



*Under the auspices of the*  
PRESIDENCY OF THE  
REPUBLIC OF TÜRKİYE



№ HE/WHS/IO/2026-0413

Date: 13/04/2026

**Subject:** Halal Expo 2026 and 12<sup>th</sup> World Halal Summit Official Invitation Letter

*Respected Officials,*

As the organizing committee, we are proud to inform that Halal Expo 2026 and 12<sup>th</sup> World Halal Summit organized under the Auspices of the Presidency of the Republic of Türkiye and in cooperation with the Standards and Metrology for Islamic Countries (SMIIC), and in coordination with the Islamic Centre for Development of Trade (ICDT), and other relevant Organization of Islamic Cooperation (OIC) institutions, will be held on 25-28 November 2026 in Istanbul Expo Center, Istanbul-Türkiye.

The Halal Expo, hosted simultaneously with the World Halal Summit, stands as one of the most prominent and progressive international events, firmly established as a pillar of the global halal industry. It creates an unparalleled environment for trade exchange across all sectors of halal-compliant products and services, fostering collaboration and advancing industry innovation.

**The Halal Expo 2025 (10<sup>th</sup> OIC Halal Expo)** set a new benchmark for the global halal industry, attracting a record-breaking participation of more than 500 exhibitors from around 50 countries and welcoming over 30,000 trade visitors from more than 110 nations. This landmark event highlighted the diversity and immense potential of the halal economy, hosting 500 international buyers and over 2,500 international delegations to foster high-level business connections. Specialized zones, including the Modest Fashion & Art Area, Private Label, Natural, Organic and Vegan (NOV), and Ethexpo, E-Commerce Summit, Business Connect Area showcased cutting-edge innovations and products, while a dazzling Modest Fashion Talk-Show and Award Ceremony culminated in a spectacular runway show featuring around 15 internationally acclaimed designers. Halal Expo 2025 highlighted the dynamic growth of the halal industry while serving as a global platform for meaningful trade and cultural exchange.

**The World Halal Summit** is established with the aim of providing a comprehensive overview of the latest global developments and trends in the halal industry while exploring future directions for the evolving halal market. **11<sup>th</sup> World Halal Summit 2025** brought together experts and decision-makers from across the halal economy to address critical issues and opportunities. Across 10 sessions, 48 distinguished speakers representing around 20 countries shared their expertise on key topics, including halal standardization, trade, food security, modest fashion and etc. The summit also featured seven keynote addresses by global leaders in halal standardization

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and development, fostering meaningful cross-border collaboration and innovation. The event recorded participation from 20 countries represented at ministerial and deputy ministerial levels.


The 2025 edition of the events featured a series of impactful side programs specifically designed to foster international trade and collaboration. Notable initiatives included the Health Tourism Conference and a range of business forums, such as Türkiye-Afghanistan, Türkiye-Palestine, Türkiye-Saudi Arabia, Türkiye-Syria, Türkiye-Tunisia, Türkiye-Yemen, and Türkiye-Oman. These programs were instrumental in strengthening bilateral relations, advancing economic cooperation, and creating a formal platform for partnerships, agreements, and the exchange of strategic ideas, further cementing the event's significance within the global halal economy.


As the organizing committee, we warmly invite you to join the **Halal Expo 2026** and **12<sup>th</sup> World Halal Summit**, which will take place on **25-28 November 2025** at the **Istanbul Expo Center, Istanbul-Türkiye**. A dedicated space provides a unique opportunity to showcase your country's innovations, products, and services related to the halal industry, while fostering bilateral cooperation, trade, and cultural exchange with global participants.

We are confident that your participation will significantly contribute to the diversity and success of this landmark event and further enhance international collaboration in the halal sector.

We kindly request your confirmation of participation and remain at your disposal to provide any further information or assistance required in facilitating your engagement. Together, let us make the Halal Expo 2026 and 12<sup>th</sup> World Halal Summit an unparalleled success, reflecting the unity and growth of the global halal industry.

Sincerely,

  
İhsan ÖVÜT  
SMIIC, Secretary General

  
Yunus ETE  
President of the Organizing Committee

in association with;



organizer

ASEL Expo

co-organizer





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# HALAL EXPO 2026

## INTERNATIONAL TRADE EXHIBITION

25-28 NOVEMBER 2026 / ISTANBUL EXPO CENTER

**“Sustainable Halal Economy: Eliminating Waste, Empowering Growth”**



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DISCOVER  
EVENTS

The expo is organized under the authorization of TOBB according to the Law 5174.

25 - 28  
NOVEMBER  
2026

#halalexpo

## ABOUT EXHIBITION

Held under the auspices of the Presidency of the Republic of Türkiye, the Halal Expo—organized concurrently with the World Halal Summit each year—will take place on 25–28 November 2026 at the Istanbul Expo Center, in cooperation with the Standards and Metrology Institute for Islamic Countries (SMIC), under the coordination of the Islamic Centre for Development of Trade and the Organisation of Islamic Cooperation. Halal Expo is a strategic trade platform that promotes halal-certified products and services on an international scale, bringing together industry professionals, public sector representatives, and investors. Covering all components of the halal ecosystem—primarily food, finance, tourism, cosmetics, pharmaceuticals, textiles, and logistics—the exhibition offers significant opportunities for fostering new partnerships, increasing export volumes, and strengthening access to global markets. Combined with Istanbul’s strategic location and robust logistics infrastructure, the event serves as a prestigious meeting point that contributes to the establishment of sustainable global trade networks within the halal industry.

## HALAL EXPO 2025 STATISTICS



**113**  
VISITOR  
COUNTRIES



**15.000 m<sup>2</sup>**  
EXHIBITION AREA



**31842**  
VISITORS



**497**  
EXHIBITORS



**2500+**  
B2B  
MEETINGS



**7**  
DIFFERENT COUNTRIES  
BUSINESS MEETINGS



**38**  
EXHIBITOR  
COUNTRIES



**500+**  
HOSTED  
BUYERS

[www.halalexpo.com.tr](http://www.halalexpo.com.tr)

## 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



Don't Miss the  
Opportunity to Expand Globally and  
Grow in New Markets..

Global Communication Partner



Official Communication Partner



Main Media Sponsor



Logistics Sponsor



Coffee Break Sponsor



Catering Sponsor



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