



MALAYSIA INTERNATIONAL HALAL PAVILION

Market Access → Business Connections → Global Halal Growth



24 – 28 NOVEMBER 2026
ISTANBUL, TÜRKİYE
www.halaltrademission.com



World Halal Summit



Under the auspices of the
PRESIDENCY OF THE
REPUBLIC OF TÜRKİYE

WORLD HALAL SUMMIT

25–27 NOVEMBER 2026
ISTANBUL EXPO CENTER

BE A SPEAKER

REGISTER NOW

FINAL REPORT

FINAL VIDEO



Distinguished Guests,
Esteemed Brothers and Sisters,
I extend my warmest greetings to you with my heartfelt respect and affection.
As-salamu Alaikum wa Rahmatullahi wa Barakatuh.

I cordially welcome our esteemed guests who have honoured our beautiful Istanbul by coming from our brotherly lands. I sincerely pray to Almighty Allah that the 11th World Halal Summit and Halal Expo 2025 will be a means of goodness and prosperity for our countries and for the entire Islamic world. Having hosted more than 500 companies from over 50 countries and approximately 50,000 visitors last year, I hope that the World Halal Summit will witness even greater participation this year.

Today, halal-certified products and services, with a commercial capacity reaching USD 7 trillion, are highly preferred across the world, as they are in our country. The fact that halal-certified products and services—offered to consumers with their clean, healthy nature and due respect for religious sensitivities—reach nearly two billion people worldwide further strengthens our expectations for the future of the sector.

Recognised as the largest halal organisation on the global stage, the World Halal Summit will make significant contributions to participating countries in terms of investment opportunities, employment capacity, and foreign trade. I firmly believe that the country business forums and B2B organisations, which have become among the most dynamic meeting points of international trade, will open new horizons for companies, institutions, and consumers operating in the sector.

Türkiye takes all necessary measures to ensure food safety with the utmost care, to consistently provide consumers with clean and healthy food products, and to eliminate any factors that may pose a threat to human health. The Turkish Food Codex, which we have prepared in accordance with international food safety standards, is meticulously implemented throughout the country. We rigorously operate inspection, examination, and audit mechanisms aimed at testing the safety of food products offered for sale and enhancing their quality.

At a time when the need for clean, healthy, and reliable food is felt more strongly than ever, I commend all institutions leading this exemplary initiative carried out with a spirit of entrepreneurship, and I extend my greetings to you with sincere affection. With my best wishes for health and well-being.

Recep Tayyip ERDOĞAN
President of the Republic of Türkiye





15.000 m²
STAND AREA



113
VISITING
COUNTRIES



31842
TOTAL
VISITORS

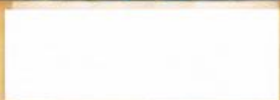
HALAL EXPO 2025

Recognized as one of the world's most influential halal events, the 11th World Halal Summit and Halal Expo 2025 (10th OIC Halal Expo) were successfully held on 26-29 November 2025 at Istanbul Expo Center, Halls 2 and 4, under the auspices of the Presidency of the Republic of Türkiye. Celebrating its 11th anniversary this year, the World Halal Summit continued to shape the global halal agenda and concluded with record participation. Throughout the summit, critical challenges and opportunities within the halal economy were addressed. Across 10 sessions, 48 distinguished speakers shared their insights on key topics including halal standardization, international trade, food safety, modest fashion, sustainability, and ethical business practices. The summit made a significant contribution to strengthening international cooperation by highlighting both the advantages and challenges of the global halal industry. The OIC Halal Expo 2025, hosted approximately 500 exhibitors from nearly 50 countries and welcomed more than 30,000 professional visitors from 113 countries. The expo also facilitated high-level commercial collaborations through the participation of 500 international buyers and more than 2,500 delegations. This year's expo featured thematic zones such as Private Label, Natural, Organic and Vegan (NOV) products, and special areas showcasing innovative technologies. Another key highlight was the E-Commerce Summit, which brought together major stakeholders of the e-commerce ecosystem. In addition, Country Business Forums were organized for Oman, Saudi Arabia, Tunisia, Yemen, Syria, Palestine, and Afghanistan, contributing to the strengthening of economic relations between countries. As part of the event program, the Modest Fashion Show and Award Ceremony, held with the participation of international designers, received great appreciation from attendees.

EXHIBITION FLOOR PLAN

CONNECTING HALAL BUSINESSES
BRIDGING MARKETS

MAIN SPONSOR
2m (W) x 8m (L)



Booth 1
2m x 2m



Booth 2
2m x 2m



Booth 3
2m x 2m



Booth 4
2m x 2m



Booth 5
2m x 2m



Booth 6
2m x 2m



Booth 7
2m x 2m



Booth 8
2m x 2m



Booth 9
2m x 2m



Booth 10
2m x 2m



Booth 11
2m x 2m



Booth 12
2m x 2m



SPONSOR 1
2m (W) x 4m (L)



SPONSOR 2
2m (W) x 4m (L)





Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

PAGE 7

PARTICIPATION PACKAGES



PLATINUM SPONSOR
RM100,000

(1 sponsor)

-  2 x 8 m booth space
-  Company logo + Fascia Name
-  1 business flight ticket
-  1 hotel accommodation 6D 5N
-  Airport transfer



GOLD SPONSORS
RM50,000

(2 sponsors)

-  2 x 4 m booth space
-  Company logo + Fascia Name
-  1 economic flight ticket
-  1 twin sharing hotel accommodation 6D 5N
-  Airport transfer



STANDARD PACKAGE
RM18,000

(12 booths)

-  2 x 2 m booth space
-  Company logo + Fascia Name



START-UP PACKAGE
RM10,000

(6 Branding Desk)

-  1 x 1 m booth space



LOGISTICS
RM5,000

-  1 economy flight ticket
-  1 twin sharing hotel accommodation 6D 5N
-  Airport transfer



Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

TARGET PARTICIPANTS

Connecting Malaysian Halal Enterprises with
Global Markets, Buyers & Partners



Halal Food &
Beverage



Livestock &
Agriculture



Healthcare



Tourism &
Hospitality



Logistics &
Trade



Digital
Economy



Professional
Services



Halal
Technology

WE WELCOME



Malaysian
SMEs



Exporters



Manufacturers



Investors



Trade Buyers



International
Partners





Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

WORLD HALAL AWARDS

Celebrating Excellence Across the Global Halal Ecosystem



Recognise
Innovation & Excellence



Celebrate
Global Impact



Build a Stronger
Halal Ecosystem





Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

TRADE MISSION TO ISTANBUL

Malaysia • Türkiye • Europe • Central Asia • Middle East



Market
Expansion



Strategic
Partnerships



New
Business Opportunities



Access to
Key Markets

Explore • Connect • Grow Globally



Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

NETWORKING DINNER

Build Connections • Create Opportunities • Grow Together



Meet
Industry Leaders



Explore
Business Leads



Expand
Your Network





Organised By:

MIICCI

Malaysian International Islamic Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

Investment Case & Key Actions

Turning the pavilion into a commercially sustainable platform



Open to 20 ready-to-export companies

with a clear sponsor-exhibitor package structure and trade expansion mission.



Secure 100 meetings

with Türkiye Ministries, Chambers, Importers and Investors to sign MoUs or LOIs within a 5-day itinerary including industrial visit to Halal retail supermarket and warehouses.



Maintain strict control

over meetings, awards, booth, travel, logistics and promotional costs.



Track potential sales and exports values

in USD between participating companies and potential partners.

COMMERCIAL OBJECTIVE

RM2 BILLION

PROJECTED COMMERCIAL VALUES

TENTATIF PROGRAM (OIC HALAL EXPO 2026)

Penerbangan : Qatar Airways atau setaraf
Penginapan : Hilton Istanbul atau setaraf



Hari Pertama | 22.11.2026 | **Ahad**

0730 hrs : Berkumpul di KLIA
0745 hrs : Daftar masuk bagasi
0800 hrs : Pelepasan Imigresen
0930 hrs : Berlepas ke IST melalui DOH
1850 hrs : Tiba di IST
1900 hrs : Ambil bagasi
1950 hrs : Daftar masuk hotel
2030 hrs : Rehat

Hari Kedua | 23.11.2026 | **Isnin**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke lokasi-1
1030 hrs : Pertemuan Strategik ke-1
1430 hrs : Padanan Perniagaan 1
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Ketiga | 24.11.2026 | **Selasa**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke lokasi-2
1030 hrs : Pertemuan Strategik ke-2
1430 hrs : Padanan Perniagaan 2
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Keempat | 25.11.2026 | **Rabu**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke Expo Hall
1030 hrs : Pavilion Malaysia
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Kelima | 26.11.2026 | **Khamis**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke Expo Hall
1030 hrs : Pavilion Malaysia
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Keenam | 27.11.2026 | **Jumaat**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke Expo Hall
1030 hrs : Pavilion Malaysia
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Ketujuh | 28.11.2026 | **Sabtu**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Bergerak ke Expo Hall
1030 hrs : Pavilion Malaysia
1230 hrs : Lawatan Industri
1730 hrs : Bergerak ke hotel
1800 hrs : Rehat

Hari Kelapan | 29.11.2026 | **Ahad**

0830 hrs : Sarapan pagi di hotel
0930 hrs : Persiapan bagasi
1200 hrs : Daftar keluar hotel
1230 hrs : Istanbul Tour
1730 hrs : Bergerak ke IST Airport
1830 hrs : Daftar masuk bagasi
1845 hrs : Pelepasan Imigresen
2015 hrs : Berlepas ke KLIA melalui DOH

Hari Kesembilan | 30.11.2026 | **Isnin**

1355 hrs : Tiba di KLIA
1415 hrs : Ambil bagasi
1430 hrs : Bersurai

CADANGAN PERTEMUAN STRATEGIK

A) Chamber of Commerce

1) Istanbul Ticaret Odasi (ITO) www.ito.org.tr



**ISTANBUL
CHAMBER OF
COMMERCE 1882**

Dewan perdagangan yang menghimpunkan lebih 800,000 pedagang Turkiye.

B) Persatuan Perdagangan Turkiye

1) Mustakil Sanayici ve Is Adamlari Dernegi (MUSIAD) www.musiad.org.tr

MUSIAD

Persatuan perniagaan yang menghimpunkan lebih 14,000 pedagang Turkiye di seluruh dunia.

CADANGAN PADANAN PERNIAGAAN

A) Happy Center



Happy Center

Rangkaian kedai runcit yang mempunyai 200 outlet.

B) Halal Dunya Marketleri (HDM)

Rangkaian kedai runcit Halal yang mempunyai 50 outlet.



**HALAL
HEMAL**



CADANGAN LAWATAN INDUSTRI



Kilang konfeksineri Turkiye.



Organised By:

MIICCI

Malaysian International Islamic
Chamber of Commerce and Industry

Managed By:

HAL FOCUS ASIA

RESEARCH & PUBLICATION

CONTACT US



MALAYSIAN INTERNATIONAL ISLAMIC CHAMBER OF COMMERCE AND INDUSTRY



CONTACT NUMBER : **+60355668558**



CONTACT EMAIL : salam@miicci.org.my



WEBSITE : <https://www.miicci.org.my/>

HAL FOCUS ASIA



CONTACT NUMBER : **+6011 605 75 605**



CONTACT EMAIL : info.halaltrademission@gmail.com



EXHIBITOR REGISTRATION FORM



MALAYSIA INTERNATIONAL
HALAL PAVILION

Contact Person

Designation

Company Name

Company Address

Company Email

Company Tel. No.

Phone Number

Trade Mission

☐

Yes

☐

No

Company Description

Participation Fee:

**Fee inclusive of delegate fee, networking dinner and business matching. Tick where appropriate.*

SHOWCASING HALAL PRODUCTS - BOOTH

☐

Platinum Sponsor Booth

RM100,000

- + 2 X 8 m booth size
- + 2 moveable tv
- + 1 set sofa
- + 2 Information desk
- + 4 chairs
- + Fascia name

☐

Gold Sponsor Booth

RM50,000

- + 2 X 4 m booth size
- + 1 moveable tv
- + 2 Information desk
- + 4 chairs
- + Fascia name
- + 1 return flight ticket

☐

Standard Booth

RM18,000

- + 2 X 2 m booth size
- + Shared moveable tv
- + 1 Information desk
- + 2 chairs
- + Fascia name

☐

Branding Desk

RM10,000

- + 1 X 1 m desk size
- + Shared moveable tv
- + 1 Information desk
- + 1 chairs
- + Fascia name