# HEI® 2023
## HALAL EXPO INDONESIA

# “Networking the Global Islamic Industries to the Indonesian Halal Ecosystem”

## 25 - 29 October 2023
### Jakarta Convention Center (JCC), Indonesia

Organized by: HEI | Strategic Partner: KPMI | Business Insight Programs by: Muslim LifeTrade

**Dive into the potential market, the most populous Muslim majority country in the world. Showcase your best products and services, get a business, and be part of the Islamic industry development in Indonesia.**

**www.halalexpoindonesia.com**

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# Why Making Halal Investment In Indonesia Is The Smart Choice

### 229 Million Potential Market

Indonesia has a large Muslim population (about 87.2 percent) and is the most prominent global domestic halal market. Indonesia's market share has become the largest globally, reaching 13 percent of the global halal industry market.

### Abundant Natural Resources

Indonesia is blessed with abundant natural resources, Indonesia is perfectly positioned to supply the raw materials and commodities needed by foreign industries. Some of Indonesia's largest natural resources are nickel & palm oil, tin, coal, copper, gold, natural gas, and bauxite.

### Special Skills Workers

Investing in the halal industry in Indonesia means you can hire local workers in Indonesia who have various special skills, which can help international companies penetrate the Indonesian market more efficiently.

### A Strong Unity In Diversity

Indonesia is a vast archipelago comprising more than 17,000 islands. Consist of various cultural, ethnic, religious and linguistic diversity. The Indonesian motto Bhinneka Tunggal Ika, or unity in diversity, epitomizes the country's outlook on life. It is an integral part of Indonesia's official emblem and is enshrined in the Constitution

### Indonesia as the world halal centre 2024

To support this program, three products distributed in Indonesia must be halal-certified by 2024. These products are food and beverage, raw materials, food additives, and additional materials for food and beverage and slaughterhouse products and services.

## ABOUT HALAL EXPO INDONESIA

The potential of Indonesia is enormous, and to connect the global to the Indonesian halal ecosystem, we present the  Halal Expo Indonesia, the largest business-to-business halal exhibition & conference in Indonesia. This expo is part of our contribution to support the government and the halal industry in Indonesia so that Indonesia has one big trade show in its home country.

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# Why You Have to participate in Halal Expo Indonesia

- **The first business-to-business international halal exhibition in Indonesia**
  Halal Expo Indonesia is the first international halal expo in Indonesia that targets international and Indonesian buyers worldwide.

- **Part of the global halal expo group**
  Halal Expo Indonesia is part of the global halal expo group, a Global Collaboration of Halal Trade Show Organisers, Unifying to develop, facilitate and optimize Halal Trade & Economy worldwide. Members include; Halal Expo London, Halal Expo Albania, India International Halal Expo, Halal Expo Indonesia, Halal Expo Nigeria, Sarajevo Halal Fair, Expo Halal Spain, Oic Halal Expo Turkey, World Halal Summit

- **Partnership with qualified partners in the industries**
  Halal Expo Indonesia has partnerships with a wide range of qualified institutions, such as the Indonesian Muslim Entrepreneurs Community (KPMI), KNEKS (National Sharia Economy and Finance Committee), Halal Certification LPPOM MUI, and other institutions as part of the Indonesia halal ecosystem.

- **Wide range of side programs related to the current situation in the halal industry worldwide**
  Halal Expo Indonesia will be supported by various business programs, from conferences, business meetings, workshops, business forums, business mentoring, and VIP meet & mingle. Those programs will present current themes in the halal industry worldwide.
  For public visitors, Halal Expo Indonesia (HEI) also presents Halal Run, HEI creative & art, HEI Edutainment Ground, HEI Cooking, HEI Coffee, HEI Woman and HEI Youth.

- **It is located Strategically in the heart of Jakarta**
  The Jakarta Convention Center, also known a s Balai Sidang Jakarta Convention Center located in Gelora Bung Karno Sports Complex. Halal Expo Indonesia will be held in this location, which hosts events for the world's political, business, and entertainment leaders.

## Exhibition Highlight

### 2018
- 21 – 23 September 2018
- JCC – Indonesia
- ± 100 exhibitors
- ± **5000 visitors**

### 2019
- 2 – 4 August 2019
- ICE BSD – Indonesia
- ± 284 exhibitors
- ± **28,000 visitors**/3 days (37% men, 63% women)

## Visitor & Space Target

**2023** insya Allah

+17.000 buyers
Target Visitor

10.000 sqm
Gross space

2.000 sqm
>12 booth Country Pavilion

## Exhibitor Categories

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# PROGRAMS

**Business Matchmaking**

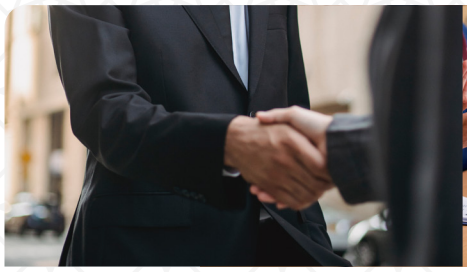
**Conference**

**Business Mentoring**

**Business Forum**

## Islamic Conference

Halal Expo Indonesia will be supported by various business programs. Such as the international conference expected to attend by prominent international speakers addressing the issues related to the sharia economy, Islamic industry development, investment opportunity in the halal industry sectors, and other related topics.



## Visitor Categories

- Managing Directors
- Purchasing & Procurement
- Entrepreneurs
- Business Development
- Suppliers & Retailers
- Traders
- Sales & Marketing
- Private & State-Owned
- Companies
- Government & Association

## Special Events

HEI coffee

HEI woman

HEI youth

## SECURE YOUR SPACE!

**Shell Scheme Booth**
(Refer to non modified booth)

### Furniture
Information counter with one reception desk, two folding chairs, and one of wastepaper basket

### Paneling
Three-side panel partitions in whitefinish. In case of corner booths, it will be two side walls and two fascia boards

### Power
One power single phase socket with electricity 2 amp (not to be used to connect spot lights & fluorescent lights)

### Fascia
Exhibitor's name (max 30 letters) in white vinyl lettering

### Carpet
Dark grey covering inside Booth

### Lighting
Two units of fluorescent lamps at fascia

## Exhibition Support & Service Fee

| Indonesia | International | |
|---|---|---|
| IDR 3,500K /SQM* | $ 450 /SQM* | $ 400 /SQM* |
| Standard Shell Scheme/Space | Standard Shell Scheme | Space Only |

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*exclude VAT 11%

# HEI 2023 Floor Plan

**LEGENDS**

PF : Pre-Function Area
P : Country Pavilion
S : Sponsor
D : Indonesian Companies
C : Cosmetic, medicine & pharmaceuticals
G : General Area
F : Fashion
B : Baby & Kids
ES : Education Services, Books & Publishers
M : Manufacturing Food & beverages
K : Kuliner
T : Travel
IS : Islamic start up

# CONTACT US & BOOK NOW!

**Sales** - Mr. Suwitno
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suwitno@halalexpoindonesia.com

**Sponsorship** - Ms. Sarah
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**Marketing Promotion** - Ms. Vani
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vani@halalexpoindonesia.com

**Event Partners:**

LPPOM MUI · KNEKS · Islamic Economy · enjoy jakarta · Jakarta Creative · halal Saudi International Halal Expo 2023 · Halal Expo Nigeria 2023 · Halal Expo London 2023 · 19th MIHAS Malaysia International Halal Showcase 12 - 15 Sept 2023 | MITEC, KL · korea halal · JHCPO · HDC Halal Development Council · HALAL CONTROL Confidence through Integrity. · Republic of Türkiye Halal Accreditation Agency · Vietnam Halal Centre · CAPE MALAY · UHAC Uniti Halal Centre · UNITI

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update : 29/07/2023

No. 015/QUOT/VIII/2023

To :

Mr. Burak

Dear Mr. Burak,

Thank you for your interesting to participate Halal Expo Indonesia 2023 which will be held on 25 –29 October 2023 at Jakarta Convention Center (JCC) Indonesia, following our best price for you Turkish Embassy :

1. **1 standard booth include standard booth construction with special price Rp. 3.000.000.- or equal to $ 200 (the price is exclude VAT 11%)**
2. **50% discount of publish rate for the additional booths (the price is exclude VAT 11%)**

We look forward hearing the good news from you immediately.

Thank you very much for your support at Halal Expo Indonesia 2023 and I wish you a successful year.

Sincerely yours,

Suwitno Mulia
Sales Manager

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