No. 015/QUOT/VIII/2023

To :

Mr. Burak

Dear Mr. Burak,

Thank you for your interesting to participate Halal Expo Indonesia 2023 which will be held on 25 –29 October 2023 at Jakarta Convention Center (JCC) Indonesia, following our best price for you Turkish Embassy :

1. **1 standard booth include standard booth construction with special price Rp. 3.000.000.- or equal to $ 200 (the price is exclude VAT 11%)**
2. **50% discount of publish rate for the additional booths (the price is exclude VAT 11%)**

We look forward hearing the good news from you immediately.

Thank you very much for your support at Halal Expo Indonesia 2023 and I wish you a successful year.

Sincerely yours,

Suwitno Mulia
Sales Manager

"Networking the Global Islamic Industries to the Indonesian Halal Ecosystem"

25 - 29 October 2023

Jakarta Convention Center (JCC), Indonesia

Organized by: HEI | Strategic Partner: KPMI | Business Insight Programs by: Muslim LifeTrade

Dive into the potential market, the most populous Muslim majority country in the world. Showcase your best products and services, get a business, and be part of the Islamic industry development in Indonesia.

www.halalexpoindonesia.com

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BACKGROUND

For Muslims, Islam is a way of life. It's anchored around the Islamic faith-inspired ethical needs of Muslims, such as modesty, family values, social responsibility, fasting, halal food, and sharia financing. These values drive Muslims to choose their lifestyle products and services.

Based on the State of the Global Islamic Economy 2022 Report presents the continued momentum of the Islamic economy. The report covers the following sectors: halal food, Islamic finance, Muslim-friendly travel, modest fashion, halal pharmaceuticals, halal cosmetics, and Islamic-themed media and recreation.

This report estimates that Muslims spent US$2 trillion in 2021 across the food, pharmaceutical, cosmetics, fashion, travel, and media/recreation sectors. All of which are impacted by Islamic faith-inspired ethical consumption needs. This spending reflects an 8.9% year-on-year growth from 2020, with Islamic finance assets estimated to have grown to US$3.6 trillion in 2021, up 7.8% from US$3.4 trillion in 2020

Global Islamic Economy Indicator: Top 15 Countries Ranked

1. Malaysia
2. Saudi Arabia
3. United Arab Emirates
4. **Indonesia**
5. Turkey
6. Bahrain
7. Singapore
8. Kuwait
9. Iran
10. Jordan
11. Oman
12. Qatar
13. UK
14. Kazakhstan
15. Pakistan

Source : salaamgateway.com/specialcoverage/SGIE22

Top 15 Global Islamic Economy Indicator Score

ISLAMIC FINANCE

1. Malaysia
2. Saudi Arabia
3. Bahrain
4. Kuwait
5. United Arab Emirates
6. **INDONESIA**
7. Iran
8. Oman
9. Qatar
10. Jordan

HALAL FOOD

1. Malaysia
2. **INDONESIA**
3. Turkey
4. Russia
5. United Arab Emirates
6. Kazakhstan
7. Singapure
8. Saudi Arabia
9. South Afrika
10. Australia

MUSLIM-FRIENDLY TRAVEL

1. Malaysia
2. Singapore
3. Turkey
4. Bahrain
5. United Arab Emirates
6. Tunisia
7. Saudi Arabia
8. Kuwait
9. Kazakhstan
10. Morocco

MODEST FASHION

1. United Arab Emirates
2. Turkey
3. **INDONESIA**
4. China
5. Spain
6. Italy
7. Singapore
8. France
9. Malaysia
10. Germany

PHARMA AND COSMETICS

1. Singapore
2. Malaysia
3. Netherland
4. Belgium
5. France
6. Egypt
7. Turkey
8. United Arab Emirates
9. **INDONESIA**
10. United Kingdom

MEDIA AND REACTION

1. Malaysia
2. Singapore
3. United Arab Emirates
4. China
5. Turkey
6. United Kingdom
7. Netherland
8. Belgium
9. Germany
10. United States

Source : salaamgateway.com/specialcoverage/SGIE22

Why Making Halal Investment In Indonesia Is The Smart Choice

229 Million Potential Market

Indonesia has a large Muslim population (about 87.2 percent) and is the most prominent global domestic halal market. Indonesia's market share has become the largest globally, reaching 13 percent of the global halal industry market.

Abundant Natural Resources

Indonesia is blessed with abundant natural resources, Indonesia is perfectly positioned to supply the raw materials and commodities needed by foreign industries. Some of Indonesia's largest natural resources are nickel & palm oil, tin, coal, copper, gold, natural gas, and bauxite.

Special Skills Workers

Investing in the halal industry in Indonesia means you can hire local workers in Indonesia who have various special skills, which can help international companies penetrate the Indonesian market more efficiently.

A Strong Unity In Diversity

Indonesia is a vast archipelago comprising more than 17,000 islands. Consist of various cultural, ethnic, religious and linguistic diversity. The Indonesian motto Bhinneka Tunggal Ika, or unity in diversity, epitomizes the country's outlook on life. It is an integral part of Indonesia's official emblem and is enshrined in the Constitution

Indonesia as the world halal centre 2024

To support this program, three products distributed in Indonesia must be halal-certified by 2024. These products are food and beverage, raw materials, food additives, and additional materials for food and beverage and slaughterhouse products and services.

ABOUT HALAL EXPO INDONESIA

The potential of Indonesia is enormous, and to connect the global to the Indonesian halal ecosystem, we present the Halal Expo Indonesia, the largest business-to-business halal exhibition & conference in Indonesia. This expo is part of our contribution to support the government and the halal industry in Indonesia so that Indonesia has one big trade show in its home country.

Why You Have to participate in Halal Expo Indonesia

- **The first business-to-business international halal exhibition in Indonesia**
  Halal Expo Indonesia is the first international halal expo in Indonesia that targets international and Indonesian buyers worldwide.

- **Part of the global halal expo group**
  Halal Expo Indonesia is part of the global halal expo group, a Global Collaboration of Halal Trade Show Organisers, Unifying to develop, facilitate and optimize Halal Trade & Economy worldwide. Members include; Halal Expo London, Halal Expo Albania, India International Halal Expo, Halal Expo Indonesia, Halal Expo Nigeria, Sarajevo Halal Fair, Expo Halal Spain, Oic Halal Expo Turkey, World Halal Summit

- **Partnership with qualified partners in the industries**
  Halal Expo Indonesia has partnerships with a wide range of qualified institutions, such as the Indonesian Muslim Entrepreneurs Community (KPMI), KNEKS (National Sharia Economy and Finance Committee), Halal Certification LPPOM MUI, and other institutions as part of the Indonesia halal ecosystem.

- **Wide range of side programs related to the current situation in the halal industry worldwide**
  Halal Expo Indonesia will be supported by various business programs, from conferences, business meetings, workshops, business forums, business mentoring, and VIP meet & mingle. Those programs will present current themes in the halal industry worldwide.
  For public visitors, Halal Expo Indonesia (HEI) also presents Halal Run, HEI creative & art, HEI Edutainment Ground, HEI Cooking, HEI Coffee, HEI Woman and HEI Youth.

- **It is located Strategically in the heart of Jakarta**
  The Jakarta Convention Center, also known a s Balai Sidang Jakarta Convention Center located in Gelora Bung Karno Sports Complex. Halal Expo Indonesia will be held in this location, which hosts events for the world's political, business, and entertainment leaders.

Exhibition Highlight

2018
- 21 – 23 September 2018
- JCC – Indonesia
- ± 100 exhibitors
- ± **5000 visitors**

2019
- 2 – 4 August 2019
- ICE BSD – Indonesia
- ± 284 exhibitors
- ± **28,000 visitors**/3 days (37% men, 63% women)

Visitor & Space Target

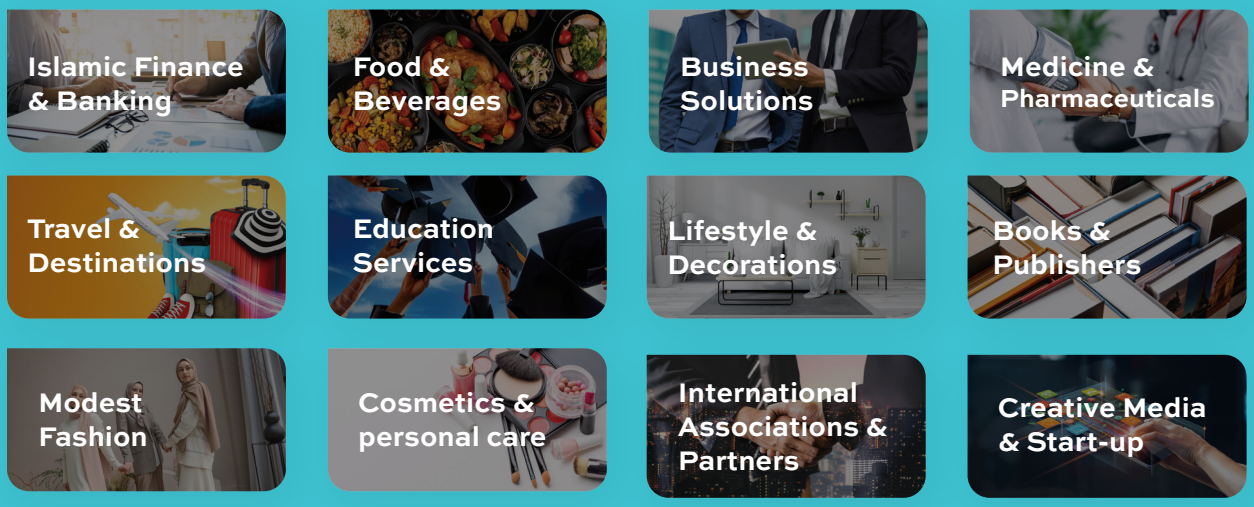
2023 insya Allah

+17.000 buyers
Target Visitor

10.000 sqm
Gross space

2.000 sqm
>12 booth Country Pavilion

Exhibitor Categories



PROGRAMS

Business Matchmaking

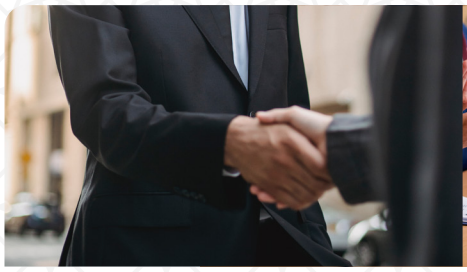
Conference

Business Mentoring

Business Forum

Islamic Conference

Halal Expo Indonesia will be supported by various business programs. Such as the international conference expected to attend by prominent international speakers addressing the issues related to the sharia economy, Islamic industry development, investment opportunity in the halal industry sectors, and other related topics.



Visitor Categories

- Managing Directors
- Purchasing & Procurement
- Entrepreneurs
- Business Development
- Suppliers & Retailers
- Traders
- Sales & Marketing
- Private & State-Owned
- Companies
- Government & Association

Special Events

HEI coffee

HEI woman

HEI youth

SECURE YOUR SPACE!

Shell Scheme Booth
(Refer to non modified booth)

Furniture
Information counter with one reception desk, two folding chairs, and one of wastepaper basket

Paneling
Three-side panel partitions in whitefinish. In case of corner booths, it will be two side walls and two fascia boards

Power
One power single phase socket with electricity 2 amp (not to be used to connect spot lights & fluorescent lights)

Fascia
Exhibitor's name (max 30 letters) in white vinyl lettering

Carpet
Dark grey covering inside Booth

Lighting
Two units of fluorescent lamps at fascia

Exhibition Support & Service Fee

Indonesia	International	
IDR 3,500K /SQM*	$ 450 /SQM*	$ 400 /SQM*
Standard Shell Scheme/Space	Standard Shell Scheme	Space Only

*exclude VAT 11%

HEI 2023 Floor Plan

LEGENDS

PF : Pre-Function Area
P : Country Pavilion
S : Sponsor
D : Indonesian Companies
C : Cosmetic, medicine & pharmaceuticals
G : General Area
F : Fashion
B : Baby & Kids
ES : Education Services, Books & Publishers
M : Manufacturing Food & beverages
K : Kuliner
T : Travel
IS : Islamic start up

CONTACT US & BOOK NOW!

Sales - Mr. Suwitno
+62 811-2188-454
suwitno@halalexpoindonesia.com

Sponsorship - Ms. Sarah
+62 821-1303-8389
sarah@halalexpoindonesia.com

Marketing Promotion - Ms. Vani
+62 815-8115-555
vani@halalexpoindonesia.com

Event Partners:

LPPOM MUI · KNEKS · Islamic Economy · enjoy jakarta · Jakarta Creative · halal Saudi International Halal Expo 2023 · Halal Expo Nigeria 2023 · Halal Expo London 2023 · 19th MIHAS Malaysia International Halal Showcase 12 - 15 Sept 2023 | MITEC, KL · korea halal · JHCPO · HDC Halal Development Council · HALAL CONTROL Confidence through Integrity. · Republic of Türkiye Halal Accreditation Agency · Vietnam Halal Centre · Cape Malay · UHAC Uniti Halal Centre · UNITI

update : 29/07/2023