



13-16 October 2011

POST SHOW REPORT



CNRHOLDING



Sine Trade Fairs Inc./ CNR Ekspo Trade Fairs Inc.

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THIS FAIR ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174.



The Halal Industry with a Market Value of 2 Trillion Dollars Met at HALAL & HEALTHY PRODUCTS FAIR!

Exhibition Facts

Exhibition	: Halal & Healthy Products Fair
Edition	: 2 nd
Date	: 13-16 October, 2011
Venue	: CNR Expo Center, Istanbul / Turkey
Organizer	: Sine Trade Fairs Inc.
Supporters	: KOSGEB (Small and Medium Enterprises Development Organization) GIMDES (Association for the Inspection and Certification of Food & Supplies)
Exhibition Space	: 15.000 sqm indoor area



ABOUT THE FAIR

Istanbul, welcomed halal industry at Halal & Healthy Products Fair between 13-16 October, 2011.

Turkey's second Halal and Healthy Products Fair was organized with the participation of international exhibitors at Istanbul CNR Expo. The fair was described as successful at the point of attracting the Halal Industry and revealing the huge potential of the market.

Foreign exhibitors, from 6 countries, took place at the fair. Halal Foundation of Malaysia, one of the world's most important halal organizations, exhibited at the event. Also,

Iran Chamber of Commerce and Malay Chamber of Commerce were among the foreign exhibitors.

Buyer delegations from foreign countries visited Halal Fair. Suleymaniyah Chamber of Commerce, from Iraq and Kerman Chamber of Commerce from Iran organized buyer delegations for Halal Fair.

9th Annual General Meeting of the WHC (World Halal Council)

was organized concurrently with Halal & Healthy Products Fair. These two events created a unique synergy and an extra advantage for the companies to promote themselves to whole world. This international halal platform offered to the businessmen during the week, proved that Istanbul will be one of the most important centers of Halal Market.

Halal fair was organized with the support of GIMDES and KOSGEB (Small and Medium Enterprises Development Organization). GIMDES, Association for the Inspection and

Certification of Food & Supplies, an institution in Turkey which is authorized to issue "The Halal Product Certificate" and the Turkish representative of WHC (World Halal Council).

Halal & Healthy Products Fair clicked eye to achieve an important role as the platform for global halal manufacturers and wholesalers to seek each other in expanding their network worldwide.



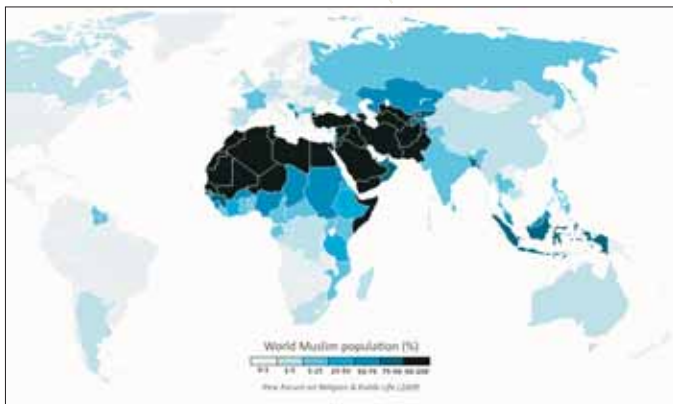


TURKEY, A KEY POINT FOR WORLD'S HALAL INDUSTRY

Turkey's strategic location between Europe & Asia, offered a trading platform to the world's halal industry players to facilitate the sourcing and selling of global quality halal products through Halal Fair.

Regarding to the Muslim population worldwide, Turkey's strategic location will make Turkey a key point for the industry:

Turkish market has more than 73 million Muslim populations with an average age of 29 (65 % below 34 years old.)



GROWING INDUSTRY IN THE WORLD: HALAL

- Islam has 1,57 billion adherents, making up 23% of the world population.
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- Millions of non-Muslims also prefer products certificated as "halal" due to health concerns.

HIGHLIGHTS OF HALAL FAIR 2011

- An eye-catching platform for international visitors to see the latest Halal products & services.
- Wide range of Halal products and services from 6 WHC countries.
- Removal of visa requirements to Turkey from 54 countries creates an immense opportunity for international visitors.
- Chance to observe an industry with an annual value of 2 billion dollars for 1.5 billion Muslims worldwide.
- Halal & Healthy Products Fair is supported by GIMDES, an institution in Turkey which is authorized to issue "The Halal Product Certificate."





Exhibitor Profile

- Halal Food & Beverage
- Halal Cosmetics
- Islamic Fashion and Textiles
- Other Halal Products
- Halal Pharmaceuticals
- Islamic Finance Organizations
- Halal Certifying Institutions
- Government Authorities



Visitors Profile

- Manufacturers
- Retailers
- Importers / Exporters
- Distributors and Wholesalers
- Investors
- Suppliers
- Hypermarkets & Supermarkets
- Hoteliers and Restaurateurs
- Groceries and Convenience Store
- Financial Services
- Banking Institutions
- Government Institutions
- Halal Certification Companies
- Islamic Federations / Associations
- Publications and Magazines

Number of Visitors

Domestic	6630
International	1570

Number of Exhibitors

Domestic	50
International	37

Exhibitor Countries

China, Iran, Malaysia, Russia, Turkey, USA.

Most Visiting Countries

Mostly from Albania, Algeria, Brunei, China, Egypt, Indonesia, France, Germany, Iraq, Iran, Kosovo, Kyrgyzstan, Malaysia, Russia, Saudi Arabia, Sudan, Syria, Turkmenistan, UAE.





Where The Continents Meet: Istanbul

Istanbul is the capital of Turkish economy which has 17 million populations.

As being a founding member of the OECD, and the G-20 major economies, Turkey has a dynamic economy and unique position at the crossroads of the world trade routes among the continents Europe, Asia and Africa.

According to OECD's (Organization for Economic Co-operation and Development) report, Turkey has become the strongest country in 2011. As Turkey has gone through the global economic crisis successfully, this transition provided a golden opportunity for full economic growth (Real GDP Growth reached to 8.9 in 2011)

Having the highest growth rate among OECD countries for the past six years, it has reached 11.6 percent, 8.8 percent and 8.2 percent in the first, second and third quarters of 2011 respectively. Turkey is a rising star of the global economy. The GDP of Turkey in purchasing power parity is \$ 1.041931 at the end of 2011.



Why Attend Halal Fair 2012 Istanbul?



- Meet Halal Associations, Halal Agenda Promoters, Halal Related Service Providers and Halal Certification Authorities
- You will reach your target groups from many industries of Halal.
- Euroasia's fast and lucrative growing Halal market worth \$ 2 trillion.
- Learn about new trends and developments within the Halal Food & Beverage Industry that can affect your business.

- To meet with the growing global demand by "Halal Consumers" from all over the world.
- Large and the comprehensive exhibition for Halal Industry where the Europe, Asia and Middle East meet.
- In order to provide worldwide networking opportunities with thousands of potential buyers
- Have a chance to introduce your products in one of the largest and the fastest growing markets in the world.





MEDIA

Halal Fair Online



- www.halaljournal.com
- www.expodamu.kz
- www.daganghalal.com
- www.halalmedia.my
- www.matindustrien.no
- www.dinarstandard.com
- www.halalfocus.com

Halal Fair in International Media

- Food Manufacturing Journal, Middle East
- Halal Journal, Malaysia
- Mat Industrien, Norway





See You on
11-14 October 2012

ONE VOICE FULL UNITY



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