

# منتدى مكة للهلل

## MAKKAH HALAL FORUM

25-27 FEBRUARY 2025

WHERE LEADERS SHAPE THE HALAL FUTURE

# THE MAKKAH HALAL FORUM

A one-of-a-kind event, under the gracious auspices of His Excellency H.E. Dr. Majid Bin Abdullah Al-Qasabi

*“The Halal industry is one of the fastest growing industries in the world, and the opportunity for its development is great at this event”*

**H.E. Dr. Majid Bin Abdullah  
Al-Qasabi**

Minister of Commerce  
*From the 2024 inaugural speech*

منتدى مكة للحلال  
MAKKAH HALAL FORUM  
25-27 FEBRUARY





DR. BANDAR ARAB  
TV PRESENTER AND MODERATOR

H.E. DR. SAAD BIN OTHMAN AL-QASABI  
GOVERNOR, SAUDI STANDARDS METROLOGY  
AND QUALITY ORGANIZATION

H.E. DR. HISHAM ALJADHEY  
CEO OF THE SAUDI FOOD AND DRUG AUTHORITY

H.E. MR. FAHAD AL-NUHAIT  
CEO OF HALAL PRODUCTS  
DEVELOPMENT COMPANY (HPDC)

H.E. DR. ADEL AL-QAEED  
EXECUTIVE DIRECTOR OF THE SAUDI  
ACCREDITATION CENTER

## WELCOME TO THE 2ND EDITION OF THE MAKKAH HALAL FORUM (MHF25)





The groundbreaking -3day event that marks a new era in Halal Events worldwide — a convergence that offers a comprehensive showcasing of the finest in Halal services and products from around the world, featuring workshops, keynote sessions, discussion panels, live halal cooking shows and demonstrations, as well as opportunities for partnerships and collaborations across multiple sectors.

This year's theme at MHF25 is focused on **innovation and creativity to promote sustainable development across the global Islamic community**. Set in the strategic location of Makkah in Saudi Arabia, this one-of-a-kind event brings together exhibitors, speakers, and industry players from diverse geographies around the world.





# UNLOCK OPPORTUNITIES FOR COLLABORATION

The first Makkah Halal Forum, held in January 2024, was an awe-inspiring and groundbreaking event that echoed throughout the global Halal industry. Inaugurated by H.E. Dr. Majid Al-Qasabi, the Saudi Arabian Minister of Commerce, MHF24 marked the dawning of a new era, setting the stage for unparalleled achievements in the world of Halal events. The forum witnessed the honorable presence and participation of the global Halal thought leaders, who lent their expertise and insights to help unlock new opportunities within the burgeoning Halal marketplace. Level of participation included two categories:

## Leading Saudi governmental officials from the Halal industry

-  Governor, Saudi Standards Metrology and Quality Organization, **H.E. Dr. Saad Bin Othman Al-Qasabi**
-  CEO of the Saudi Food and Drug Authority, **H.E. Dr. Hisham Aljadhey**
-  Executive Director of the Saudi Accreditation Center, **H.E. Dr. Adel Al-Qaeed**
-  CEO of Halal Products Development Company (HPDC), **H.E. Mr. Fahad Al-Nuhait**

## Global Halal Thought Leaders and officials

-  Secretary General, SMIIC, **H.E. Mr. İhsan Övüt**
-  Adviser to the Minister of Foreign Affairs of Bosnia and Herzegovina, **H.E. Mr. Dino Selimović**
-  Director General of JAKIM, **Professor Hakimah Mohd Yusoff**
-  President of BPJPH Indonesia, **H.E. Dr. Mohammad Aqil Arham**





## A MELTING POT OF VISIONARY THINKERS

The Makkah Halal Forum became a **melting pot of visionary thinkers, industry pioneers, and game-changers, who converged upon this prestigious platform to steer the Halal industry towards unparalleled heights.** The event was filled with halal industry movers and shakers, and influential speakers, whose words resonated with passion and purpose, igniting a flame of inspiration that would forever shape the trajectory of the Halal industry, brimming with innovation, knowledge, and limitless possibilities.

# MAKKAH HALAL FORUM 2024 IN NUMBERS

**6000+**

**VISITORS**

**75**

**COUNTRY OFFICIAL  
REPRESENTATIVES**

**120**

**COUNTRIES**

**21**

**NATIONAL COUNTRY  
CHAMBER OF COMMERCE  
PRESIDENTS**

**180+**

**COMPANIES  
REPRESENTED**

**410+**

**TRADE  
DELEGATES**

**10+**

**COUNTRY  
PAVILIONS**

**6**

**MEMORANDUMS OF  
UNDERSTANDING**

**60+**

**INTERNATIONAL  
COMMERCIAL  
& MEDIA  
REPRESENTATIVES**

**42**

**INT. MEDIA PORTALS  
PUBLISHED OUR EVENT**

**40+**

**PANELISTS &  
SPEAKERS**

**400+**

**B2B MEETINGS**

## EXPECT MORE AT MHF25

JOIN GLOBAL LEADERS AND INNOVATORS AT THE 2ND MAKKAH HALAL FORUM

Where Tradition, Innovation, and Sustainability  
Meet the World in the Heart of Makkah



# BECOME A PART OF THE 2ND MAKKAH HALAL FORUM

As MHF25 draws near, it promises an all-encompassing 360-degree experience. With participation expected from over 15 country pavilions, the event will showcase the remarkable progress of the Halal industry through more than 150 on-ground business exhibitors. Attendees can anticipate a multitude of pre-scheduled B2B meetings, fostering valuable networking opportunities. In addition to captivating keynote sessions, MHF25 will feature live cooking demonstrations by renowned Halal-specialized chefs, adding a delightful culinary element to the event.

A highlight of MHF25 will be the inaugural Innovation Awards, where esteemed judges from the global Halal community will recognize outstanding contributions. The forum will also offer specialized workshops dedicated to the marketing and branding of Halal businesses, as well as the technical aspects of obtaining Halal certification. To further enrich the experience, exclusive tours will be organized to visit major economic zones, allowing participants to immerse themselves in the available capabilities and industrial zones firsthand. MHF25 is set to be an unforgettable event, uniting Halal industry professionals from around the world.





## WHAT TO EXPECT AT MHF25

- Conference sessions by renowned Halal leaders, movers, and industry game-changers from across the globe
- Exclusive workshops focused on marketing & branding of Halal businesses, and the technicalities of becoming Halal certified
- Country pavilions from all over the world
- Exhibitions by global Halal producers, suppliers, and service providers from the KSA and around the world
- Leading Saudi manufacturers, traders, and distribution channels
- Global Halal producers, suppliers, buyers, and service providers
- Pre-arranged B2B meetings
- Live cooking shows and demonstrations by renowned Halal-specialized chefs
- Innovation competitions and awards
- Exclusive on-ground tours to nearby industrial cities
- Hundreds of networking & collaboration opportunities



# A WORD FROM HALAL THOUGHT LEADERS



**H.E. DR. HISHAM ALJADHAI**  
CEO OF THE FOOD AND  
DRUG AUTHORITY, KSA

*"The Makkah Halal Forum is an extraordinary event that brings together key stakeholders from the halal industry, contributing significantly to its growth and development."*



**H.E. MR. İHSAN ÖVÜT,**  
SECRETARY GENERAL, SMIC

*"The Makkah Halal Forum is a game-changer for the halal industry, fostering collaboration, innovation, and sustainable practices that shape its future"*



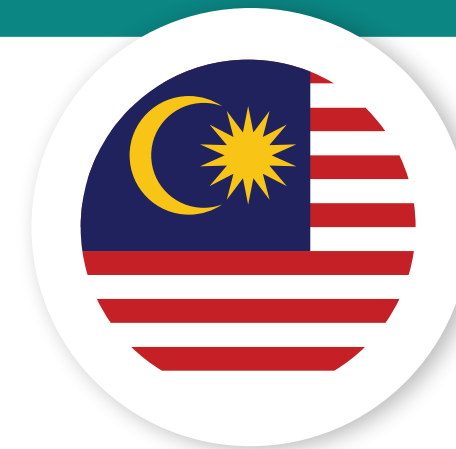
**MR. DINO SELIMOVIĆ,**  
ADVISER TO THE MINISTER OF  
FOREIGN AFFAIRS OF BOSNIA AND  
HERZEGOVINA

*"Makkah Halal Forum is a must-go for industry leaders to explore innovative financing solutions that fuel the growth of the halal industry worldwide, and collaborate with like-minded business owners, leaders, and innovators."*



**DR. HAKIMAH MOHD  
YUSOFF**  
DIRECTOR GENERAL OF JAKIM

*"The Makkah Halal Forum is not just an event; it's a transformative experience that unites minds, inspires innovation, and creates a sustainable future for the halal industry"*



**DR. MOHAMED HUSSAIN  
ALZOGHBI**  
PRESIDENT OF FAMBRAS

*"The Makkah Halal Forum has proven itself to be a platform for sharing best practices, promoting standards, and building strong relationships, making it a vital contributor to the growth of the halal industry."*



**MS. NATAVAN MAMMADOVA**  
SECRETARY GENERAL OF THE  
AZERBAIJAN NATIONAL  
FEDERATION OF EMPLOYERS'  
AND BUSINESSMEN  
ORGANIZATIONS

*"Attending the Makkah Halal Forum is an enriching experience, providing a platform to foster collaboration, knowledge exchange, and capacity building, positioning the halal industry for a sustainable future."*



## ADVANTAGES FOR EXHIBITORS

Exhibitors have an opportunity to showcase their services and products to thousands of visitors, choosing from different sponsorship plans to best suit their needs.

Set in the strategic location of Makkah in Saudi Arabia, this one-of-a-kind event brings together exhibitors and speakers from diverse geographies from around the world, flinging the doors open for networking, collaboration, exchange, and growth.

Join us in the home of Halal, where quality and tradition converge for an unforgettable experience and countless opportunities, and register your entity in time for MHF25.





## A NOTE TO PARTNERS & SPONSORS



We value the power of collaboration and the support of our partners and sponsors. Together, we can make a significant impact on promoting and providing Halal services to our community.

If you are interested in exploring partnership opportunities or becoming a sponsor, please contact us using the information provided above. We look forward to discussing how we can work together to ensure accessible and authentic Halal services for individuals and businesses.



# EXHIBITING OPTIONS

SHOWCASE YOUR PRODUCTS AND SERVICES



SPACE ONLY



SHELL SCHEME



COUNTRY PAVILION | CONTACT US

FOR MORE DETAILS | [EVENTSBOOKING@IC-HALAL.COM](mailto:EVENTSBOOKING@IC-HALAL.COM)

# SPONSORSHIP OPTIONS

DISTINCT YOUR BRAND FROM THE CROWDS

**DIAMOND  
PARTNER**

**GOLDEN  
PARTNER**

**SILVER  
PARTNER**

**BRONZE  
PARTNER**

**TRACK  
ACTIVITY**

FOR MORE DETAILS | [EVENTSBOOKING@IC-HALAL.COM](mailto:EVENTSBOOKING@IC-HALAL.COM)

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25-27 FEBRUARY

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Where Leaders Shape the Halal Future  
[eventsbooking@ic-halal.com](mailto:eventsbooking@ic-halal.com)  
>registration link<