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
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.


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.

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.

222 Million
(Close to 90% Moslem)

EXHIBITION SCALE FOR 2020

EXHIBITORS BY COUNTRIES

EXHIBITION HIGHLIGHT

- Leading Seminars
- Business Matching
- Product Presentations
- Sharia Talks
- Business Forum
- Islamic Dakwah
- Halal Culinary Festival
- Islamic EduTalks
- Workshops
- Sharing Session
- Halal Culinary Festival
- Islamic EduTalks

More than 400+ exhibitors

Meet over 50,000+
buyers, trade, and professional visitors

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

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

FUTURE HALAL INDONESIA MARKET HUB

INCREASE YOUR BUSINESS! HIEX NOVEMBER 2020

EXHIBITION AREA
10,000 sqm

NUMBER OF EXHIBITOR
350

NUMBER OF VISITOR
35K

29,663

EXHIBITORS BY COUNTRIES

China  Indonesia  Pakistan  Malaysia  Singapore  Africa

USA  Malaysia  Singapore

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 & Services 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

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

VISITOR FACTS & FIGURES

Main Purpose of Visit

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

Visitor Classification

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

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

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.

WE BRIDGE YOUR BUSINESS TO SUCCESS

T +62 21 7892938
F +62 21 7890647
E info@halalexpo-indonesia.com
info@wpctra.co.id

www.halalexpo-indonesia.com halalindonesia expo halalexpo_id halalexpo_indonesia