



**File No:** SMIIC-2024-103-202

**05/06/2024**

**Subject:** Halal Expo 2024 and 10th World Halal Summit

General Secretariat of the Standards and Metrology Institute for Islamic Countries (SMIIC) presents its compliments to the Ministry of Foreign Affairs, Republic of Türkiye and has the honour to inform you about the organization of the Halal Expo 2024 - İstanbul and 10th World Halal Summit with the theme "*A Decade of Halal Success: Uniting Vision, Shaping the Future*".


Halal Expo 2024 and 10th World Halal Summit which are organized in association with the Standards and Metrology Institute for Islamic Countries (SMIIC), will be held on **27-30 November 2024 at the Istanbul Expo Center** in Istanbul, Türkiye.


Therefore, we would kindly like to request from the esteemed Ministry to share the attached documents - "Halal Expo 2024 Brochure and the Call for Abstract for 10th World Halal Summit" with Turkish Embassies, Consulates, and Commercial Attachés so that they can inform the relevant parties in their territories.

We always appreciate the continuous support of the Ministry of Foreign Affairs of the Republic of Türkiye in promoting SMIIC and would like to thank you in advance for your kind cooperation for the Halal Expo 2024 and 10th World Halal Summit.

General Secretariat of the Standards and Metrology Institute for Islamic Countries avails itself of this opportunity to renew to your esteemed Ministry of Foreign Affairs, Republic of Türkiye the assurances of its highest consideration.

Yours sincerely,

  
**İhsan ÖVÜT**  
Secretary General, SMIIC



**To:** Ministry of Foreign Affairs, Republic of Türkiye (Deputy Directorate General for the Organization of Islamic Cooperation)

**Encl.:** 1- Halal Expo 2024 Brochure  
2- 10th World Halal Summit - Call for Abstract

SMIIC General Secretariat

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Tel: +90 212 465 65 07 Fax: +90 212 465 65 09 E-mail: secretariat@smiic.org; info@smiic.org Web: www.smiic.org

Evrak sorgulaması: [https://odadorsaebys.tobb.org.tr/to-baliksesir-envision/Validate\\_Doc.aspx?eD=BS5L7J043&eS=9466](https://odadorsaebys.tobb.org.tr/to-baliksesir-envision/Validate_Doc.aspx?eD=BS5L7J043&eS=9466) adresinden yapılabilir. (PIN:52371)



No. OIC-ECO-04/B-13/2024/ 0 0 2 0 7 6

Jeddah, 07 JUL 2024

The General Secretariat of the Organization of Islamic Cooperation (OIC) presents its compliments to all the Member States of the OIC and has the honour to forward herewith a copy of Note Verbale No. SMIIC-2024-103-201, dated 5<sup>th</sup> June 2024, along with its attachments, received from the General Secretariat of the Standards and Metrology Institute for Islamic Countries (SMIIC), in respect of the *Halal Expo 2024 – Istanbul* and the *10<sup>th</sup> World Halal Summit*, with the theme “*A Decade of Halal Success : Uniting Vision, Shaping the Future*”, to be held in Istanbul, Republic of Türkiye, on 27<sup>th</sup> - 30<sup>th</sup> November 2024.

The General Secretariat would therefore appreciate if the esteemed Member States could kindly transmit the information contained in the attached Note Verbale from SMIIC to their concerned respective public and private entities and encourage them to participate actively in the said events.

The General Secretariat also wishes to inform the esteemed Member States that all communications on the said events, including confirmation of participation, should be addressed to the contacts indicated in the Note Verbale under reference.

The General Secretariat of the Organization of Islamic Cooperation avails itself of this opportunity to renew to all Member States of the OIC the assurances of its highest consideration. *ms*

Encl.: As stated above.To: **All Member States of the OIC**

Copies to

1. SESRIC
2. ICDT;
3. IsDB Group (ITFC, ICD)
4. ICCD



**The Standards and Metrology Institute for Islamic Countries**  
l'Institut de Normalisation et de Métrologie pour les Pays Islamiques  
معهد المواصفات والمقاييس للدول الإسلامية



**File No:** SMIIC-2024-103-201

**05/06/2024**

**Subject:** Halal Expo 2024 and 10th World Halal Summit

General Secretariat of the Standards and Metrology Institute for Islamic Countries (SMIIC) presents its compliments to the General Secretariat of the Organization of Islamic Cooperation (OIC) and has the honour to inform you about the organization of the Halal Expo 2024 - İstanbul and 10th World Halal Summit with the theme "*A Decade of Halal Success: Uniting Vision, Shaping the Future*".

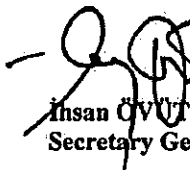
Halal Expo 2024 and 10th World Halal Summit which are organized in association with the Standards and Metrology Institute for Islamic Countries (SMIIC), will be held on **27-30 November 2024 at the Istanbul Expo Center** in Istanbul, Türkiye.


Therefore, we would kindly like to request from the OIC General Secretariat to share the attached documents - "Halal Expo 2024 Brochure and the Call for Abstract for 10th World Halal Summit" with OIC Member States, OIC Sub-organs, Specialized, and Affiliated Institutions.

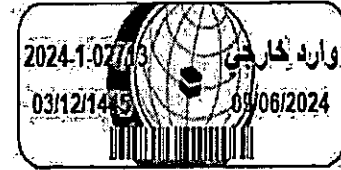
We always appreciate the continuous support of the OIC in promoting SMIIC and would like to thank you in advance for your kind cooperation for the Halal Expo 2024 and 10th World Halal Summit.

General Secretariat of the Standards and Metrology Institute for Islamic Countries avails itself of this opportunity to renew to your esteemed General Secretariat of the Organization of Islamic Cooperation (OIC) the assurances of its highest consideration.

Yours sincerely,

  
İnsan ÖVÜT  
Secretary General, SMIIC

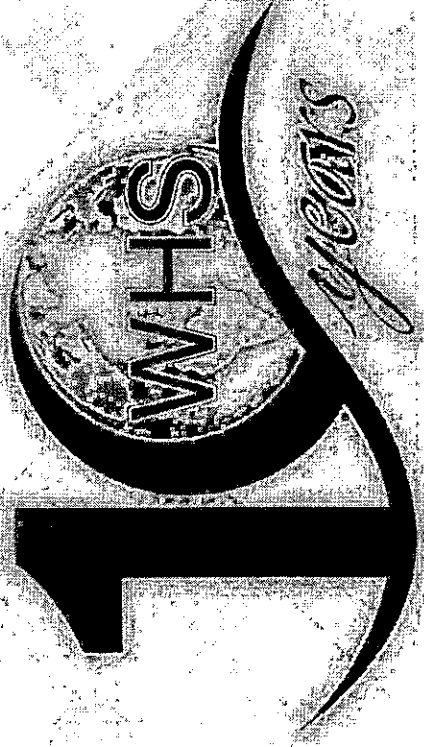




**To:** General Secretariat of Organisation of Islamic Cooperation (OIC).

**Encl.:** 1- Halal Expo 2024 Brochure  
2- 10th World Halal Summit - Call for Abstract

# WORLD HALAL SUMMIT



'A Decade of Halal Success'  
Envision, Shaping the Future'

27-30 NOVEMBER 2024  
Istanbul Expo Center, Turkey

## ABSTRACT SUBMISSION GUIDELINES

In Coordination with



Simultaneously with



Organized by





# Welcome

Greetings to all researchers, experts, scientists, professionals, and colleagues,

We, the organizing committee, are delighted to announce the **10th edition of the World Halal Summit and Halal Expo Istanbul**, organized by **Discover Events**, in coordination with the Standards and Metrology Institute for Islamic Countries (**SMIIC**) - the authorized institution of the Organization of Islamic Cooperation (OIC), is scheduled to take place on **27-30 November, 2024** at the Istanbul Expo Center, İstanbul-Türkiye.

The World Halal Summit, together with Halal Expo, creates an exclusive environment for participants to share their knowledge and experiences with a community of researchers and experts from various fields related to Halal practices, such as Halal food and beverages, Halal cosmetics and personal care products, Halal tourism and accommodations, Islamic banking and finance, textile and modest fashion, and more.

The Summit has been designed to provide a comprehensive program that includes engaging keynote speeches, interactive panel sessions, and scientific presentations. These sessions will feature prominent figures and stakeholders from the Halal industry, who will address the significant challenges and opportunities in the field. With such a diverse range of discussion formats, the Summit will offer a global platform for Halal experts to exchange ideas and share their invaluable experience. Throughout the Summit program, participants will discuss current trends in the Halal sector and identify new directions in the Halal market with the help of knowledgeable policy-makers and professionals in the field.

In the preceding World Halal Summit edition, 55 distinguished speakers participated in 12 sessions, each aimed at exploring novel avenues for advancing the Halal Industry.

The upcoming World Halal Summit, themed **"A Decade of Halal Success: Uniting Vision, Shaping the Future"**, will serve as a platform to unite academics, researchers, stakeholders, businesspersons, policy-makers, and other key figures in the Halal industry. The Summit aims to bring together these diverse groups of individuals under one roof to exchange ideas and collaborate towards the advancement of the industry.

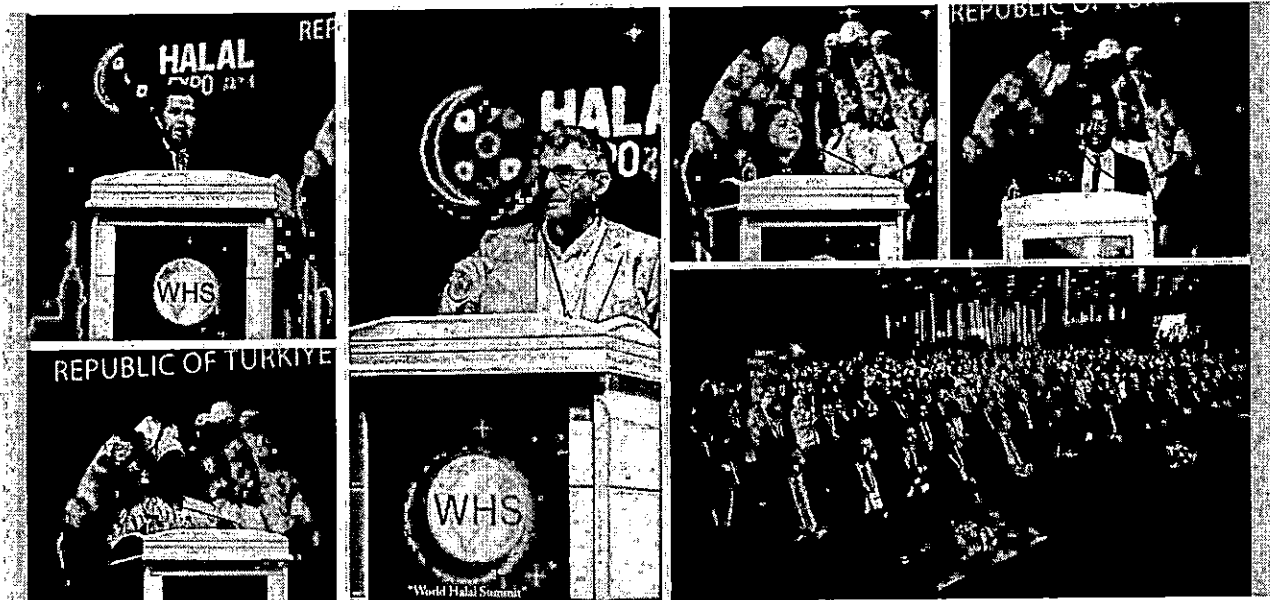
**We eagerly await your applications to become a speaker at the World Halal Summit Istanbul 2024.**



## Summit Overview

The **10th edition of WHS 2024** promises to be an exceptional event, spanning three days filled with enlightening conferences, engaging panel discussions, and interactive sessions. Commencing with a registration and opening ceremony featuring speeches from esteemed keynote speakers, the program will delve into a diverse array of topics pertinent to Halal practices.

Speakers will share strategic insights on Halal research, presenting their experimental findings and showcasing the latest innovations in the global Halal industry. In addition to the conference sessions, a four-day Halal Expo and other side events, such as the B2B hosted-buyers program, will take place concurrently at the same venue.





## Topics

The Summit program, which revolves around the aforementioned theme, will cover a wide range of topics that include but are not limited to the following:

- Halal Food
- Halal Quality Infrastructure (Standardization, Certification, Testing and Accreditation)
- Halal Industry Tools
- Halal Supply Chain
- Consumer Behaviours in Halal Sector
- Scientific Researches in Halal Fields
- Improvement of Halal Quality Services
- Halal Awareness in the OIC and non-OIC Countries
- Pharmaceutical Industry
- Islamic Finance and Banking
- Tourism, Cosmetics, and Personal Care
- Halal Lifestyle (Textile, Modest Fashion, Media, Family and Youth Behaviours)



## Submission of Abstracts

All abstracts must be submitted in **English** via email to [info@worldhalalsummit.com.tr](mailto:info@worldhalalsummit.com.tr) and [secretariat@smiic.org](mailto:secretariat@smiic.org), or through the official WHS website. The submission deadline for abstracts is **August 30th, 2024**, and the email subject line must read "**WHS 2024 Abstract Submission.**"

We invite potential speakers to submit their abstracts via email in either **Microsoft Word** or **PDF formats**. Along with the abstract, **it is mandatory** to include author/co-author information, institution/affiliation, and contact details such as address, email, and mobile phone number with Whatsapp number. A **brief biography/CV** must also be sent alongside the abstract, as **abstracts without a biography will not be considered.**

The notification of acceptance for selected abstracts will be announced **after September 30th, 2024**. Authors of selected abstracts will be required to submit a final manuscript and a PowerPoint presentation.



## Submission of Full Papers

After the evaluation of the full manuscript, the final notification for acceptance will be announced. The full manuscript must be written in English, be original and authentic, and must not have been published or currently being considered for publication elsewhere. The manuscript should be a maximum of 25 pages, excluding the bibliography, with 12 Times New Roman font and 1.5 spacing. The manuscript should include all notes, endnotes, and bibliography. Please submit the full manuscript as a Microsoft Word file (ext. doc/docx) to [info@worldhealthsummit.com.tr](mailto:info@worldhealthsummit.com.tr) and [secretariat@smiic.org](mailto:secretariat@smiic.org) no later than November 1st, 2024.



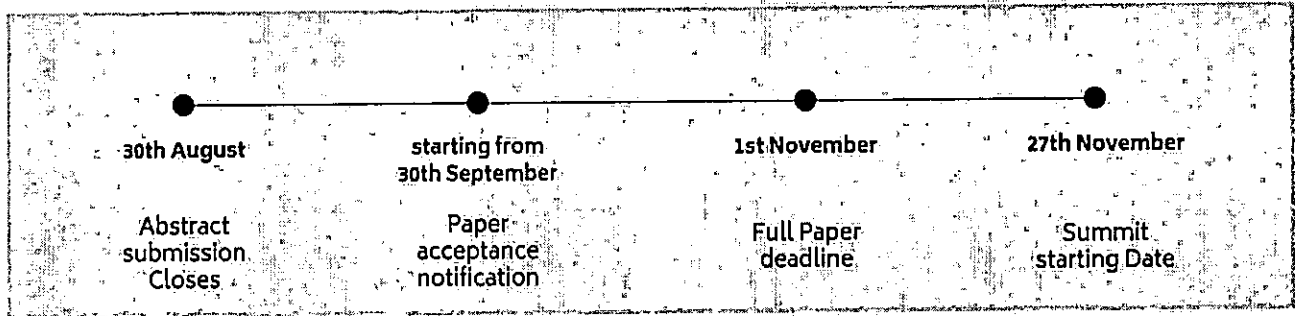
\*In accordance with the event policy, accepted authors who do not submit a manuscript by the required deadline will be removed from the program.



## Publication

After the Summit, the World Halal Summit Council will publish a proceedings book in English with an ISBN number, and the full manuscript will be reviewed and considered for publication in it.

## Important Dates





In Coordination with



Simultaneously with



Organized by





Organization of Islamic Cooperation



# HALAL EXPO 2024

INTERNATIONAL TRADE EXHIBITION

27-30 NOVEMBER 2024 / ISTANBUL EXPO CENTER

**"A Decade of Halal Success: Uniting Vision, Shaping the Future"**



Supported by:

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#halalexpo

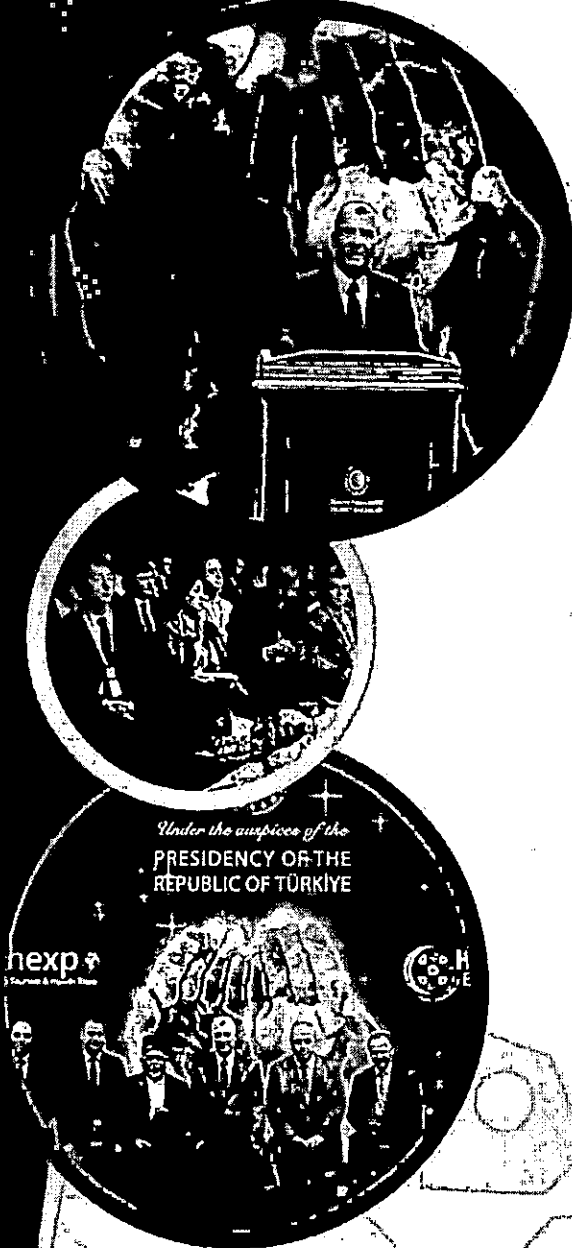
27 - 30  
NOVEMBER  
2024

## ABOUT EXHIBITION

We are delighted to announce that the Halal Expo and World Halal Summit, under the auspices of the Presidency of the Republic of Türkiye, in collaboration with the Standards and Metrology for Islamic Countries (SMIC), and in coordination with the Islamic Centre for the Development of Trade (ICDT), alongside other relevant institutions of the Organization of Islamic Cooperation (OIC), is set to take place from November 27th to 30th, 2024. The prestigious event will be hosted at the Istanbul Expo Center in Istanbul, Türkiye.

# ISTANBUL

## HALAL EXPO 2023 STATISTICS



100+  
VISITOR  
COUNTRIES



14.772 m<sup>2</sup>  
EXHIBITION AREA



30.000+  
VISITORS



450+  
EXHIBITORS



2000+  
B2B  
MEETINGS



45+  
EXHIBITOR  
COUNTRIES



300+  
HOSTED  
BUYER

#halalexpo

27-30 NOVEMBER 2024

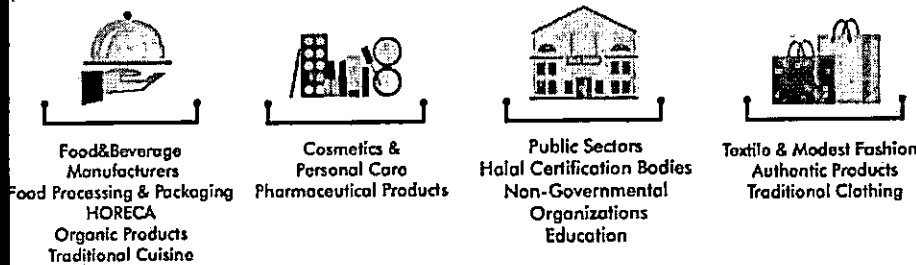
## VISITOR PROFILE

- |                                  |  |                                 |
|----------------------------------|--|---------------------------------|
| <b>1</b> DISTRIBUTORS            | <b>5</b> PUBLIC INSTITUTIONS AND ORGANIZATIONS |                                 |
| <b>2</b> BUYERS                  | <b>6</b> RETAIL AND CHAIN SUPERMARKETS         | <b>9</b> HORECA REPRESENTATIVES |
| <b>3</b> IMPORT-EXPORT COMPANIES | <b>7</b> INVESTORS AND HOSTED BUYERS           | <b>10</b> DIPLOMATIC MISSIONS   |
| <b>4</b> WHOLESALERS             | <b>8</b> TOURISM OPERATORS AND AGENCIES        | <b>11</b> OTHER                 |

## WHY SHOULD YOU EXHIBIT?

- ★ **Meet Decision-Makers in the Hosted Buyer Program.**  
Connect with key decision-makers in the Hosted Buyer program.
- ★ **The World's Largest Halal Showcase**  
Engage with the global Halal industry's most extensive platform.
- ★ **Gather with All Sectors of the Halal Industry**  
Forge connections across diverse segments of the Halal market.
- ★ **Discover New Distributors**  
Find potential new distributors for your products and services.
- ★ **Connect with Top-Level Corporate Representatives**  
Engage with high-ranking representatives from prominent organizations.
- ★ **Leverage the Highest Media Attention to Your Advantage**  
Capitalize on the significant media interest surrounding the event.

## EXHIBITOR PROFILE



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**DEİK** **HİB** **eib** **MUSIAD**

**ASKON** **ASRIAD** **PROMASIAD** **UTEP**

**PLATFORM** **THRACE HEALTH** **BESD-BİR** **IDSBI**

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