



CONGRESO
Halal 2020
Alimentaria

3rd International Halal Congress
ALIMENTARIA (*)

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

‘How to adapt products and services to the Muslim consumers, a global business opportunity’

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*)

Several countries are developing comprehensive strategies to capitalize these business opportunities, like Thailand, Turkey, Indonesia, Malaysia or United Arab Emirates.

While this global growing market is increasingly diverse, sophisticated, tech savvy and younger, companies must adapt their products and services to their tastes and values. Thus, tailor made marketing and branding are key.

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

10:35h **Targeting the diversity of Muslim consumers**
Hanan Rezgui, President, Association for Awareness, Information and Defence of Muslim Consumers (ASIDCOM), France

Debate

11:00h **Strategies to develop the Halal business.**
Chair: Javier Albarracín, Barcelona Halal Services

Adnane Elgueddari, President, Club Halal Export, Moroccan Exporters Association
Representative from Turkey
Representative from South Africa
Representative from Indonesia

Debate



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11.45h **Marketing the Muslim Millennial: a growing and strong consumer force.**

Nafisa Bakkar, CEO, Amaliah & Halal Gems, UK

Debate

12:00h **The revolution of the digital world in the halal sector.**

Yvonne Maffei, founder, MyHalalKitchen, halal industry influencer, USA

Debate

12:30h **End of the second day of the Congress.**

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