

MAY 19-21  
TATARSTAN  
RUSSIA  
HALAL  
EXPO'22

# Russia Halal Expo May 19-21, 2022

The first venue for halal companies!





## Rustam Minnikhanov

President of the Republic of Tatarstan



**The Islamic world is great, and we should grasp the opportunities the Islamic world creates for Russia. Previously, we only mentioned halal food, but now we talk about the halal lifestyle. We understand that halal will be demanded a lot. In Russia alone, 20 million Muslims live. Moreover, Russia serves as a touristic and medical point of attraction for Muslims from other countries.**

## As a part of the Kazan Summit

May 19-21, 2022



**RUSSIA — ISLAMIC WORLD  
KAZANSUMMIT 2022**  
13th International Economic Summit of Russia and OIC countries  
MAY 19-21, 2022

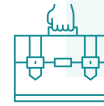
This is the main platform for economic interaction between the Russian Federation and the Islamic world countries. The first International Economic Summit of Russia and member countries of the Organization of Islamic Cooperation was held in 2009, thus the leading international platform was established.

# Purposes and objectives

The main purpose of the RUSSIA HALAL EXPO is to popularise the halal industry in Russia, to establish trade, economic, social and cultural ties, to demonstrate the potential of the halal segment of the economy, to provide opportunities for presenting products to potential buyers and trade partners. The leitmotif of the business program will be shared consumption economy and the halal common good.



**Support for manufacturers of halal products in all sectors**



**Establishment and enhancement of business contacts between halal market players**



**Development of domestic and international ties, assistance in cooperation development for entering new import markets**



**Increase of the share of high-quality and ecofriendly products in the Russian economy**



**Facilitation of shaping and satisfying the demand for halal products**



**Active involvement in international processes related to development of the halal industry**



**Consolidation of representatives of the Russian halal business**



**Development of the Halal Lifestyle roadmap both in Russia and in the West**



# Participating countries



Malaysia



The Arab Republic of Egypt



The Islamic Republic of Iran



The Islamic Republic of Pakistan



The Kingdom of Bahrain



The Kingdom of Saudi Arabia



The Kyrgyz Republic



The Republic of Azerbaijan



The Republic of Indonesia



The Republic of Kazakhstan



The Republic of Philippines



The Republic of Turkey



The Republic of Uzbekistan



The Russian Federation



The Swiss Confederation



The United Arab Emirates



# The exhibition in numbers



**10 000 m<sup>2</sup>**

Total area of the exhibition



**4 000 m<sup>2</sup>**

of exhibition areas



**> 250**

mass media reporters



**20**

regions of Russia  
participating in the  
exhibition



**> 5 000**

people attended the  
exhibition in 2021



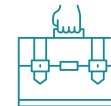
**> 100**

blogger partners  
participating



**40**

certification centers  
for halal products



**> 100**

companies participated  
in 2021



# The agenda of Russia Halal Expo includes:

**Opening ceremony** of the event attended by VIPs and guests: ministers of the Government of Tatarstan, representatives of ministries of Turkey, the UAE, heads of SMIIC, ESMA. The work of the exhibition was reported by more than 50 journalists of Russian and foreign mass media.

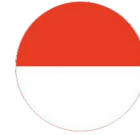
**Official meetings**, concluding contracts, memoranda of cooperation and recognition of products of Tatarstan abroad, execution of framework agreements, negotiations of commercial officers, business meetings in the grounds of the exhibition.



**Foreign guests**, investors, Halal Standard Committees of the Spiritual Councils of Muslims of Kazakhstan, Pakistan, Islamic business associations, representatives of government bodies and the Organization of Islamic Cooperation, experts and journalists

**Visiting of the exhibition by the President of Tatarstan**, VIP guests of the KazanSummit

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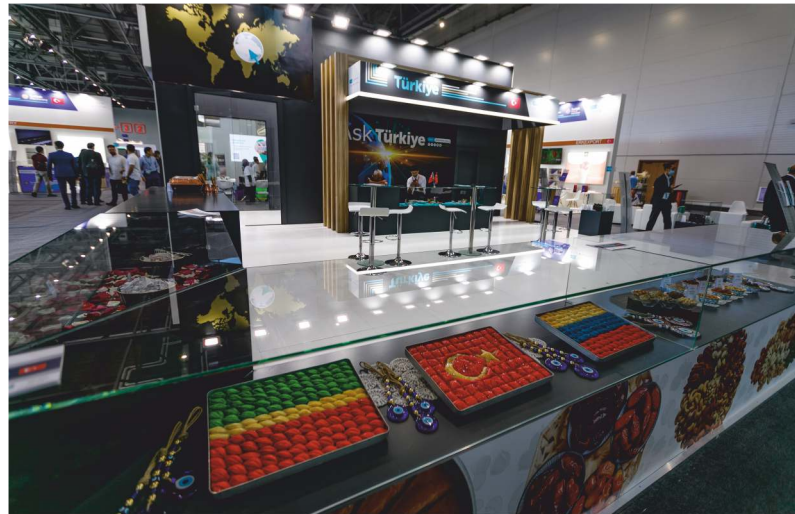


The Republic  
of Indonesia

# Russia Halal Expo is a window to Halal World



The Republic  
of Turkey

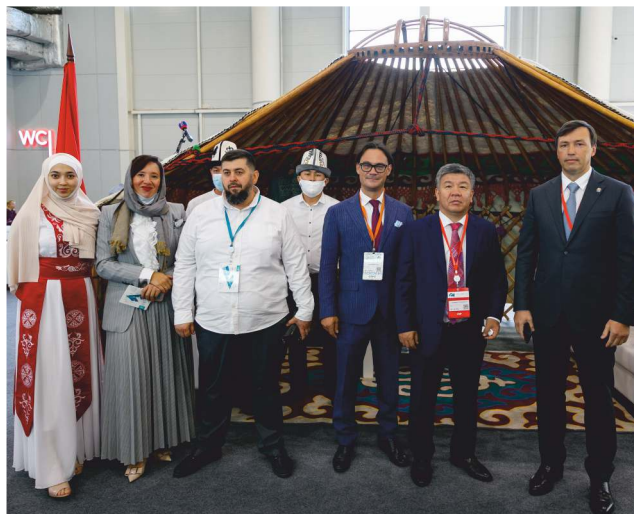


[www.kazansummit.com/russia-halal-expo](http://www.kazansummit.com/russia-halal-expo) May 19-21, 2022





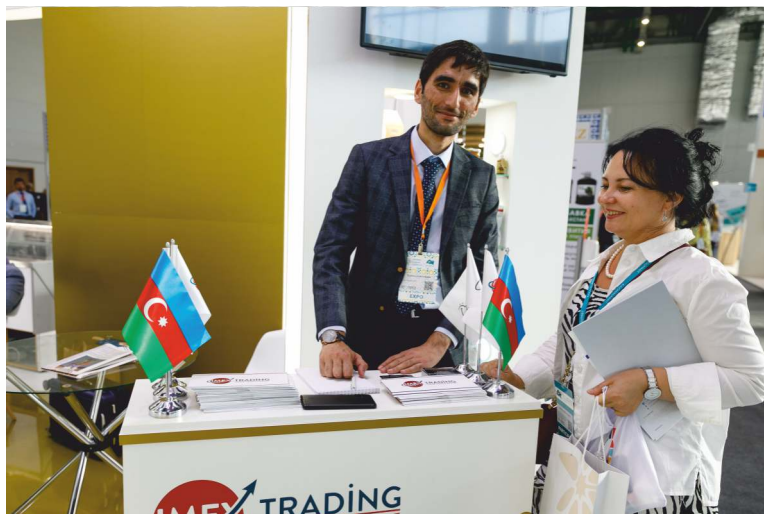
**The Kyrgyz Republic**



**The Republic of Kazakhstan**



**The Republic of Azerbaijan**



# Key exhibition participants



# Why do you need to participate?

The relevance of the exhibition lies in building good-neighborly, positive relations in the circumstances of the modern world, expansion of trade relations between the Russian Federation and the countries of the Organization of Islamic Cooperation, attracting investments to the halal industry markets. The mission of the international exhibition is the information coverage of development trends in the halal industry.



**It is a unique opportunity to establish new business contacts, to expand sales markets.**



**Prospects for export of manufactured products to foreign markets.**



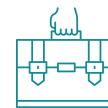
**More than 5,000 visitors: representatives of business structures and retailers.**



**It is an opportunity to present a positive image of your company on the market.**



**It is an outstanding opportunity to find manufacturers and suppliers of all necessary commodities and services.**



**It is possible for companies to come up with their proposals to government structures.**

# Participation conditions

1

## Registration fee

The above includes the general servicing of the exhibition, exhibitor's package with distribution materials, publication of the information on the exhibitor in the guidebook, accreditation of two representatives of the exhibitor with access to the business program of the exhibition.

**\$300**

2

**Price of  
an unequipped  
exhibition area**

**\$250 per m<sup>2</sup>**

**Price of an equipped  
exhibition area -  
Exclusive Standard**

**\$300 per m<sup>2</sup>**

**Applications for participation are expected  
till April 10, 2022**

A sample of the application and draft participation agreement are available at  
[www.kazansummit.com/russia-halal-expo](http://www.kazansummit.com/russia-halal-expo)

# Discover our products



**Foodstuffs**



**Medicines and healthcare**



**Fashion and beauty industry**



**Tourism and hospitality industry**



**Finance and investments**



**IT for halal**



**Wholesale and retail**



**Consumer products**







**Halal Expo Market** is the first halal market as a part of Halal Expo. Halal Expo Market is a place where dozens of startup brands can make a name for themselves. The platform is open for cosmetics, clothes, merchandises, and accessories. On the eve of the wonderful Month of Ramadan, it is an excellent opportunity to be a part of the big Muslim lifestyle world, where brands and consumers meet. The platform is intended both for family visits and for establishing contacts with the business circles.



**As a part of the Market**, there will be a big foodcourt, a children's playground, and a large prayer room for the visitors. The area will be divided for the modest fashion (clothes) zone and the market.

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Price of participating in the **Market**

**Area 1 - 2.0m\*2.0m**  
**300 USD**

The participants will be provided with a table and chairs  
(1 or 2, as requested)



# MODEST FASHION DAY

**Modest Fashion Day** is a unique platform for demonstrating the most popular and demanded brands in both the Russian and foreign modest fashion markets. Thousands of visitors, dealers, buyers from various countries of the world can see a beautiful performance featuring Muslim clothes, modest and stylish in one place at the same time. This is the platform where one can make a name for oneself as a new or a consistently developing brand.



**To show the beauty and relevance of Muslim clothes**



**To draw attention of the business to the modest fashion as an investment market**



**To bring the most beautiful and popular clothes brands together on one stage, thus to showcase a very prospective market**



**Integration of more than 5,000 visitors of Russia Halal Expo at the same platform**



**Presentation of themed collections meant for Ramadan, Nikah, and wedding ceremonies**



**Concentration of the most popular opinion shapers (bloggers) of the halal lifestyle broadcasting live**





# MODEST FASHION DAY

A joint participation in the Kazan Modest Fashion Day and the Russia Halal Expo Market will ensure a better participation effect along with the opportunity to see your brand on the show stage, where visitors can buy your products immediately.



## Price of the participation

**Participation in the show**  
**300 USD**

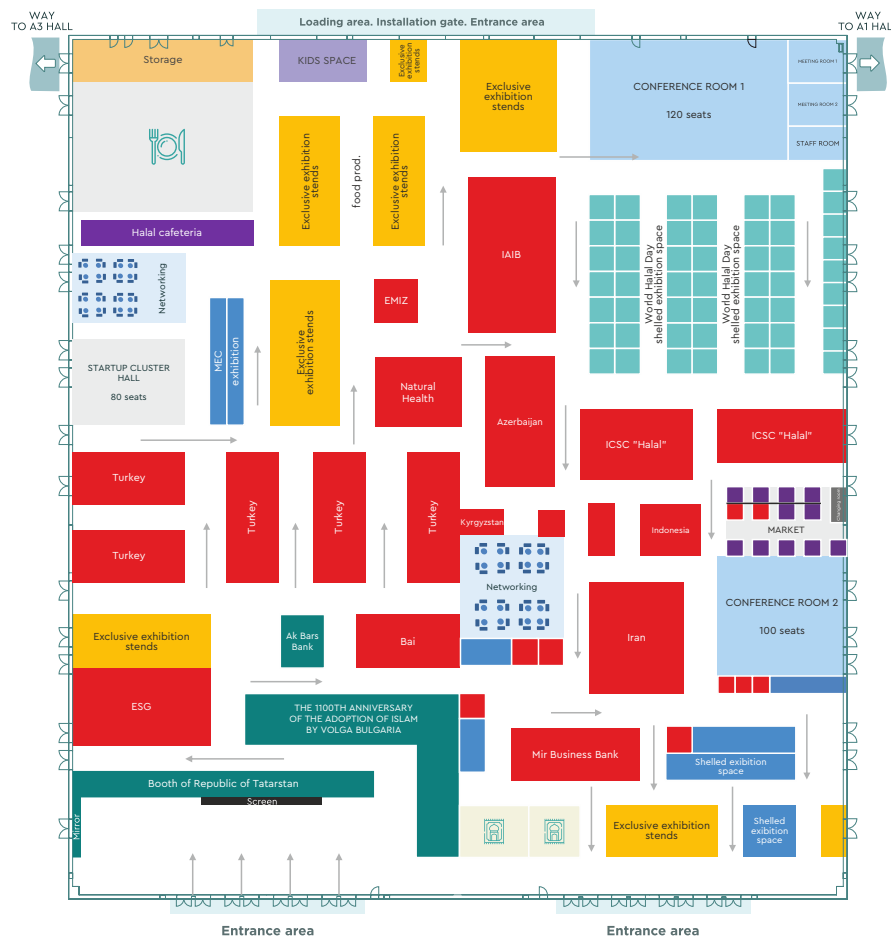
**The price includes: 5 minutes of time on the stage, logo of your brand on the background screen of the Kazan Modest Fashion Day.**

## Required to participate:

1. Application for participation
2. A lookbook of your new collection
3. Information on your brand, background history
4. Web-site and pages in social networks
5. Points of contact
6. Logo in curves

# Exhibition layout

- Occupied stands
- Booths of Republic of Tatarstan
- Exclusive exhibition stands
- World Halal Day
- Shelled exhibition space
- Conference room
- Networking
- Market
- Prayer room
- Foodcourt



**10 000 m<sup>2</sup>**  
Total area



# Our partners



## **TASS**

General  
media  
partner



## **RIA Novosti**

General  
media  
partner



## **Anadolu Agency**

Global  
communication  
partner



## **RBC-Tatarstan**

Strategic  
media  
partner



## **Russia Today Arabic**

International  
media  
partner

# Mass media



Expert Tatarstan



Business FM



Arabic Sputnik News



TNV-Tatarstan



AlHuda Centre of Islamic Banking & Economics



Asia TV



Edbiz Corporation



Halal Incorp



Russia 24



Sada ElBalad English



True Banking



World Finance Informs



Analytic Banking Magazine



Banking Digest



Publishing House Euro Media



Vestnik PFO



Financial One



Magazine "PLUS"



Tatar-Inform



Federal Press



Publishing House Huzur



# Our contacts



Phone

**8 (843) 570-40-01**



Official e-mail

halalexpo@kazansummit.ru  
info@kazansummit.ru



1 Vystavochnaya St., Bolshie Kabany Village, Laishevsky District,  
Republic of Tatarstan, Russia

**International Exhibition Center Kazan Expo**



Website

[kazansummit.com/russia-halal-expo](http://kazansummit.com/russia-halal-expo)



Our page in VK  
[russiahalalexpo](https://vk.com/russiahalalexpo)



Our page in LinkedIn  
[kazansummit](https://www.linkedin.com/company/kazansummit)



Our page in Facebook  
[KazanSummit2022](https://www.facebook.com/KazanSummit2022)



Our page in Instagram  
[@rhe\\_2022](https://www.instagram.com/@rhe_2022)



Our page in Youtube  
[@kazansummit](https://www.youtube.com/@kazansummit)



**SEE YOU AT KAZANSUMMIT! SEE YOU AT RUSSIA HALAL EXPO!**

# Organizers



КОМИТЕТ  
ПО СТАНДАРТУ  
ХАЛЯЛЬ  
Республики Татарстан



Muslim Religious Board  
of the Republic of Tatarstan  
Centralized Religious Organization

## Tatarstan Investment Development Agency

The Tatarstan Investment Development Agency develops, publishes, and disseminates the information on the investment attractiveness of Tatarstan, holds seminars, trainings, forums, and other events for advanced training in the investment sector, is engaged in advertising activities.



**+7 (843) 570-40-01**



11 Agronomicheskaya St., Kazan,  
Republic of Tatarstan,  
Russia

## Halal Standard Committee of the Republic of Tatarstan

The Halal Standard Committee under the Muslim Religious Board of the Republic of Tatarstan was established in 2008. In 2009, the Committee, in association with the Republican Special Metrological Center "Test-Tatarstan", developed and registered with the ROSSTANDARD the "System for Voluntary Certification of Products and Services for Compliance with Islamic Canons — Halal System (Halal)".



**+7 (843) 292-20-08**



3 Tukay St., Kazan,  
Republic of Tatarstan,  
Russia

## The Spiritual Administration of Muslims of the Republic of Tatarstan

The Spiritual Administration of Muslims of the Republic of Tatarstan was established in 1992 by the decision of the Congress of Muslims of the Republic of Tatarstan. Mufti Gabdulla Hazrat Galiullin was elected the first chairman. On September 15, 1992, the Spiritual Administration of Muslims of the Republic of Tatarstan was legally registered.



**+7 (843) 237-94-53**



38 Tukay St., Kazan,  
Republic of Tatarstan,  
Russia