



3rd International Halal Congress
ALIMENTARIA (*)

15 September 2020
Venue: Conference Room
The Alimentaria HUB (Pavilion 5)

**'Halal: targeting a growing Muslim and non-Muslim
consumer segments'**

More than 1.800 million Muslims spent \$2,2 trillion dollars in their lifestyle in 2018, and are expected to reach \$3,2 trillion by 2024. This population will reach 2.200 million by 2030, with 50% of them below 30 years old. Muslim global spending in food and beverage was valued at US\$1,4 trillion in 2018, and is forecasted to reach US\$2 trillion by 2024. The estimated global spending on Halal Certified Food and Beverage products were \$1,37 billion in 2018, expecting to reach \$1,97 billion by 2023 (*State of the Global Islamic Economy Report 2019/20*)

These figures are making an increasing numbers of companies of all sizes focus their products in these global consumers, more assertive and sophisticated. Emerging relevant markets such as Turkey, United Arab Emirates, Saudi Arabia, Iran, Malaysia or Indonesia, but also mature ones like England, France, Belgium or Germany, are normalizing the consumption of these sorts of products.

10:30h **Welcome words:**
Ana Matas, Event Project Manager & The Alimentaria Hub responsible

10:35h **Halal as a new normal. Why now and main figures**
Javier Albarracín, Barcelona Halal Services, Halal Congress
Coordinator
Anwar El Mezwaghi, Chairman, Ambar Connect & Halal Expo Spain

Debate

11:10h **Halal certification: a guarantee of quality and food safety**
H.E. Abdulla Al Maeeni, Director General, ESMA, UAE

Debate

11:30h **Halal business opportunities debate: experiences & visions.**
Chair: Javier Albarracín, Barcelona Halal Services

Green Fields, Jordan

Delka, Belgium

Catalan Agrifood Exports Promotion Agency (PRODECA)

J. Manuel Vega, Commercial Director, Huelva Port Authority, Spain

Debate



12:15 Entrepreneurship and investment in the global halal economy.

Shahed Amanullah, Managing Director, Frost Capital, USA

Debate

12:30h Innovation and new segments of consumption: healthy lifestyle and non-Muslims.

Adeel A. Khan, CEO, Saahtain, Brunei

Marc Deschamps, Managing Director, Club Halal Brussels

Debate

12:50h Muslim friendly city tourism: a growing halal demand.

Fazal Bahardeen, Founder & CEO, Crescent Rating & Halal Trip, Singapore

Debate

13:00h End of the first day of the Congress.

(*) Languages: simultaneous translation Spanish-English-Spanish