

**NOVEMBER 14 - 16** WORLD TRADE CENTER METRO MANILA

# **POST SHOW** REPORT2024

EVENT HIGHLIGHTS, KEY FIGURES, **AND INSIGHTS** 





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# SHOW OVERVIEW

## 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 <u>Halal-friendly</u> 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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**5,388** Attendees and buyers



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



# 10575Exhibiting brands from<br/>9 different halal sectorsOn-site featured<br/>programs

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

# DRIVING GROWTH IN TEPHTLIPPINES HALAL MARKET THROUGH TRADE & NETWORKING

## EXHIBITOR REVIEW

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

105 **EXHIBITING COMPANIES** 

**EXHIBITOR** PAVILIONS

## **2800** sqm

**OF VENUE** SPACE

**COUNTRIES** REPRESENTED











HARIQ

## **ALL HALAL SECTORS CONVERGED IN ONE EVENT**



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**FASHION & COSMETICS** 

PHARMACEUTICALS



**FINANCE & BANKING** 

FRANCHISING

FOR THEIR BUSINESS AND THE HALAL INDUSTRY

EXHIBITORS RATED THE SHOW AS SUCCESSFUL AND IMPORTANT SHOW

94%

96%

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

87%

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

## 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**



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** 

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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

# DRIVING HALAL FRIENDLY PHILIPPINES WITH TOURISM AND INTEGRATION



## **THE CONFERENCE & SHOW FEATURES**

### **2024 EMCEE!**



Zahra Bianca Saldua Master of Ceremonies Halal Expo Philippines 2024

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

91%

- Basics of Internal Halal Audit



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

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

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## 7TH PHILIPPINE NATIONAL HALAL CONFERENCE

IR GATEWAY TO THE FAST-GROWING HALAL INDUSTRY IN THE ASIA PACIFIC REGION" 1014 | WORLD TRADE CENTER, PASAY CITY

> SPEAKERS. **PANELISTS & MODERATORS**

MINIAL MALAL CONICC

HALAL EXPO PHILIPPIN

58%

HAVE ATTENDED THE CONFERENCE AND WORKSHOPS



## LIVE COOKING DEMONSTRATION

#### **SPONSORED BY**





## THE CHEFS



**BOY LOGRO** 







**ROMMEL PAPA** 

**CARL DY** 



**ZHE JACINTO** 



**ARVIC TAN** 

**ROBBY GOCO ALFONSO GENERAL** 

## **MODEST FASHION SHOW 2024**

SPONSORED BY



**FEATURED DESIGNER!** 

- The Glitz
- Tudung People
- Moderna Kay
- Monisa Modesty
- Princess Jehanne
- Nuraine Ampatuan
- Eve 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.

MALAL EXPO AHILIDI

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!

# CREATING **OPPORTUNTTIES** THROUGH HALAL TRADE AND NETWORKING

## SHOW HIGHLIGHTS



**BEST AWARDS** 



**EASY BRAND** - for its exceptional design, interactive features, and engaging presentation that captivated many attendees





**BEST HALAL PRODUCT AWARD** 

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

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**Department of Science and Technology (DOST)** - for its innovative Halal initiatives and advancements

## **A BIG THANK YOU TO OUR SUPPORTERS & PARTNERS**



### SUPPORTING HALAL CERTIFYING BODIES



### MODEST FASHION PARTNER HOTEL PARTNER

MEMBER OF

PRESENTED BY









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### **MEDIA PARTNER**



MANAGED BY







**EVENTS** 

# START PLANNING FOR 2025



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## **NOVEMBER** 13-15, 2025 **BOOK YOUR SPACE NOW!**

**RAW SPACE** 



#### **DOMESTIC SALES**

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