

حلال

HALAL
EXPO

8th edition

Paris international Halal exhibition

29 - 30 March 2011
Porte de Versailles - Paris
Pavillon 3

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Journal



The Halal market continues to post solid growth prospects



Worldwide

According to a recent study published in The Times magazine, the global Halal market represents over **600 billion dollars** and almost **16% of the value of the global food industry**.

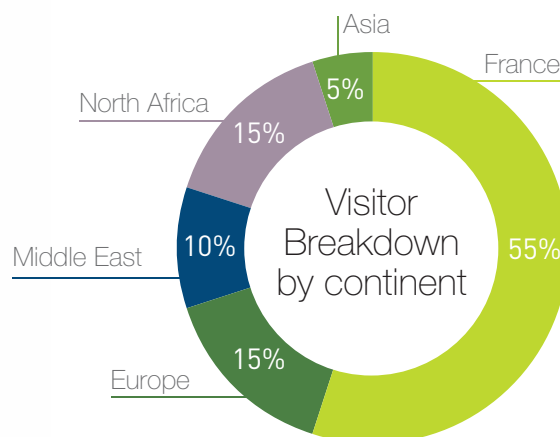
In Europe

17 million Muslim consumers with cultural identities that vary from country to country. In the face of this cultural diversity and the diversity of the Halal food product offering, **Paris Halal Expo has become the essential crossroads** to develop your portfolio of customers.

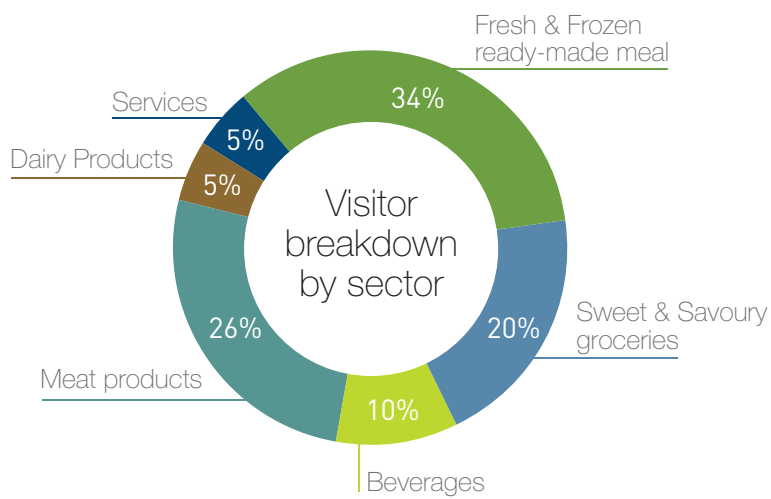
In France

Estimated at almost **5 billion Euros**, the Halal market in France has grown by **over 10% a year** in recent years. This growth is explained by Muslim consumers' increasing wish to diversify their eating habits, particularly as regards ready-to-cook or ready-to-eat products.

Nonetheless the Halal market remains a complex one for operators to understand. **Manufacturers and distributors will have to face many challenges in the years ahead to support the growth in sales of Halal products:** propose a high quality, diversified offering, develop genuine marketing aimed at the Muslim population, turn brands into real guarantees of quality and win over the consumers' trust.



Paris Halal Expo, the essential Market Place for Halal Trade in Europe



The only Halal Expo
in Europe

+20% more visitors in 2010

+40% more exhibitors in 2010

15 countries represented

- The **major brands** will attend
- Strong participation of **major retailers** and **traditional channels**

All segments of the Halal industry
will be represented

80% satisfaction expressed

The majority of exhibitors at the International Halal Food Show expressed great satisfaction with the quality and quantity of the buyers they met. 80% of exhibitors have decided to take part again in the 2011 show.

A Halal supermarket at the heart
of the Show

This year the organisers will again cover the merchandising of Halal products by installing a sales area dedicated to Halal ranges, a real snapshot of changes in the product lines.



Paris Halal Expo 2011

More international than ever !

In 2011, the International Halal Food Show will be even more open to international businesses, organisations and partners.



→ **3 reasons** for taking part in the only European show entirely dedicated to the Halal market:

Buyer meetings with

- mass retail
- traditional stores
- wholesalers
- importers

Access to strategic market information

- understand the **Halal market developments** in France, Europe and the major export markets
- understand the changes in Muslim **consumers' purchasing behaviour**
- understand **emerging issues** related to Halal certification

Communication

- as well as business partners to develop new halal products / services

Find all the practical information online on our site...
www.parishalalexpo.com



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