

MAY 18-19
TATARSTAN
RUSSIA
HALAL
EXPO'23

Russia Halal Expo May 18-19, 2023

The first venue for halal companies!





Rustam Minnikhanov

The Head of the Republic of Tatarstan



The Islamic world is great, and we should grasp the opportunities the Islamic world creates for Russia. Previously, we only mentioned halal food, but now we talk about the halal lifestyle. We understand that halal will be demanded a lot. In Russia alone, 20 million Muslims live. Moreover, Russia serves as a touristic and medical point of attraction for Muslims from other countries.

As a part of the KazanForum

May 18-19, 2023



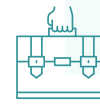
This is the main platform for economic interaction between the Russian Federation and the Islamic world countries. The first International Economic Summit of Russia and member countries of the Organization of Islamic Cooperation was held in 2009, thus the leading international platform was established.

Purposes and objectives

The main purpose of the RUSSIA HALAL EXPO is to popularise the halal industry in Russia, to establish trade, economic, social and cultural ties, to demonstrate the potential of the halal segment of the economy, to provide opportunities for presenting products to potential buyers and trade partners. The leitmotif of the business program will be shared consumption economy and the halal common good.



Support for manufacturers of halal products in all sectors



Establishment and enhancement of business contacts between halal market players



Development of domestic and international ties, assistance in cooperation development for entering new import markets



Increase of the share of high-quality and ecofriendly products in the Russian economy



Facilitation of shaping and satisfying the demand for halal products



Active involvement in international processes related to development of the halal industry



Consolidation of representatives of the Russian halal business



Development of the Halal Lifestyle roadmap both in Russia



Participating countries



Malaysia



The Arab Republic of Egypt



The Islamic Republic of Iran



The Islamic Republic of Pakistan



The Kingdom of Bahrain



The Kingdom of Saudi Arabia



The Kyrgyz Republic



The Republic of Azerbaijan



The Republic of Indonesia



The Republic of Kazakhstan



The Republic of Philippines



The Republic of Turkey



The Republic of Uzbekistan



The Russian Federation



The Swiss Confederation



The United Arab Emirates

The exhibition in numbers



20 000 m²

Total area of the exhibition



2
Days



> 250

mass media reporters
in 2022



18

regions of Russia
participating in the
exhibition



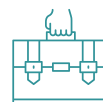
10 000

people attended the
exhibition in 2022



> 100

blogger partners
participating



147

companies participated
in 2022



The agenda of Russia Halal Expo 2022 includes:

Opening ceremony of the Russia Halal Expo, attended by VIPs and guests: ministers of the Government of Tatarstan, representatives of ministries of Turkey, the UAE, heads of SMIIC, ESMA. The work of the exhibition was reported by more than 50 journalists of Russian and foreign mass media.

Official meetings, concluding contracts, memoranda of cooperation and recognition of products of Tatarstan abroad, execution of framework agreements, negotiations of commercial officers, business meetings in the grounds of the exhibition.



Foreign guests, investors, Halal Standard Committees of the Spiritual Councils of Muslims of Kazakhstan, Pakistan, Islamic business associations, representatives of government bodies and the Organization of Islamic Cooperation, experts and journalists

Visiting of the exhibition by the President of Tatarstan, VIP guests of the KazanForum

MAY 19-21
TATARSTAN
RUSSIA
HALAL
EXPO'22



The Republic
of Indonesia

Russia Halal Expo is a window to Halal World

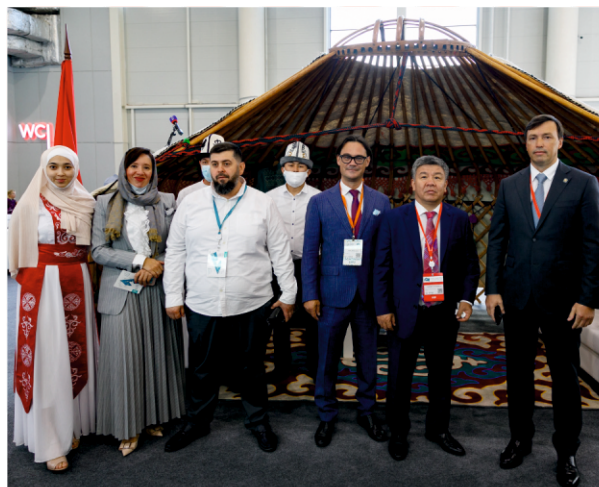


The Republic
of Turkey





The Kyrgyz Republic



The Republic of Uzbekistan



The Islamic Republic of Iran



Malaysia



Key exhibition participants in 2022

Ак Барс
Банк



TOURISM
MALAYSIA®



М · А · И · Б
МЕЖДУНАРОДНАЯ АССОЦИАЦИЯ ИСЛАМСКОГО БИЗНЕСА



NATURAL
HEALTH
CORPORATION



Why do you need to participate?

Nowadays, in the conditions of the transforming world, cooperation with Islamic countries provides extensive opportunities to open the new sales market for all categories of businesses. Harness the potential of the growing industry.



It is a unique opportunity to establish new business contacts, to expand sales markets.



Prospects for export of manufactured products to foreign markets.



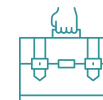
More than 10 000 visitors: representatives of business structures and retailers.



It is an opportunity to present a positive image of your company on the market.



It is an outstanding opportunity to find manufacturers and suppliers of all necessary commodities and services.



It is possible for companies to come up with their proposals to government structures.

Participation conditions

in International exhibition "Russia Halal Expo" 2023

IEC "Kazan Expo", Pavilion 2, 3

1

Registration fee

The above includes the general servicing of the exhibition, exhibitor's package with distribution materials, publication of the information on the exhibitor in the guidebook, accreditation of exhibitor: 1 badge of the "exhibitor" category for every 10 sq.m. of the stand area

\$ 140

2

Price of an unequipped exhibition area

\$ 210 per m²

The sample of the application is available at
<https://kazanforum.ru/en/exhibition/>

<https://kazanforum.ru/en/exhibition/> May, 18-19 2023

Discover our products

- ✿ Investment and infrastructure projects,
- ✿ Presentation of mutually beneficial technological alliances in the Islamic economy
- ✿ Exhibition of b2b projects, initiatives of the Islamic economy and products of large businesses and SMEs,
- ✿ International stands,
- ✿ Regions of Russia,
- ✿ Partners and sponsors,
- ✿ Islamic finance,
- ✿ Mechanical engineering.

Also, the following conditions are provided for the exhibitors of Russia Halal Expo when registering for the business program of the KazanForum

- stand from 25 sq.m.: 2 Standard packages are provided free of charge;
- stand from 50 sq.m: 2 Standard packages and 1 Premium package are provided free of charge;
- stand from 100 sq.m: 2 Standard packages and 2 Premium packages are provided free of charge.

Participation conditions

Agro-industrial park Kazan

The platform is open for food. Participation is an excellent opportunity to be a part of the big Halal Lifestyle world, where brands and consumers meet. The platform is intended both for family visits and for happy shopping. Only companies that have a Halal Quality Certificate are accepted at the fair

**Price of an equipped
exhibition area -**

\$ 210 per

Discover our products



Food



Consumer Products



Wholesale and Retail

Access to the Russia Halal Market exhibition is free for visitors.



HALAL FOOD FEST PARTNER PACKAGE



RUSSIA – ISLAMIC WORLD
KAZANSUMMIT

PROMOTING ORGANIZATION BEFORE THE EVENT

Logo
on the website

Advertising module
in handouts

Logo in mailing lists
to participants

PROMOTING ORGANIZATION DURING THE EVENT

2 Standard packages

Logo on the presentation screens
of the exhibition

Logo on the exhibition
press wall

Marketing, analytical support
and souvenir distribution
for participants

Возможное проведение
рекламной акции на площадке
выставки (по согласованию
с оргкомитетом)

Participation in the jury
of the competition program
of the exhibition

Logo in the image video
of the exhibition

PROMOTING ORGANIZATION AFTER THE EVENT

Photo report
20 photos

Logo in mailing lists
to participants



THE PRICE OF THE “HALAL FOOD FEST PARTNER”
PROPOSAL IS
8000 USD

Exhibition concept



Time for transformation. Time for halal.

Exhibition zoning

20 000 m²

international halal industry
exhibition Russia Halal Expo,
IEC "Kazan Expo", Pavilion 3

international halal industry
exhibition Russia Halal Expo,
IEC "Kazan Expo", Pavilion 2



Our partners 2022



TACC

General
media
partner



РИА Новости

Official
news agency



Anadolu Agency

Global
communication
partner



РБК-Татарстан

Strategic
Media partner

Mass media 2022



Our contacts



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Republic of Tatarstan, Russia

International Exhibition Center Kazan Expo



Website

<https://kazanforum.ru/en/exhibition/>



Our page in VK
[russiahalalexp](#)



Our page in Youtube

<https://www.youtube.com/@kazanforum>



SEE YOU AT KAZANFORUM!
SEE YOU AT RUSSIA HALAL EXPO!
SEE YOU AT RUSSIA HALAL MARKET!