



Under the auspices of the
**PRESIDENCY OF THE
REPUBLIC OF TÜRKİYE**



10th WORLD HALAL SUMMIT POST SHOW REPORT

27-30 November 2024

İstanbul Expo Center
Yeşilköy / İstanbul / TÜRKİYE



Dear Guests, dear brothers and sisters, I greet you all with the deepest feelings of respect and affection.

Assalamu Alaikum wa Rahmatullahi wa Barakatuhu. To my esteemed brothers and sisters who have honored our beautiful Istanbul, the heart of our spiritual geography, I extend a warm welcome to our country. We are greatly pleased to host you in this city, referred to by our ancestors as "Der Saadet" (the Abode of Happiness).

I pray to Allah that the 10th World Halal Summit and Halal Expo 2024 will bring blessings to our countries and the entire Islamic world.

The halal-certified products and services, characterized by their cleanliness, healthiness, and adherence to religious sensitivities, have facilitated the growth of this market, which now exceeds \$5 trillion. This year, the World Halal Summit, recognized as the largest halal organization on the global stage, hosted more than 1,100 companies and around 50,000 visitors from over 110 countries.

With the theme "Shaping the Future Together with a Decade of Success in Halal," I believe that the discussions to be held during the summit will open new horizons for companies, institutions, and consumers in the sector. The business forums organized at the summit will pave the way for new partnerships and investments among participating companies.

We are making steady progress in transforming our country, which lies at the heart of three continents, into a global production hub. We consider it our duty to support everyone working to unleash the potential of the Turkish economy, without any distinction between domestic and foreign capital.

Through the establishment of the Halal Accreditation Agency in our country, we have demonstrated the importance we attach to this matter. Additionally, we have implemented various regulations to ensure food safety, taking critical steps to protect consumer health.

To reduce health risks and ensure safe food consumption for society, we meticulously enforce the Turkish Food Codex, which is aligned with international food safety standards. Furthermore, we have expanded the number of our control laboratories, where food samples undergo rigorous chemical, microbiological, and physicochemical inspections.

Certification and standardization are vital for ensuring consumers' access to halal-certified products and services, as well as for facilitating the international trade of halal goods and services.

For this reason, we attach great importance to the activities of the Standards and Metrology Institute for Islamic Countries (SMIIC), which began operations in 2010.

I once again invite all member countries of the Organization of Islamic Cooperation (OIC) to join SMIIC, thus eliminating the divergences, disagreements, and mistrusts in halal certification.

I congratulate our institutions that have pioneered this event, organized in a time when the need for clean, healthy, and reliable food is felt more than ever. I greet you all with love and respect.

Stay safe and well.

Recep Tayyip ERDOĞAN
President of the Republic of Turkey



10 WHS years
HELAL EXPO 2024
ethexpo
Europe Tourism & Digital Expo

10 WHS years
HELAL EXPO 2024
ethexpo
Europe Tourism & Digital Expo
HELAL EXPO 2024

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KATILIMCI

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GARRETT

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10th World Halal Summit Simultaneously With ;



B2B PROGRAMS



**TÜRKİYE-PALESTINE
BUSINESS FORUM**



**TÜRKİYE-OMAN
BUSINESS FORUM**



**TÜRKİYE-YEMEN
BUSINESS FORUM**



**TÜRKİYE-ALGERIA
BUSINESS FORUM**



**TÜRKİYE-CAMEROON
BUSINESS FORUM**

World Halal Summit



18
COUNTRIES



59
SPEAKERS



10
SESSIONS

The 10th World Halal Summit and Halal Expo 2024, the world's largest halal organization, was held under the auspices of the Presidency of the Republic of Turkey. Organized by the Standards and Metrology Institute for Islamic Countries (SMIIC), an affiliated institution of the Organization of Islamic Cooperation (OIC), and Discover Events, the event took place at Istanbul Expo Center from November 27-30, 2024.

This year's events, marking the 10th anniversary of the World Halal Summit, achieved record participation while advancing the global halal agenda.

The Official Opening Ceremony featured an impressive program dedicated to the 10th anniversary, including:

- A recitation of the Holy Quran and an inspirational video presentation.
- Opening speeches by representatives of leading global halal organizations such as the World Halal Summit Council, SMIIC, and the OIC.
- A video presentation specifically prepared for the 10th anniversary of the World Halal Summit.
- Participation and speeches by 10 Ministers from OIC member countries and distinguished officials from within and outside the OIC, emphasizing the importance of international cooperation and the development of the halal industry.
- A video message from the President of the Republic of Turkey, Recep Tayyip Erdoğan, addressing the guests. This year, the World Halal Summit brought together experts and decision-makers to discuss critical issues and opportunities in the halal economy under the motto "A Decade of Success in Halal, Shaping the Future Together."

Over the course of 10 sessions, 49 distinguished speakers shared insights on halal standardization, trade, food safety, modest fashion, and ethical business practices. The summit highlighted significant presentations on global halal standardization, emphasizing the advantages and disadvantages of the sector, while encouraging international cooperation.



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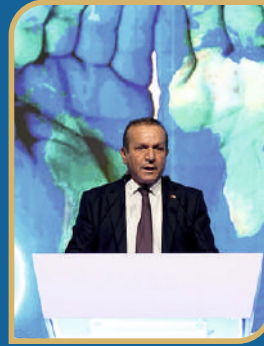
OUR KEYNOTE SPEAKERS



H.E. Prof. Dr. Ömer BOLAT
Minister of Trade of
The Republic of Türkiye



**H.E. Baboucarr Ousmaila
JOOF**
Representing the Minister of Commerce,
Kingdom of Saudi Arabia



H.E. Fikri ATAÖĞLU
Deputy Prime Minister and Minister
of Tourism, Culture, Youth and Environment of
The Turkish Republic of North Cyprus
(TRNC)



H.E. Elnur ALIYEV
First Deputy Minister of Economy
of the Republic of Azerbaijan



H.E. Olgun AMCAOĞLU
Minister of Economy and Energy
of the Turkish Republic of Northern Cyprus



H.E. Nooruddine AZIZI
Minister of Commerce and Industry of
Afghanistan



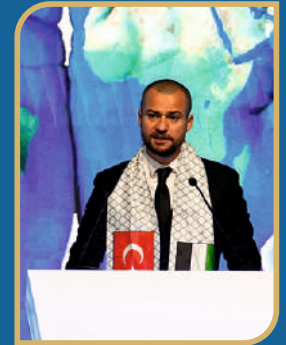
H.E. Dr. Faed MUSTAFA
Ambassador of the State of
Palestine to Ankara



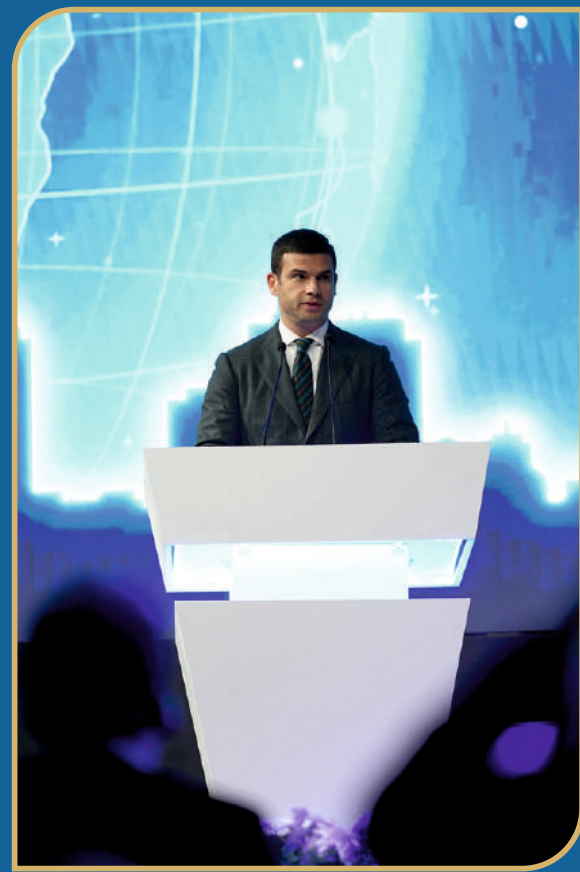
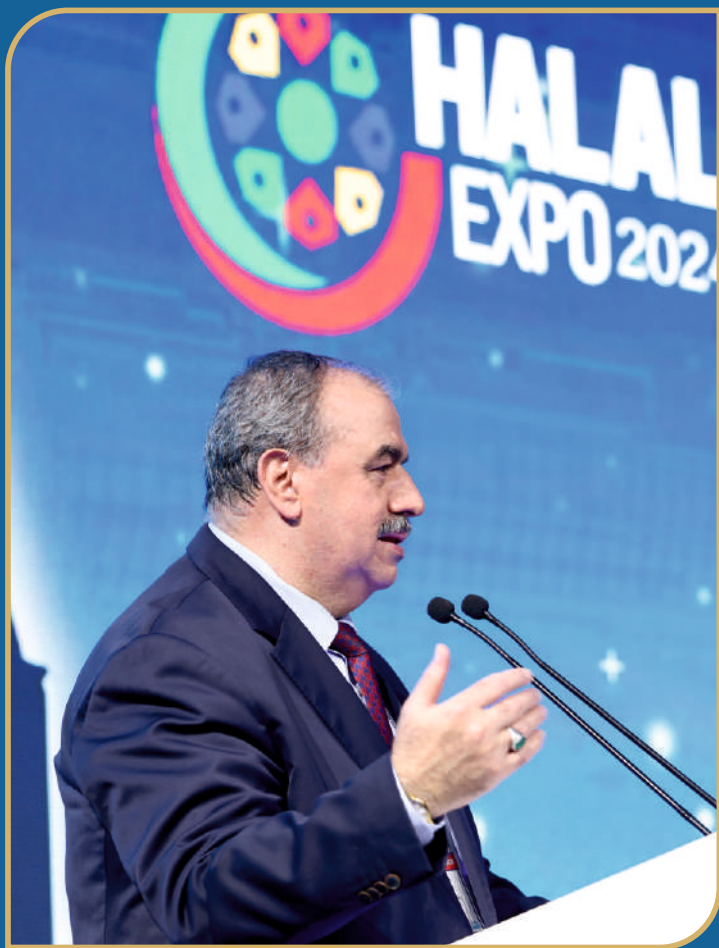
**Ms. Farha Ramdzan
Binti Saaid Ramadzan**
Secretary-General of the Organization
of Islamic Cooperation



**H.E. Dr. Saad bin Othman
ALKASABI**
SMIC
Chairman



Mr. Emre ETE
World Halal Summit
Council Vice President



OUR OFFICIAL OPENING SPEAKERS OF THE WORLD HALAL SUMMIT



H.E. Zehra Zümrüt SELÇUK
SESRIC
General Manager



H.E. Orkhan Mammadov
KOBIA
Chairman of The Board



H.E. Abdulaziz F. Alrushodi
Saudi Halal Center
President



H.E. Khusrav Noziri
IOFS
Deputy General Manager



H.E. Abdelaziz ALAMI
ICDT



H.E. İhsan ÖVÜT
SMIC
Secretary General

SESSION 1: Building a Sustainable Halal Infrastructure for Global Growth-1

Moderator: H.E Mr. İhsan ÖVÜT, Secretary General, SMIIC

1. İlhami Aktürk, Deputy Secretary General, TSE-Turkish Standards Institution

2. Zafer Soylu, Chairman of the Board of Directors, HAK-Halal Accreditation Agency

3. Mr. Nawaf Hassan Al-Shehri, Director of the Department of Acceptance of Conformity Assessment Bodies,

The Kingdom of Saudi Arabia experience in the halal industry

4. H.E Eng. Moteb Almezani, Director General, GCC Accreditation Center (GAC),

GAC Role in GCC Halal Regulation

5. Mufti Syed Fazal ur Rahim, Shariah Advisor, WHAD Italia, Pakistan

Risk Based Approach in Halal Certification and the Islamic Concept of Sadd-e-Drai:

A Comprehensive Analysis



SESSION 1: Building a Sustainable Halal Infrastructure for Global Growth-2

Moderator: Prof. Dr. Fatih Gültekin, Rector of Lokman Hekim University, Ankara

1. Dr. sci. Damir Alihodžić, Director, Agency for Halal Quality Certification,

Integration Of Halal with Other Food Quality and Safety Standards

2. Mufti NAEEM SHAHID, Director General, International Islamic Institute of Halal,

MIIC: Played a Crucial Role in Promoting Intra-OIC Trade and Economic Integration in Last Decade

3. Dr. Mufti Sayed Arif Ali Shah Alhusaini, Halal Certification, HCTRS),

Traceability-Mandatory requirement for Halal (research study)

4. Tuğba DAYSALOĞLU, Food Engineer, TSE-Turkish Standards Institution,

5. Prof. Dr. Midhat Jasic, professor emeritus for nutrition and food technology,

Critical Control Points In Halal Gastronomy



IOFS SESSION 3: OIC Healthy and Safe Food Ecosystem

Moderator: Dr. Shakhlo Atabaeva, IOFS

1. Dr. Shakhlo Atabaeva, IOFS,

Food Security Challenges and IOFS Initiatives

2. Prof. Dr. Hisham Mohamed Mohamed Elshishtawy, AGERI, Egypt

The Effect of the Halal Food Industry on Food Security in OIC Countries

3. Dr. Auteleeva Laura, S. Seifullin Kazakh Agrotechnical Research University,

Absence of a Unified Approach to Halal Certification in Kazakhstan

4. Aygul Hudayberdiyevna Orazova, CEO, Standart Hyzmat,

Strengthening the Role of Women in Halal: The Path to Food Security



SESSION 4: “The Future of Halal Beauty: Trends, Certification, and Market Expansion”

Moderator: Dr. Mohamed Ali Al Sheikh, Specialist SMIIC

1. Dr. Thamer Baazzeem, Deputy Director, Saudi Halal Center,
Saudi Halal Center Initiative for Halal Market

2. Dr. Yasmeeen Hafiz Zaki, PhD of Chemical Engineering,
The Potential of Sudan in Halal Certification Implementation: A Review

3. Desliana Nur, Former Vice General Secretary, The Association of Indonesian Muslim
Entrepreneurs Hipka, Member of Indonesian Chamber of Commerce and Industry,
*Halal Blue Beauty Industry : One Of The Perfect Solutions To Climate Change And
Global Sustainable Halal Economic Growth Support*

Technology will play a crucial role in streamlining Halal certification processes, making them faster and more efficient and reducing audit costs.

Product Innovations

From an array of new Halal cosmetic products tailored for Indonesian and non-Indonesian consumers to unique needs and preferences.



SESSION 5: “Halal Economy: Challenges, Opportunities, and Global Trends”

Moderator: Zafer Soylu, Chairman of the Board of Directors, HAK

**Special Session Speech: Mr. Samer Elesawi, Head of KL CoE, IsDB, Malaysia*

1. Dr. Mian N. Riaz, Professor of Food Diversity, Texas A&M University, USA

Role of Food Scientist in Halal Food Supply Chain, Production and Certification

2.Mr. Numan Akkuş, Food Safety & Defence Director, Yıldız Holding

“Halal Compliance Challenges and Opportunities in Supply Chain”

3.Asad Sajjad, Founder Chairman, Halal Development Council, Pakistan

Halal Awareness in OIC & Non-OIC countries

4.Mr. Zafardjon Khotamov, Senior Halal Development Specialist, IsDB,



SESSION 6: “Ensuring Integrity in the Halal Supply Chain”

Moderator: Yasin Zülfikaroğlu, Specialist SMIIC

1.Assist. Prof. Dr. Aldin Dugonjić, Chief Development Officer, Halal Advisor,
The Bridge, Riyadh, Kingdom of Saudi Arabia,

Incredible Potential: Exploring Opportunities in the Halal Food Supply Chain in Saudi Arabia

2.Dinar Sadykov, General Director, Halal Audit and Control Center, Tatarstan/Russia

We need Union instead of Division!

3.Dr Tharwat Al-Bataineh, Ministry of Climate Change and Environment, UAE

“Future Foresight In The Sustainability Of 'Halalan Tayyiban”



SESSION 7: “Halal Research and Development: Paving the Way for Innovation

Moderator: Mete Çevik, HAK-Halal Accreditation Agency

1.Dr. Can Türk, Lokman Hekim University Halal Product Application and Research Center,
Navigating Halal Studies in Post-Graduate Education: Emerging Challenges and Strategic Opportunities

2.Dr. Mufti Sayed Arif Ali Shah Alhusaini, (HCTRS),
Comparative Analysis of Individual and Collective (Systematic) Fatwas

3.Muhammad Khalid, Member of Shariah Supervisory Board, Al Baraka Bank,
The Synergy Between the Halal Industry and Islamic Finance

4.Saeeda Ahmed, Founder, Sustainable Cities Global Ltd and Halal Space, UK
Opportunities for the Global Halal Economy and the Carbon Markets: The Next Ten Years

5.Dr. Ghulam Raza, Senior Technical Auditor and Management Consultant,
Potential Risks of Porcine DNA Contamination in Mixed Halal and Non-Halal Premise and Mitigation Measures per Halal Industry Quality Standards.



SESSION 8: “Halal Tourism: Capturing the Growing Market

Moderator: Dr. Riadh Soussi, SMIIC

1.Deneba Diouf, Associate Director, HALAL SENEGAL, Senegal

The Potential of Halal Tourism In West Africa: Contribution To the Development Of The Tourism Economy Among OIC Member Countries.

2.Mr. Yasin Zülfikaroğlu, SMIIC Halal Tourism Standard

3.Dr. Abdulatef Ahmed NESR, Libyan Academy for Graduate Studies,

*The Urgency of Implementing a Food Authenticity Act (FAA) in Halal Food Industry:
An Additional Appropriate Traceability Recordkeeping System*

organized by:

DISCOVER
EVENTS



SESSION 9: Ensuring Compliance in Halal Pharmaceutical and Laboratory Practices

Moderator: Dr. Mian Riaz, Professor of Food Diversity, Texas A&M University

1. Dr. Mohammed Ali Al Sheikh, Specialist, SMIIC

Blood products in Halal Pharmaceutical

2. Prof. Dr. Aydoğın SOYGÜDEN, Erciyes University, Türkiye

Evaluation Of the Compliance of Athlete Nutritional Supplement Products Used by Professional Athletes With Halal Health Rules

3. Prof. Dr. Muhammad Issa Khan, Professor, University of Agriculture, Faisalabad,

Ensuring Halal Compliance in Microbial Fermentation for Nutraceutical Supplementation

4. Dr. Burhanettin Yalçınkaya, UME/TÜBİTAK,

5. Dr. Anat Denyinghot, The Halal Science Center Chulalongkorn University,

“Innovations in Detecting Non-Halal Animal Contaminants in Halal Livestock Products”

organized by:

DISCOVER
EVENTS



SESSION 10: “The Role of Technology in Shaping the Future of the Halal Industry”

Moderator: H.E Mr. İhsan ÖVÜT, Secretary General, SMIIC

1. Mufti Yousuf A.R. Khan, Chief Executive Officer, SANHA Halal Associates, Pakistan

Leveraging AI for Enhanced Halal Quality Services: Revolutionizing Certification and Industry Practices with Custom GPT

2. Datuk Seri Mohd Rizal bin Mohd Yusof, Group Executive Chairman,

Euro Jasmine Holding Sdn Bhd, Malaysia *Uniting Global Halal Thru Digitalization*

3. Dr. Abdullah Koh Heesong, Secretary General, Halal Advancement Institute of Korea

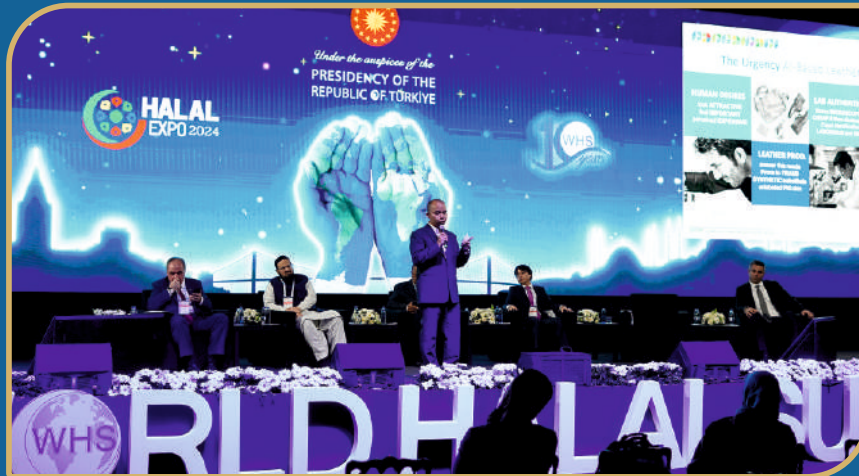
Enhancing Halal Certification Verification Through the Integration of Blockchain and Quick

4. Raafqi Ranasmita, Corporate Secretary Manager, Global Halal Centre, Indonesia

"Machine Learning Analysis for Halal Species Detection"

5. Murat TAŞARŞU, SMIIC

Standardization and AI as contemporary tool



10th WORLD HALAL SUMMIT 2024 – DECLARATION

The 10th World Halal Summit (WHS) 2024, held in Istanbul under the theme "A Decade of Halal Success: Uniting Vision, Shaping the Future", Under the Auspices of the Presidency of the Republic of Türkiye, organized by Discover Events in cooperation with the Standards and Metrology Institute for Islamic Countries (SMIIC).

This landmark event brought together academics, researchers, stakeholders, professionals, policymakers, and pioneers of the halal industry. Throughout its sessions, esteemed speakers shed light on:

- Building a sustainable Halal infrastructure for global growth
- The development of an OIC healthy and safe food ecosystem
- Trends and certification in the Halal Beauty industry and its market expansion
- Challenges, opportunities, and global trends in the Halal Economy
- Ensuring integrity within the Halal Supply Chain
- The importance of Halal Research and Development for fostering innovation
- Capturing the growing market potential of Halal Tourism
- Ensuring compliance in Halal Pharmaceutical and Laboratory Practices
- The pivotal role of technology in shaping the future of the Halal Industry

As the WHS Organizing Committee, we hereby declare the following:

1. NOTING,

- The crucial role of SMIIC in developing Halal quality infrastructure.
- The significance of unified standards for Halal certification and accreditation globally.
- The need to adopt and implement advanced technologies to meet the demands of a growing Halal Economy.

WHOLE HEARTEDLY ADVOCATES

- Strengthening the development of sustainable Halal infrastructure to support global economic growth.
- Enhancing the OIC Healthy and Safe Food Ecosystem through collaboration among stakeholders and adherence to international standards.

EMPHASIZES the pivotal role of emerging technologies, such as Artificial Intelligence (AI), blockchain, and automation, in enhancing transparency, efficiency, and trust within the Global Halal Economy, driving its sustainable growth and fostering innovation.

PLACES EMPHASIS on ensuring integrity within the Halal Supply Chain, from production to consumption, to maintain consumer trust and transparency. And on fostering innovation through Halal Research and Development as a driver for future growth.

PROMOTES continued research within SMIIC technical committees aimed at developing unified methodologies for Halal compliance and evaluation.

STRONGLY OPPOSES any exploitation or misrepresentation of Halal principles for any purpose.

2. RECOMMENDS this declaration to policymakers, religious authorities, manufacturers, service providers, scholars, academic institutions, Halal certification bodies, accreditation and standardization organizations, financial institutions, and trade and tourism chambers.

3. EMPHASIZES the significant role of a unified and globally recognized Halal industry in promoting economic and cultural benefits for both Muslim and non-Muslim communities.

4. EXPRESSES GRATITUDE to all organizers, speakers, supporters, exhibitors, and participants for their dedication and contributions to the success of WHS 2024.

Istanbul, November 29, 2024





15.000 m²
NET STAND AREA



100+
VISITING
COUNTRIES



50,000+
TOTAL
VISITORS

HALAL EXPO 2024

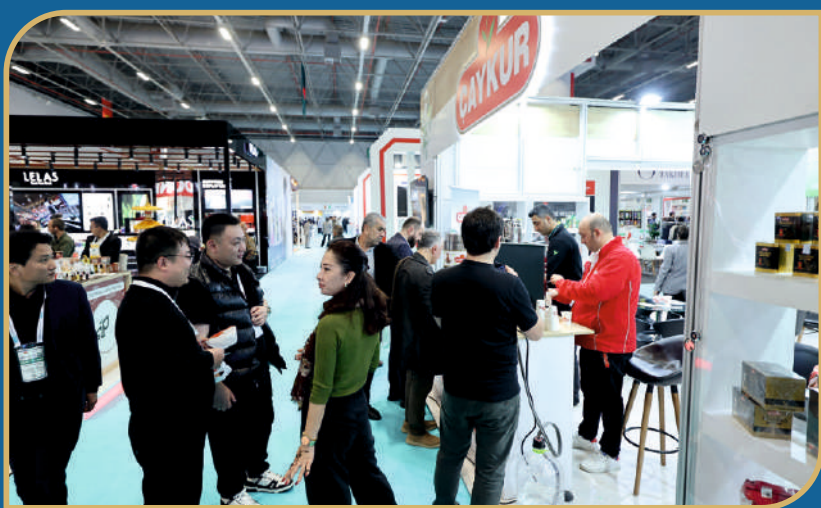
Held under the auspices of the Presidency of the Republic of Turkey, the 10th World Halal Summit and Halal Expo 2024 took place at Istanbul Expo Center from November 27-30, 2024. The event was organized by SMIIC and Discover Events, with contributions and support from relevant ministries, institutions, and organizations, particularly the Ministry of Trade.

The exhibition provided an ideal environment for participants from sectors such as food, tourism, cosmetics, medicine, chemicals, finance, packaging, machinery, Islamic lifestyle, and modest fashion to achieve their commercial goals.

Halal Expo 2024 hosted approximately 500 participants from 50 countries, attracting over 50,000 visitors from 110 countries. The event became a significant platform showcasing the diversity and potential of the halal economy.

The expo facilitated high-level trade connections with the participation of 1,000 international buyers and over 9,000 international delegations. Dedicated areas such as Go Africa, Private Label, and Natural, Organic, and Vegan (NOV) showcased innovative products and technologies. A magnificent Modest Fashion Runway Show and Award Ceremony, featuring 16 international designers, also took place.

Located in Istanbul, a central and global hub, the exhibition served as an attractive platform for all countries involved in halal production and consumption.



HALAL EXPO 2024 STATISTICS



50+
EXHIBITING
COUNTRIES



500+
EXHIBITORS





HALAL EXPO B2B MEETINGS



45
EXHIBITING
COUNTRIES



1000+
HOSTED
BUYERS



5000+
B2B
MEETINGS



SECTORS

- ★ Banking and Islamic Finance ★ Consulting and Engineering Services ★ Iron and Steel Industry ★ Pharmaceutical Products ★ Education
- ★ Industrial Equipment ★ Food Processing and Packaging ★ HORECA
- ★ Innovation and Information Technology ★ Construction and Infrastructure ★ Cosmetics and Personal Care
- ★ Machinery and Industrial Equipment ★ Furniture ★ Nakliye ve Lojistik ★ Health ★ Agricultural Industry ★ Textiles and Conservative Fashion
- ★ General Trading and Distribution ★ Tourism and Health Tourism ★ Food and Beverage





10th World Halal Summit Simultaneously With ;

ethexpo
Eurasia Tourism & Health Expo



10.000+ m²
STAND AREA



100+
VISITING
COUNTRIES



40.000+
TOTAL
VISITORS

ETHEXPO 2024

The Eurasia Tourism and Health Exhibition (ETHEXPO) was held from November 23-26, 2023, at Istanbul Expo Center/Yeşilköy and organized by Discover Events. ETHEXPO 2023 brought together professionals from the rapidly growing global tourism and health sectors under one roof. Supported by the Ministry of Trade, the Ministry of Health, and the Ministry of Culture and Tourism, and with contributions from the Service Exporters' Association (HIB), a specially organized B2B program offered international cooperation opportunities for participants and visitors alike.

ETHEXPO 2024 hosted over 60 local and international companies from more than 15 nearby countries and welcomed visitors from over 100 different countries throughout its four-day duration.



ETHEXPO 2024 STATISTICS



15+
EXHIBITOR
COUNTRIES



60+
EXHIBITORS



27
VISITOR
COUNTRIES



100+
HOSTED
BUYER



1000+
B2B
MEETINGS



SECTORS

- ★Tour Operators ★Hospitals ★Health Tourism Agencies ★Aesthetic Centers ★Beauty and Personal Care Centers
- ★Hotels ★Health ★Spa ★Thermal Hotels ★Tourism Information Technologies ★Travel and Transportation
- ★Guidance Services ★Insurance Companies and Agencies ★Medical Devices and Medical Equipment



10th World Halal Summit simultaneously ;

**PRIVATE
LABEL**

Private Label Products Area

NOV NATURAL
ORGANIC
VEGAN

Natural & Organic & Vegan Products Area

The International Trade Fair Helal Expo, held from November 27-30, 2024, at Istanbul Expo Center, attracted significant attention in the areas of Private Label (PL) products and Natural, Organic, and Vegan (NOV) products.

The Private Label area showcased the growing demand for quality and cost-effective products, highlighting the role of unbranded products in shaping consumer preferences. This section demonstrated how retailers and producers could offer more original, flexible, and cost-focused products, while also enhancing the diversity and reliability of supply chains.

The Natural and Organic Products area demonstrated the increasing consumer interest in health, environmental consciousness, and natural ingredients. Products in categories such as organic food, personal care, and natural cleaning materials attracted significant attention from visitors.



TÜRKİYE - PALESTINE BUSINESS FORUM







TÜRKİYE - YEMEN BUSINESS FORUM





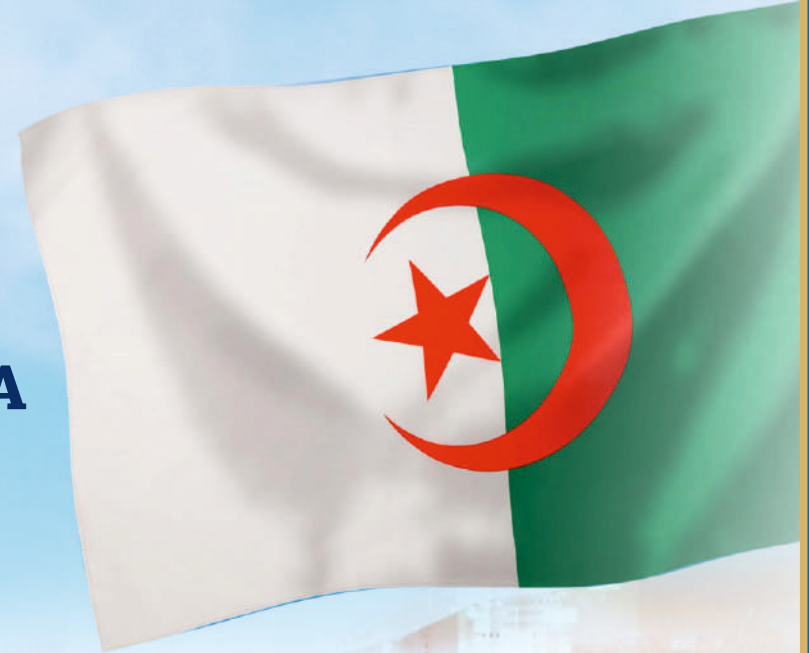


TÜRKİYE - OMAN BUSINESS FORUM





TÜRKİYE - ALGERIA BUSINESS FORUM







TÜRKİYE - CAMEROON BUSINESS FORUM



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RLD HALAL SUMMI



HALAL BUSINESS MAGAZINE

Published annually during the World Halal Summit, Halal Business Magazine is printed in 10,000 copies and distributed free of charge to all international visitors attending the event. The magazine is also shared throughout the year during institutional visits.

The main theme of the magazine is to inform readers about the halal economy and highlight Turkey's central role in this field through interviews with key officials.

The bilingual magazine (Turkish and English) includes interviews with government leaders, ministers, and officials from countries participating in the summit and concurrent events. The magazine aims to encourage trade among Islamic countries, showcasing the potential of the global halal economy.



73.075,107
Reaches

15.817,555
Advertising Budget ₪

3.936,922
Circulation



139
Printed
Advertisement



1027
Press
Internet



995
TV-RADIO



MEDIA COVERAGE

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HALAL
EXPO 2024

10
WHS
YEARS

WORLD HALAL SUMMIT

WHS



Under the auspices of the
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REPUBLIC OF TÜRKİYE



26-29 NOVEMBER 2025
ISTANBUL EXPO CENTER



See You Next Year...

DISCOVER
EVENTS

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