

JULY 28-29

TATARSTAN
**RUSSIA
HALAL
EXPO'21**

Russia Halal Expo **July 28-29, 2021**

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

July 28-30, 2021



**RUSSIA — ISLAMIC WORLD
KAZANSUMMIT 2021**
12th International Economic Summit of Russia and OIC countries
JULY 28-30, 2021

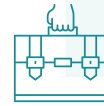
This is the main platform for economic interaction between the Russian Federation and the Islamicworld countries. The first International Economic Summit of Russia and member countries of the Organization of Islamic Cooperation was held in 2009, thus the leading international platform was established.

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 conscious consumption.



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 developemnt for entering new import markets



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



Pacilitation 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



The exhibition in numbers



5 000 m²

Total area of the exhibition in 2019



2 000 m²

of exhibition areas, foodcourts



50 Mass media

reporting on the work of the exhibition and the participants



20

regions of Russia participating in the exhibition



> 5 000

people attended the exhibition in 2019



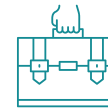
> 100

blogger partners participating



40

certification centers for halal products



> 100

companies participated in 2019

RussiaHalalExpo

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



Participating countries



- | | | | |
|---|-------------------------|----|---------------------|
| 1 | United Arab Emirates | 10 | South Korea |
| 2 | Kingdom of Saudi Arabia | 11 | Canada |
| 3 | Iran | 12 | Great Britain |
| 4 | Turkey | 13 | France |
| 5 | Indonesia | 14 | Uzbekistan |
| 6 | Bahrain | 15 | Kazakhstan |
| 7 | Malaysia | 16 | Kyrgyz Republic |
| 8 | Oman | 17 | Azerbaijan |
| 9 | Egypt | 18 | Republic of Belarus |

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.



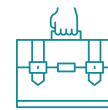
More than 5,000 visitors: representatives of business structures and retailers.



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.

Key exhibition participants



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**

\$200 per m²

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

\$250 per m²

**Applications for participation are expected
till June 8, 2021**

A sample of the application and draft participation agreement are available at
www.kazansummit.ru/russia-halal-expo



Business areas



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 2021 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.

Price of participating in the **Market**

Area 1 - 1.5m*1m
350 USD

Area 2 - 1.5m*2m
550 USD

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

Price of participating in the **Modest Fashion**

Area: 2m*2m
500 USD

The participants will be provided with 2 rails
and a chair, comfortable common fitting rooms.



KAZAN MODEST FASHION SHOW

A joint participation in the Kazan Modest Fashion Show 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
500 USD**

The price includes: 5 minutes of time on the stage, 6 professional models, logo of your brand on the background screen of the Kazan Modest Fashion Show.

Requirements for the participant

1. Application for participation
2. A look book 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



KAZAN MODEST FASHION SHOW

July 28th, 17:00 -19:00

Modest Fashion Show 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 in one place a beautiful performance featuring Muslim clothes, modest and stylish at the same time. This is the platform where one can make a name for oneself as a new or a consistently developing brand.



Concept of the event



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



Exhibition layout

-  Foodstuffs
-  Clothes
-  Services



Prayer room



Foodcourt



Fitting rooms

5 000 m²

Total area



Our partners



Russia Today Arabic

International
information
partner



THOMSON
REUTERS

Thomson Reuters

Analytic
partner



RBC-Tatarstan

Strategic
partner



Expert Tatarstan

Publishing
partner



Business FM

Radio partner

Mass media



AlHuda Centre of Islamic Banking & Economics



Halal Incorp



Maeeshat



True Banking



Ar Rus STI Group



Russian Business Guide



ITAR-TASS



Financial One



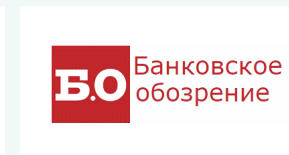
Federal Press



Venture Investor



Analytic Banking Magazine



Banking Digest



Chernovik



Business club of the Shanghai Cooperation Organization



BRICS Magazine



Tatar-Inform



TNV-Tatarstan



As Salam



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



Our page in Facebook

KazanSummit2021



Our page in Instagram:

@kazansummit



Our page in Youtube

@kazansummit

Organizers



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.



8 (843) 570-40-01



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



КОМИТЕТ
ПО СТАНДАРТУ
ХАЛЯЛЬ
Республики Татарстан

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)".



8 (843) 292-20-08



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