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HALAL
TRADE &
MARKETING
CENTRE

HALAL TRADE AND MARKETING CENTRE NEWSLETTER

April 2024 Edition

THE HALAL BRIEF

As a trusted hub for all your Halal needs, we are dedicated to creating commercial opportunities in the ever-evolving global Halal space. Our newsletter brings you the latest developments, insights, and trends in this dynamic industry. In each edition, you will discover top market trends and opportunities, while staying updated on the Centre's recent events and achievements.



A WORD FROM THE DIRECTOR

Mr. Tomás Guerrero

Esteemed readers,

Greetings and welcome to the latest edition of our newsletter as we embark upon the dynamic month of April.

April heralds the conclusion of a significant period, marking both the end of a season and the conclusion of Ramadan. As we bid farewell to this holy month, it is a time for reflection, recalibration, and the cultivation of momentum as we transition into the next phase of the business calendar. This month brings with it not only a sense of renewal but also an array of opportunities for growth and strategic development.

Amidst this transitional period, we find ourselves at a pivotal juncture with the convergence of two cornerstone events: the Arabian Travel Market (ATM) and the Annual Investment Meeting (AIM). These upcoming events present unique opportunities for synergistic collaboration and strategic partnerships, fostering innovation and growth across diverse sectors. While these significant events are just around the corner, we are diligently covering our previous work and laying the groundwork to ensure our participation is as impactful as possible.

At the Halal Trade and Marketing Centre, we remain steadfast in our commitment to supporting businesses as they navigate the ever-evolving landscape. Our recent engagements, from strategic partnerships to insightful workshops and collaborative discussions, have set a strong foundation for the future. We recognize the paramount importance of resilience and strategic foresight, as we collectively endeavor to regain momentum and capitalize on emerging opportunities.

As we forge ahead, let us harness the spirit of collaboration and innovation, drawing inspiration from the changing seasons and the possibilities they bring. Together, let us chart a course for success, leveraging the collective strength of our community to drive sustainable growth and prosperity. Our ongoing efforts and preparations are geared towards making the most of the upcoming events, ensuring that our contributions and participation are not only significant but also pave the way for future successes.

With warm regards,

THE HALAL TRADE AND MARKETING CENTRE (HTMC)



We are a global business development centre focused on the Halal economy opportunities for the industry, including manufacturers, suppliers, distributors, and retailers of Halal products and services.

The Centre was founded by the Dubai Airport Freezone (DAFZ) and it's supported substantially by key partners across the Halal economy ecosystem. The Centre was formulated to fulfill an identified gap in enabling companies to grow in the Halal space. It serves as a one-stop shop for all their market intelligence, Halal compliance, and, most importantly, growth support services. HTMC aims to provide a platform to link Halal economy companies to core Halal trade and marketing services.

DUBAI AIRPORT FREEZONE (DAFZ)

and the Far East. Currently, DAFZ hosts over 2,700 registered businesses representing more than 20 sectors and various industries. These businesses employ over 20,000 professionals who enjoy the advantages of a business-focused regulatory framework and a tax-free environment. The Centre's services complement those provided by DAFZ to companies in the free zone, helping them expand their operations in the region. This initiative contributes to positioning Dubai not only as a destination but also as a threshold to the global Halal market.



Dubai Airport Freezone (DAFZ) was established in 1996 and serves as a vibrant business hub located at the centre of global trade. It benefits greatly from its direct access to the world's busiest international airport, providing an ideal gateway to the Middle East and excellent connectivity to Europe, the Indian Subcontinent,



Ms. Amna Rashed Lootah
Director General, Dubai Airport Free Zone

BREAKTHROUGH REGION

EAST ASIA

TAPPING INTO OPPORTUNITY: EAST ASIA'S COUNTRIES DRIVE ECONOMIC EXPANSION THROUGH INTIMATE INSIGHT INTO MENA AND ASEAN HALAL MARKETS

The HTMC is steadfast in its commitment to fostering institutional and bilateral collaborations, working closely with local authorities, corporate partners, and multilateral entities to expand the reach of the Centre across the vibrant business landscape of East Asian countries. Through strategic alliances, we aim to illuminate the immense potential of East Asia's markets within the global Halal industry.

China



CHINA INNOVATION CENTRE
مركز الابتكار الصيني

The Centre is excited to announce a new collaboration with the China Innovation Centre in Dubai. This partnership aims to support the growing number of Chinese consumer goods manufacturing companies seeking to penetrate and expand into GCC markets, with Dubai serving as a strategic landing point and Halal certification as the access key.

Central to this collaboration is the provision of Halal Assessment services for Chinese F&B producers, ensuring compliance with Halal regulations. Additionally, the HTMC has proposed to deliver comprehensive training for members, focusing on the peculiarities of Halal markets and their regulations.

HTMC has partnered with Suzhou Industrial Park Investment Promotion Board Co (SIPAC). This partnership is the culmination of a close relationship built over multiple in-person visits of their local team to our offices in DAFZ. Together with SIPAC, HTMC has charted a clear path forward to support Chinese companies in their journey of market expansion into the GCC.



One notable outcome of this collaboration is the development of a tailored Halal Assessment service for Chinese meat producer Ningxia Hasago Food. With extensive experience in Halal markets in ASEAN, Ningxia Hasago Food is now setting its sights on the Middle East, and HTMC is poised to offer technical and strategic guidance.

In a strategic move, Shanghai Halal has started conversations with the Halal Trade and Marketing Centre as a local service provider in the Middle East to support their clients' expansion needs.

Accredited by JAKIM in Malaysia, Shanghai Halal brings unmatched expertise into the Centres network. While China boasts thousands of Halal-certified products, international Halal standards differ, posing challenges for entry into Middle Eastern markets. Shanghai Halal's certification requires specialized support for expansion, where HTMC becomes a key partner.

This partnership will facilitate a reverse mission for Shanghai Halal's clients to explore the Dubai market. HTMC aims to bridge the gap between Chinese producers and Middle Eastern markets, driving growth and facilitating market access.



In a notable collaboration, Hebei Leshou Duck Industry, a leading provider of duck and specialty derivatives based in China, has reached out to HTMC. The company sought guidance from the Centre to formulate its expansion strategy and navigate the regulatory Halal framework overseeing its meat products directly.

Currently, the Centre is exploring with their team to initiate the process of a Halal Assessment for their processing factories in Hebei Province. Furthermore, HTMC will play a crucial role in assisting the Hebei Leshou Duck Industry in finding the right buyers for their products in the Muslim-majority markets of the Gulf.



South Korea



HTMC recently joined forces with Middle East Marketing Korea (MMK) to support NH Group, a Korean beef meat producer. NH Group sought assistance in expanding their slaughterhouses into GCC Halal Markets. With JAKIM-accredited Halal certification already in place, NH Group approached HTMC for guidance on certification and expansion strategy focused on the Gulf markets.

HTMC conducted a comprehensive Halal Assessment and developed a tailored strategy to meet NH Group's needs. This initiative ensured NH Group's products met Halal certification requirements, facilitating their entry into GCC markets.

Over the past few months, while exploring opportunities in the Korean consumer goods market, HTMC has partnered with the International Beauty Industry Trade Association (IBITA) from South Korea to promote the dynamic Korean beauty industry. This collaboration aims to tap into the growing Halal beauty market, driven by consumers in Muslim-majority countries seeking products that align with their values.

To advance this initiative, HTMC met with IBITA representatives during their visit to Dubai for a major Beauty Industry trade show. This meeting allowed us to review our plans and observe IBITA's strategies for the Gulf market.

We have planned an informative webinar to generate interest among Korean beauty exporters and help them understand Halal regulations. Additionally, HTMC and IBITA are exploring ways to connect these companies with buyers in the GCC through a dedicated B2B program for IBITA members



Taiwan

Not long ago at Gulfood, HTMC had the opportunity to meet with the Taiwan External Trade Development Council (TAITRA) Dubai team, at their booth in the Halal Pavilion. This meeting was an overdue celebration of our earlier collaboration during the Halal Business Opportunities in the Middle East Conference, where the Centre provided TAITRA with a video market review service showcased to attendees.

In Dubai, we explored additional collaborative opportunities beyond the initial service, focusing on enhancing Taiwanese exporters' understanding and implementation of Halal certification. As a result, we are now planning a dedicated Halal Training initiative. Moving forward, we are also exploring business networking events and further growth strategies to support these efforts.



Mongolia

Partnering with KHL Partners has unlocked a gateway to the exotic market of Mongolia, brimming with untapped potential. HTMC's inaugural move involves providing a crucial Halal Assessment to a leading Mongolian meat producer. This initiative aims to unleash their export capacity and pave the way for this industry to access Muslim-majority markets, marking the beginning of a promising collaboration. Stay tuned as we continue to explore and expand our presence in this dynamic market.



NEXT ON THE AGENDA



HTMC is thrilled to announce an exciting extension of its collaboration with GourmetPro, a distinguished global network of food and beverage specialists from Japan. Originating from an introduction during HTMC's road trip through Japan in 2022, and a recent reencounter during Gulfood 2024 in Dubai, this partnership has evolved to focus on creating industry knowledge and catalyzing business opportunities.

In a recent highlight, the Centre's Director was interviewed for GourmetPro's weekly newsletter, offering essential insights to help Japanese exporters navigate the Halal market. The next phase of this collaboration aims to establish a concrete business matchmaking platform, connecting Japanese exporters with premium buyers from the GCC. This initiative underscores the critical role of the Halal market in providing substantial opportunities for Japanese businesses. By combining HTMC's Halal expertise with GourmetPro's vast network, we aim to facilitate successful market entry and growth for Japanese exporters in the GCC region.

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RISING MARKET SINGAPORE



TRAILBLAZING THE HALAL PATH: SINGAPORE SHINES AS ONE OF ASEAN'S LEADING HALAL MARKET, MAKING WAVES IN THE REGION

Singapore's strategic focus on its Halal industry not only enhances its global economic presence but also positions it as a competitive player in Muslim-majority markets. Through stringent certification standards, government support, international collaborations, and technological innovation, Singapore is leveraging its Halal industry to open up new opportunities and elevate its position in the global market. As the demand for Halal products continues to grow, Singapore's proactive and comprehensive approach ensures it remains at the forefront of this dynamic sector.



HTMC has maintained a strong collaborative relationship with Singapore Enterprises and their team in Dubai. These synergies are founded on a shared commitment to leverage the understanding and versatility of Singaporean companies in Halal regulation to create opportunities in the Middle Eastern market. Since the activation during Gulfood, the joint agenda has included strategic presentations with key industry associations in the country, covering cosmetics, food, and beverages.

Earlier this year, the center visited its offices in Dubai, where a meeting facilitated the creation of a detailed collaborative work plan. This aims to consolidate a strategy for the entry of Singaporean consumer goods companies that are already Halal-certified and wish to utilize the center's strategic support to strengthen their presence in GCC markets and other OIC countries.

Back in February, during Gulfood, HTMC took part in the exclusive Networking Work Reception at the Singaporean Pavilion, supported by SG Singapore. This gathering brought together Singaporean exporters, local buyers, and industry professionals. This event was a significant opportunity for companies expanding into Dubai, providing essential guidance and support to navigate and grow in the competitive Halal market landscape.

Prior to this, in our first partnership with Enterprise Singapore, the HTMC was delighted to host a seminar focused on the Halal Regulatory Framework and Market Opportunities in the GCC, tailored for Singaporean F&B companies.





Not long ago, the Halal Trade and Marketing Centre, in collaboration with Food Industry Asia (FIA), the ASEAN Food and Beverage Alliance (AFBA), and the GCC Accreditation Center (GAC), organized a webinar. To unravel the complexities of the Halal legal framework within the GCC countries, arming ASEAN F&B producers with the insights and resources needed to navigate these markets successfully and seize emerging opportunities.

This concerted effort was geared towards bolstering the dynamic F&B industry of the ASEAN region, renowned for its top-tier brands and premium products celebrated for their quality and competitive pricing. By bridging the gap and fostering an understanding of Halal regulations, the initiative sought to empower ASEAN companies to extend their reach into GCC markets and beyond, tapping into the vast potential of the developing Arab nations.

In the realm of Halal tourism, Singapore emerges as a promising frontier. The Halal Trade and Marketing Centre (HTMC) is currently delving into collaborative ventures with the Singaporean Tourism Board to further explore and capitalize on this burgeoning market.



Amidst Singapore's highly developed economy, a strategic approach centered on industry segmentation becomes necessary for the Centre. Navigating this landscape demands a detailed understanding of the diverse offerings and preferences within the Muslim tourism sector. While Singapore stands as a beacon of innovation and complexity in production, it also boasts an alluring array of tourist attractions.



What sets Singapore apart is its unwavering commitment to Halal friendliness, making it an exceptionally attractive destination for Muslim travelers. From its vibrant culture and its gastronomic delights, Singapore promises a unique and diverse experience, underscored by a guarantee of Halal-friendly amenities and services. As the HTMC and the Singaporean Tourism Board join forces, they aim to unlock the full potential of Halal tourism, establishing Singapore as a premier destination for Muslim travelers worldwide.



Acting as a strategic ally, the Center embarked on discussions with Petcubes, an innovative Singaporean brand of pet foods produced with human-grade meat—a unique offering in the industry. Recognizing the potential, Petcubes has turned to the Center to chart the course for its entrance into the GCC market.

This collaboration marks a pioneering endeavor for both parties, as while the Halal Certificate is not obligatory for animal foods in the GCC, obtaining certification will enable seamless transportation, storage, and distribution alongside other high-value premium food products. In this vein, the exploration of a Halal Assessment underscores the commitment to ensuring compliance with regional standards and optimizing logistical operations.

The cooperation also included leveraging the extensive network of logistical allies, distributors, and buyers associated with the HTMC, to harness synergies and capitalize on emerging opportunities in the region.



新加坡食品厂商联合会
Singapore Food Manufacturers'
Association

In a strategic alliance aimed at unlocking opportunities in the Middle East, HTMC is actively exploring a partnership with the Singapore Food Manufacturers' Association (SFMA), which serves as a vital link for Singaporean food manufacturers exploring the region.

Through this dynamic partnership, they aim to empower Singaporean food manufacturers to excel in the GCC market and beyond, positioning Singapore as a leader in the global halal industry. As SFMA gears up to orchestrate the delegation's participation in pivotal trade shows of the region, including The Saudi Food Show, the Halal Trade and Marketing Centre (HTMC) is diligently crafting a strategic proposal. This collaborative initiative aims to amplify business opportunities for SFMA-affiliated companies in the Middle East.

NEXT ON THE AGENDA

In its ongoing mission to bolster Singaporean businesses in the GCC market, HTMC is thrilled to announce a strategic collaboration with Herbal Pharm, a leading food supplements and nutrition company. This partnership will focus on implementing a tailored B2B program to enhance Herbal Pharm's presence in the GCC region. Leveraging HTMC's expertise, the program aims to facilitate meaningful connections and partnerships for Herbal Pharm, particularly in the UAE e-commerce landscape.

Through this initiative, HTMC reaffirms its commitment to supporting Singaporean companies like Herbal Pharm in tapping into the lucrative opportunities of the GCC market. Stay tuned for updates as HTMC and Herbal Pharm work together to drive growth and innovation in the halal food supplements sector.

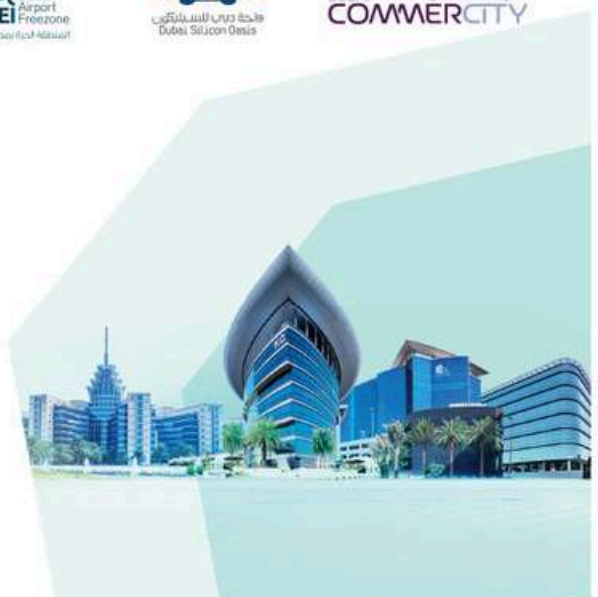


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Tomás Guerrero
Director del Halal Trade and Marketing Center de Dubái



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Director General para África, Asia Central y Medio Oriente. Servicio Exterior Mexicano

Moderada:
Prof. Dr. Alfredo Kramarz
Coordinador de la Maestría en Relaciones Internacionales del Instituto Universitario de Investigación Ortega y Gasset México

Jueves 29 de febrero
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Foro Debate
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In a unique academic endeavor aimed at deepening understanding and fostering dialogue on geopolitics in the Middle East, the Halal Trade and Marketing Centre (HTMC) collaborated with the Instituto Universitario de Investigación Ortega y Gasset Capítulo México. Together, they facilitated a thought-provoking virtual discussion featuring honorable representatives from the Mexican Government. The initiative was supported by both the Mexican Ministry of Foreign Affairs and the Mexican Embassy in the Dominican Republic.

The session transcended traditional academic boundaries, delving into the multifaceted dynamics of the Middle East region. From geopolitical intricacies to socioeconomic trends, the discussion provided invaluable insights into the complexities shaping the region's landscape. In addition to geopolitics, the session also explored the burgeoning market of Halal products. With data-driven analysis and informed discourse, participants gained a comprehensive understanding of the trends, challenges, and opportunities in the Halal market.

Just weeks ago, in a significant step towards strengthening international partnerships, the Halal Trade and Marketing Centre, visited the offices of Business France in Dubai. This long-anticipated conversation and planning session with the Trade Promotion Agency marked a pivotal moment in discussing the current trends shaping the commercial relationship between France and Muslim-majority countries.

The session focused on both ongoing market dynamics and strategic actions to further elevate the success of French companies in these regions. Key topics included creating commercial opportunities and the upcoming training session at the end of the year, which will delve into the Halal market and strategies to monetize Halal certification.

Additionally, plans were made for the Centre's participation in the upcoming Vision Gulf event in Paris. This ministerial forum will highlight France's strategy to enhance and expand its presence in the Gulf region. This collaborative effort underscores HTMC's dedication to fostering global trade and facilitating growth in the Halal market.



HTMC has formed a strategic alliance with the Ecuadorian-Arab Chamber of Commerce and Industry (CCEATI). This partnership has opened a significant door for expanding the Centre's activities in Ecuador. By bringing together diverse industries from both regions, this multisectoral collaboration aims to create commercial opportunities, with Halal certification playing a pivotal role as a growth catalyst.

The collaboration was launched with an insightful online session with ProEcuador's (the national trade promotion agency) SuperFoods Cluster. This session focused on discussing the challenges and opportunities within the Gulf market. In parallel, both HTMC and CCEATI have been actively supporting Ecuadorian companies in understanding the regulatory requirements to enter Halal markets. HTMC has become a trusted guide, offering Halal Assessments to producers. Moreover, this partnership is paving the way for innovative business creation initiatives, such as reverse missions and international B2B programs.



The Centre has joined forces with Nunalabs, an Ecuadorian pioneer in crafting premium plant extracts that benefit both customers and the environment. As a B2B company, Nunalabs has established itself as a leading provider in the local Ecuadorian and neighboring markets. To support their growth strategy towards the GCC, HTMC has become a crucial guide, offering market intelligence and Halal compliance expertise.

Understanding Halal regulations is fundamental for Nunalabs as they aim to expand into the GCC market. The HTMC is committed to supporting this expansion, leveraging the evolving consumer base and trends within the Halal market. With HTMC's guidance, Nunalabs is well-positioned to navigate the complexities of Halal compliance and capitalize on new opportunities in the GCC region.



NEXT ON THE AGENDA



Building on the fruitful collaboration with CCEATI, the Centre is now supporting AWA Nutrition, a leading Latin American brand of nutritional supplements founded in Ecuador. As AWA Nutrition paves its way into the GCC region, HTMC will conduct a comprehensive Halal Assessment of its highly processed products.

This partnership also includes a full-service commercial mission scheduled for the end of this year. The mission aims to consolidate AWA Nutrition's expansion by organizing a complete agenda with key buyers and distributors in the Emirates and the Gulf. With HTMC's expertise and support, AWA Nutrition is set to secure a strong foothold in the region's burgeoning market.

2ND EDITION



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PRODUCT OF INTEREST

SUPERFOODS



QUALITY, TRACEABILITY, AND WELLNESS LIE AS THE BACKBONE OF HALAL: THE CERTIFICATION HOLDS A BIGGER ROLE AS THE SUPERFOODS DEMAND DRIVES GROWTH FOR THE AGRO-BUSINESS INDUSTRY

As superfoods slowly climb to the top of global food categories, we see a shift from natural and fresh to processed and enhanced lines. Halal certification plays a pivotal role, in streamlining cross-border trade, particularly in Muslim-majority countries, and boosting new buyer confidence. This certification not only guarantees quality but also enhances marketability and consumer trust, driving international demand and fostering growth in the superfoods sector.

Notably, some products now categorized as *superfoods* are expressly mentioned in the Holy Quran, and hold significant cultural and nutritional value, further emphasizing the importance of Halal certification in promoting these revered foods to a global market.



South Africa

During the first edition of the FFF fair in Dubai, the Centre had the pleasure of connecting with South Africa's Bee African, and their unique offer of Spiced Organic Honey products. Looking to open opportunity door to this innovative take of a timeless classic product, HTMC and their team are exploring both a Virtual B2B program as well as one for the Halal Assessment for their lines.



Nigeria

In a bid to strengthen bilateral ties, the Centre, has partnered with the African Agri Council (AAC). Together, they are creating opportunities for African farmers through a reverse trade mission. Looking to potencialize local superfood staples such as moringa and tiger nuts. This initiative aims to bring key buyers to the Market Access Africa event in Lagos.



Estonia

The latest B2B program with Estonian brands showcased two superfood firms (our of eight total participants) OOK, the largest producer of oat drinks and other oat-based liquids, and Loov, offering organic superfood powders, freeze-dried fruit, and juices made from Nordic ingredients. Both brands had the chance to present to key stakeholders in the GCC market, aiming to capitalize on the growing opportunities in the Gulf countries.



Philippines

During the recent delegation visit, HTMC highlighted the emergence of superfoods as a significant growth path for fresh produce exporters from countries like the Philippines. With brands like Hijo SuperFoods, Filipino producers find renewed opportunities in the global market, leveraging the increasing demand for nutritious foods.



NEXT ON THE AGENDA



This year, HTMC proudly returns as a strategic partner for the Organic and Natural Expo in Dubai. As MENA's largest and most competitive trade expo for organic and natural products, now nearing its 20th edition, the event remains the premier showcase in the market.

HTMC will support the Expo's efforts to merge health and natural excellence with regulatory compliance. Showcasing the synergies between Halal standards and these trends, HTMC will provide training and preparation for participants. Unlike last year, where we were keynote speakers, this year we are adding more value by offering active training and a live Halal training session for industry enthusiasts. Additionally, we will help attract and curate the most competitive participants globally, leveraging our extensive network. This collaboration ensures the event continues to provide unparalleled opportunities for producers worldwide.



FREE FROM
FOOD • DUBAI

FREE FROM • NATURAL • VEGAN • DIET • HEALTHY

The Centre is excited to participate in the second edition of the Free From Food Fair in Dubai, right after the summer break, which covers health, diet, vegan, organic, and non-food industries. Having been part of the inaugural event, our enthusiasm has only grown as this niche fair promises to exceed expectations again, offering a curated commercial platform for emerging leaders in the global F&B arena.

This time, HTMC will not only engage with participants in online preparatory sessions but also provide in-person workshops for delegates. These workshops will focus on understanding and navigating the complex Middle Eastern business landscape, with an emphasis on winning strategies for penetrating modern Halal markets. By meeting with buyers, suppliers, and manufacturers, we aim to foster connections and support the success of all participants in this rapidly evolving market.



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