

NOVEMBER 14 - 16 WORLD TRADE CENTER METRO MANILA

POST SHOW REPORT 2024

EVENT HIGHLIGHTS, KEY FIGURES, AND INSIGHTS





















Halal Expo Philippines 2024 launched the nation into the global Halal spotlight

The first-ever Halal Expo Philippines 2024, held from November 14-16 at the World Trade Center Metro Manila, made its mark as a significant event in the country's Halal industry. Attracting over 5,000 attendees and 105 exhibitors, the expo generated PHP 27 million in on-site sales, with post-show projections exceeding PHP 55 million.

The event was supported by key government agencies, including **DTI, NCMF, BARMM, and DOT**, showcasing the nation's commitment to strengthening the Halal industry. High-profile officials, such as Secretary Amenah Pangandaman and Senator Mark Villar, emphasized the government's vision of positioning the Philippines as a Halal-friendly hub in **ASEAN**.

Featuring a **Modest Fashion Show, live cooking demonstrations, business networking, and educational sessions**, the expo provided a platform for trade, culture, and innovation. This milestone event marks the beginning of Halal Expo Philippines as an annual platform to advance the nation's Halal market and achieve its 2028 vision.

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5,388Attendees

and buyers

105

Exhibiting brands from 9 different halal sectors

75

On-site featured programs

66

This was a great opportunity to explore Halal innovations and network with industry professionals

66

It's inspiring to see such an event promoting the Halal lifestyle. Keep doing this annually!



EXHIBITOR REVIEW

Some of the Exhibiting Brands
That Trusted and Supported
Our Launch!

105

EXHIBITING COMPANIES

EXHIBITOR PAVILIONS

2800 sqm

OF VENUE SPACE

4

COUNTRIES REPRESENTED































96%

EXHIBITORS RATED THE SHOW AS SUCCESSFUL AND IMPORTANT SHOW FOR THEIR BUSINESS AND THE HALAL INDUSTRY

94%

EXHIBITORS **GENERATED** VALUABLE **LEADS** AND RAPIDLY INCREASED **BRAND AWARENESS.** 73% HAVE CLOSED DEALS ON-SITE.

87%

ARE CONSIDERING **RENEWING** THEIR PARTICIPATION FOR **2025**.

ALL HALAL SECTORS CONVERGED IN ONE EVENT



FOOD & BEVERAGE



E-COMMERCE & DIGITAL



PHARMACEUTICALS



FASHION & COSMETICS



MANY MORE!

FINANCE & BANKING



FRANCHISING



TRAVEL & TOURISM



LOGISTICS



ATTENDEE REVIEW

"HOW DID YOU HEAR ABOUT HEP 2024?"

Social Media: 34%

An exhibitor invited me: 22%

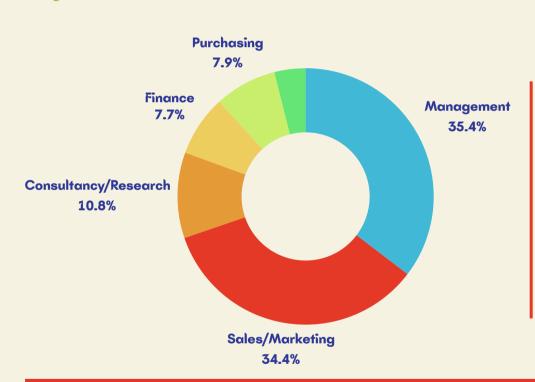
Halal industry associations or groups: 14%

Colleague recommendation: **9%**Internet search/Banner ad: **9%**

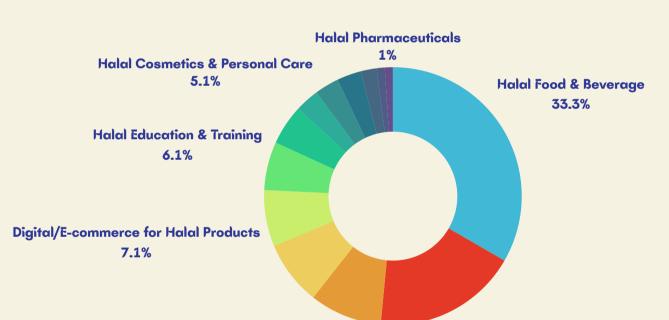
I received an email from the show organizer: **7%**

Through the HEP show website: **4%**Trade publications or magazines: **1%**

By Job Function



By Company Involvement



Government/Trade Agencies in Halal Industry
18.2%

87%

OF ATTENDEES FOUND THE QUALITY OF EXHIBITIOR'S PRODUCTS AND SERVICES TO BE "GOOD" TO "EXCELLENT"

98%

OF ATTENDEES **FOUND NEW**PRODUCTS AND SERVICES THEY **HADN'T HEARD OF BEFORE.**

98%

OF ATTENDEES WOULD **RECOMMEND** ATTENDING HEP TO THEIR **FRIENDS** OR **COLLEAGUES** IN THE INDUSTRY.

89%

OF ATTENDEES WOULD ATTEND HEP **AGAIN** IN THE **FUTURE** EDITIONS.

This event is crucial for promoting Halal awareness beyond food. It was inspiring to see the diversity of offerings

TOP 5 REASONS WHY THEY ATTENDED

- 1. **Discover** new products/innovation
- 2. **Learn** about the halal industry
- 3. **Identify** new opportunities
- 4. Personal interest in halal-related businesses
- 5. **Network** with industry professionals

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THE CONFERENCE & SHOW FEATURES

7TH PHILIPPINE NATIONAL HALAL CONFERENCE







TOPICS COVERED

- Opportunities in the Philippines: Trade and Investment, Tourism, Manufacturing, Halal Certification, Logistics
- DOST Halal Program and Its Outputs

- Halal-Friendly Philippines and Muslim-Friendly Tourism
 Strengthening the Philippine Halal Eco-System through the Integration of Islamic Finance
 Government Initiatives: Enhancing the Philippine Halal Industry through Strategic Accreditation
- Women Leading the Way: Inspiring Stories
- Creating a Globally Competitive Halal Certification System
 The Role of Private Sector Exporters in Shaping the Future of the Philippine Halal Industry
- What is Modest Fashion?
- Preserving Culture: One Weave at a Time
- Hijab Styling Session

HALAL AWARENESS WORKSHOP









TOPICS COVERED

- Halal Module 101 + Q&A
- Halal Awareness Program: Role of Certification
 Halal Awareness for the Food Industry
- ITDI Halal R&D on Food
- Halal R&D on Cosmetics
- PNS 2067-2008 Halal Food General Guidelines
- Halal Food Service for the Tourism Industry
- Overview of the Halal Assurance System

2024 EMCEE!

- Introduction to Halal Verification Laboratory
 Halal Transparent Traceability System Using Blockchain Technology
 Molecular Detection of Porcine DNA in Certified Halal Food Products
- Basics of Internal Halal Audit

87%

OF ATTENDEES FOUND THE SESSION HAS IMPROVED THEIR UNDERSTANDING OF THE INDUSTRY

OF ATTENDEES RATED THE PROGRAM "EXCELLENT" TO "GOOD"

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LIVE COOKING DEMONSTRATION

SPONSORED BY





THE CHEFS









BOY LOGRO Z

ZHE JACINTO ARVIC TAN

ROMMEL PAP







CARL DY

ROBBY GOCO

ALFONSO GENERAL

MODEST FASHION SHOW 2024

SPONSORED BY



FEATURED DESIGNER!

- The Glitz
- Tudung People
- Moderna Kay
- Monisa Modesty
- Princess Jehanne
- Nuraine AmpatuanEve Navales
- Hers Laha
- Sukarno Gabriel
- Melissa Chin
- Israel Ungkakay
- Marc Gernan
- Thato Inggo

The live cooking demonstrations at Halal Expo Philippines 2024 showcased the creativity of top chefs preparing diverse Halal dishes. Sponsored by industry leaders like VVS Cold Storage, these sessions also welcomed culinary students, offering them a unique learning opportunity to explore Halal culinary practices, connect with experts, and gain valuable real-world experience.

The first-ever Modest Fashion Show in the Philippines debuted at Halal Expo Philippines 2024, blending traditional Mindanao styles with modern fashion. Hosted by Iman Montyre and Mr. Ala Mustapha, it featured innovative designs by local and international designers, celebrating modest wear as a cultural and global statement of inclusivity and creativity.

The expo was very informative and showcased a variety of Halal products and services. It was a great experience to be part of this event!



SHOW HIGHLIGHTS



Recognizing outstanding exhibitors and pavilions for excellence in innovation, presentation, and contribution to the Halal industry at Halal Expo Philippines 2024.





















SULU ORIGINALS - halal-certified products: Maria Clara Punch and our Mangosteen and Durian Jam







A BIG THANK YOU TO OUR SUPPORTERS & PARTNERS

SUPPORTED BY

COOKING DEMO SPONSORS

















SUPPORTING HALAL CERTIFYING BODIES

MEDIA PARTNER





















MODEST FASHION PARTNER HOTEL PARTNER

MEMBER OF

PRESENTED BY

MANAGED BY

PART OF













EVENTS

START PLANNING FOR 2025



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GRACE EXPOSITION SERVICES

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NOVEMBER 13-15, 2025

BOOK YOUR SPACE NOW!

RAW SPACE





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