

HALAL INDONESIA expo ١٤٤١ 2020

Indonesia's Premiere Exhibition For Halal Product And Sharia Services

TAP INTO THE
World's No. 1
LARGEST CONSUMER MARKET OF
HALAL PRODUCTS & SERVICES

Meet Over **50.000+** Visitors

9-12 April 2020

15 - 18 Sha'ban 1441 H

JAKARTA CONVENTION CENTER



ORGANISED BY:



PT. WAHYU PROMOCITRA

HOSTED BY:



Halal Product Assurance Agency
of The Ministry of Religious Affairs

SUPPORTED BY:



Ministry of Agriculture
of The Republic of Indonesia



Ministry of Tourism
of The Republic of Indonesia



National Islamic Finance
Committee



Indonesia Sharia Economic
Society



Halal Tourism Indonesia
Association



Indonesian Chef Halal
Association



Indonesia Halal Travel
Association



Indonesia Halal Travel
Consortium

At a Glance

HALAL INDONESIA EXPO 2020

After the following success in the 1st edition, we welcome you to 2nd HIEX 2020 (Halal Indonesia Expo), the trade and consumer industry exhibition for Halal Food & Beverage, Travel & Tourism, Muslim Fashion & Cosmetics, Sharia Banking & finance, Islamic Education, Halal Agriculture, Eco-Green Product, Logistics, and Services.

Visited by over 35.000 visitors at 2019, HIEX 2020 is present in order to cover Halal industry challenges in Indonesia which is very big potential and grows increasingly.

The 4 days main event in conjunction with the 18th Indonesia Domestic Tourism Expo, 20th Agro&Food Expo.

Integrating with 11 themes: Halal F & B, Halal Travel Fair, Halal Beauty & Cosmetics, Muslim Fashion, Islamic Education, Sharia Banking & Finance, Sharia Property, E-commerce, Logistics, Agriculture & Plantation, Organic Product, Eco-Green & Environment

OVERVIEW :

Show Title:

HIEX 2020 (Halal Indonesia Expo)
Indonesia's Premiere Exhibition for Sharia Industry & Halal Product and Services.

Venue:

Jakarta Convention Center (JCC)

Show Date & Time:

9 - 12 April 2020, 09.30am - 7.00pm

Organised by:

WPCitra Exhibition (PT. Wahyu Promo Citra)

Exhibiting Zone:

Halal Food & Beverage, Halal Travel & Tourism, Halal Beauty & Cosmetics, Muslim Fashion, Sharia Banking & Finance, Sharia Property & Investment, Islamic Education, Halal Pharmaceuticals, E-Commerce, Logistics, Organic Product, Green Product, Agriculture & Plantation

EXHIBITING ZONE :

GROW YOUR HALAL BUSINESS WITH :

11 TREND TOPICS



Food & Beverage



Travel & Tourism



Sharia Banking & Finance



Muslim Fashion & Apparel



Halal Beauty & Cosmetics



Shariah Property & Investment



Pharmaceuticals



E-commerce



Logistics



Eco-Green & Organic Product



Agriculture & Plantation

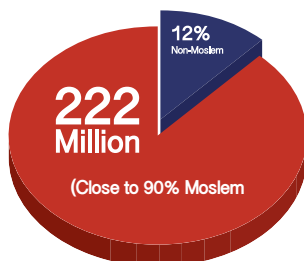


INDONESIA ♦ ♦ ♦ FUTURE HALAL MARKET HUB

INDONESIA HALAL MARKET

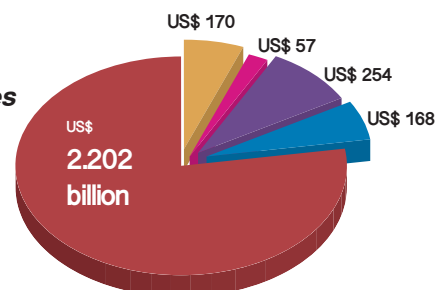
Indonesia is the world's largest Muslim majority country.

Over 88 percent of Indonesia's population is Muslim, and the country is well-positioned to be a hub for Halal products & Services in Southeast Asia.



Consumer spending on halal lifestyle products and services in Indonesia in 2016
(in billion U.S. dollars)

■ Syariah Financial
■ Halal Food & Beverage
■ Halal Cosmetics
■ Muslim Fashion
■ Travel & Tourism



EXHIBITION SCALE FOR 2020



EXHIBITION AREA



NUMBER OF EXHIBITOR



NUMBER OF VISITOR

29.663 visitor in 2019

EXHIBITORS BY COUNTRIES



China



Indonesia



Pakistan



USA



Malaysia



Singapore



Africa



EXHIBITION HIGHLIGHT



■ **Leading Seminars**
■ **Business Matching**
■ **Product Presentations**
■ **Sharia Talks**

■ **Business Forum**
■ **Islamic Dakwah**
■ **Halal Culinary Festival**
■ **Islamic EduTalks**

■ **Workshops**
■ **Sharing Session**



More than 400+ exhibitors



Meet over 50.000+
buyers, trade, and professional visitors



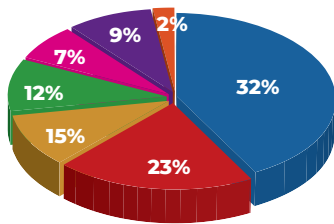
A meeting point for top Agem /Distributor /Wholesaler /Manufacturer/Brand Owner /Online Agents / Online Retailers /Importer/ Exporter

WHY PARTICIPATE ?

- ◆ Indonesia is the world's largest Muslim majority country and the biggest market industry in the Halal sector and business are being reflected in influential international media widely. Indonesia is well-positioned to be a hub for Halal products in Southeast Asia. You will get a great chance to increase brand awareness and add value to the prestige of your business at HIEX.
- ◆ Get an opportunity to show and expose your brand to more than 25.000 visitors and Muslim business community at HIEX
- ◆ HIEX brings 11 trend topics together from numerous sectors such as Halal Food & Beverages, Halal Tourism, Islamic Finance, Sharia Property & Investment, Islamic Fashion & Lifestyle, Halal Beauty & Cosmetics, Islamic Education, Halal Medicine & Pharmaceutical Products, Halal Media & recreation, Logistics, Agriculture & Plantation, Organic Product, and Eco-Green Product.

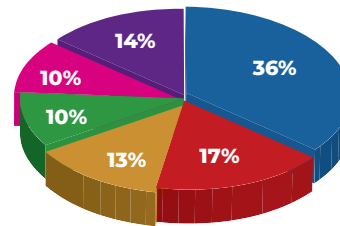
VISITOR FACTS & FIGURES

Visitor Classification



Government / trade agencies	: 32%
Food & Beverage	: 23%
Travel & Tourism	: 15%
Fashion & Cosmetics	: 12%
Sharia banking & finance	: 7%
Islamic society	: 9%
Other	: 2 %

Main Purpose of Visit



Export & Import	: 36%
Retail	: 17%
Restaurateurs & caterers	: 13%
Sharia Banking & Finance	: 10%
Fashion & Cosmetics	: 10%
Halal Tour & Travel & Islamic Education	: 14%

VISITOR PROFILE

- Buyers
- Manufacturers
- Import and Export
- Distributors and Wholesalers
- Retailers
- Suppliers
- Hypermarket & Supermarket
- Hoteliers and Restaurateurs
- Beauty Salons & wellness centers
- Aesthetics clinics and cosmetic centers
- Pharmacies
- Department Stores
- e-Commerce Sales Channels
- Groceries and Convenience Stores
- Professionals
- Investors
- Sharia Financial Services Industry
- Sharia Banking Institutions
- Government Institutions
- Business & Trade Associations
- Halal Certification Bodies
- Moslem Community
- Agents
- Media

STAND PACKAGE OPTION



Standard Booth (3mx4m)

US\$ 355/sqm (excl. 10% VAT)

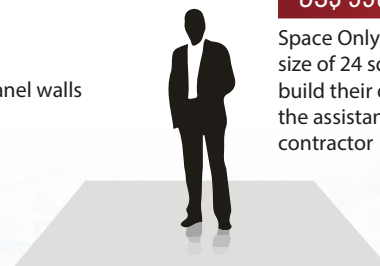
The basic fittings include:

- Fascia board with institution's E/C names
- Partition frame system, white plywood panel walls
- Booth fully carpeting
- 1 information counter/table
- 2 folding chairs
- 2 lights
- 220V/2 Amp single phase socket
- 1 wastebasket

Bare Space

US\$ 330/sqm (excl. 10% VAT)

Space Only is available with a minimum size of 24 sqm. Exhibitors will design and build their own booths at their cost with the assistance of our official booth contractor



ORGANIZED BY



Wahyu Promo Citra, PT

**WE BRIDGE
YOUR BUSINESS
TO SUCCESS**

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VENUE



Strategically located in the heart of Jakarta, the Balai Sidang Jakarta Convention Center hosts events for the world's political, business, and entertainment leaders. Established in 1992 (25 August 1992), more than twenty two years experience of hosting events for some of the world's biggest movers and shakers, and the world's political, business, and entertainment leaders



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