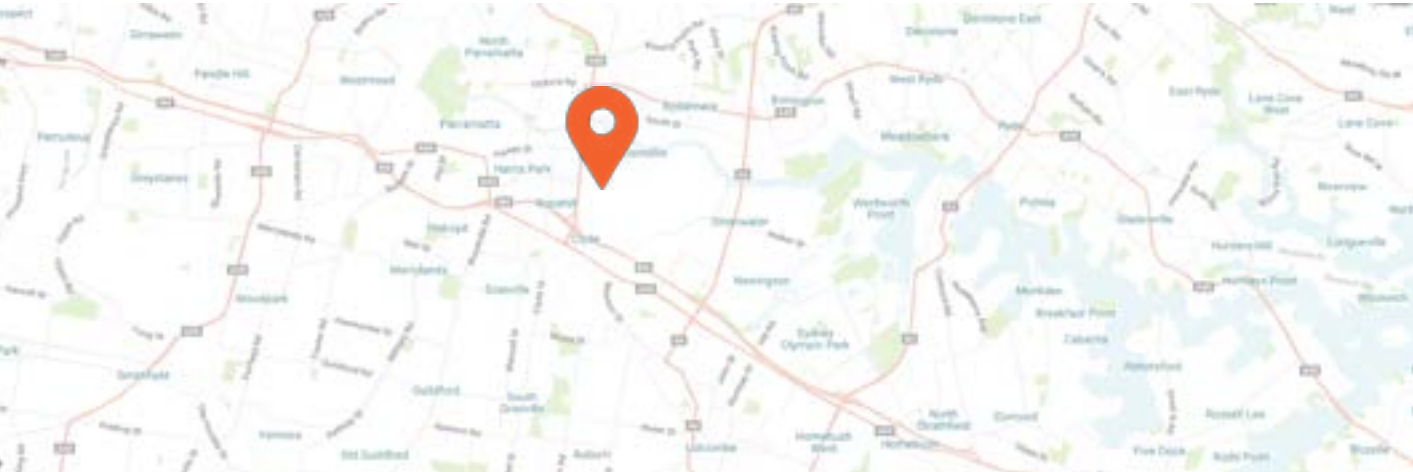


THE VENUE

Rosehill Gardens, Sydney

It includes some of the most Muslim populated suburbs of Parramatta, Harris Park, Merrylands, and Auburn in its periphery.

Rosehill Gardens is ideally located in the heart of the Greater Metropolitan area of Sydney with its proximity to Sydney Olympic Park and M4 highway.



01 Fully indoor, carpeted, air-conditioned, and 5,000sqm, extendable, exhibition space.

02 Additional 3,000sqm indoor space for food vendors.

03 Central location with ample space for rides, amusements, and entertainment

04 Free parking facility for 5000 cars.

05 Proximity to the Train station at the front door.

06 Close to popular Halal restaurants, mosques and other amenities.

07 Close to Indian Food Street (Harris Park), Turkish Food Street (Auburn), Afghan Food Street (Merrylands). Restaurants are a walking distance to the 2nd biggest business centre of Parramatta. World-class accommodation within walking distance.

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BE A PART OF HALAL EXPO AUSTRALIA GROW YOUR BUSINESS AND NETWORK IN THE HALAL INDUSTRY



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