

February 22, 2021

## The Ambassador

H.E A.Melih Ulueren

Embassy of the Republic of Turkey in Nigeria  
Abuja–Nigeria.

Attn: Commercial Attachee

## Your Excellency

### INVITATION TO PARTICIPATE AT THE INTERNATIONAL HALAL EXPO NIGERIA FROM 14TH - 16TH SEPTEMBER 2021 IN ABUJA.

The Abuja Chamber of Commerce and Industry presents its compliment and wishes to introduce the Halal Expo Nigeria 2021 to your esteemed Embassy for your participation and support. The proposed Expo is the first Halal Expo in Nigeria with international Halal collaboration and recognition.

Halal Expo Nigeria is conceptualised to highlight and internationalise the huge economic potential of Halal life and living, Halal economy and industry as well as Halal standards and practices. Nigeria has over 100 million Muslim population which makes it an ideal and high net worth Halal marketplace.

The Halal economy which is now worth about \$3.7 trillion (2019) spans across food and drinks, halal meat processing, health and pharmaceuticals, personal care and cosmetics, clothing and fashion, sport wear, creative industry, tourism and hospitality services, banking and financial services and Halal manufacturing, amongst others.

As the Halal movement gains traction, the global industry is setting its sights on Nigeria and the huge opportunity and demand for Halal-compliant goods and Halal manufacturing. Nigeria being home to the 5<sup>th</sup> largest Muslim population in the world has potentially one of the world's most viable Halal markets.



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 Nigerian Supreme Council for Islamic Affairs (NISCIA)



Nigeria - Turkey  
Business Council



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It is based on the aforementioned, that we request your participation through organising of a National Pavillion and encouraging Halal Bodies, Agencies and Halal Compliant Manufacturers, Exporters and Finance Institutions to participate at this great event.

**Exhibition Date:** 14th –16th September, 2021

**Exhibition Venue:** ACCI Trade and Convention Centre, Abuja Nigeria

**Time:** 10am – 5Pm Daily.

### DIFFERENT LAYERS OF THE EXPO

The Main purpose of the Expo is to showcase the huge opportunities and potential, that the Halal economy has for Nigeria and Africa. This Expo will cover over 30 sections in other to adequately espouse the dynamic nature and range of the Halal economy including: food and drinks, halal meat processing, health and pharmaceuticals, personal care and cosmetics, clothing and fashion, education, media, sportswear, creative industry, art and craft, tourism and hospitality services, banking and financial services and Halal manufacturing.

### **Opportunities;**

- \* Opportunity for National, Regional as well as Global Franchise Development;
- \* Net working with key Halal stakeholders in the various sectors of the Halal market;
- \* Understand global trends in Halal business, merchandise and services;
- \* Leverage on contacts to enter into the Halal business;
- \* Expand Halal businesses;
- \* Understand and leverage on the opportunities that Halal banking and finance offers;
- \* Understand and leverage on Halal insurance (takaful) as a social safety net;
- \* Take full advantage for SMEs development under the Halal framework.

### **The Halal Summit will focus on;**

- Insights on the Halal Market in Nigeria
- Halal banking: Trends & Opportunities
- Halal finance for Start-ups and SMEs
- Cross Border Business and Halal economy prospects: (AFCFTA and ECOWAS)
- The Future of Halal Economy and opportunities for Nigeria

### **Why Partner Halal Expo Nigeria?**

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- It is Nigeria's First International Halal Expo
- Participation from major Halal countries (Indonesia, Pakistan, Malaysia, Turkey, Kingdom of Saudi Arabia, Turkey, UAE, Thailand, Iran, Bangladesh, Sri Lanka, & Egypt, Morocco, Algeria, Tunisia, Taiwan and the whole of ECOWAS)
- Opportunity to be a Part of 200 Exhibitors & 30,000 Visitors
- Networking opportunity with global Halal industries
- Food, Cosmetics, Healthcare, Tourism, Modest Lifestyle, Education, Finance & many other industries to be present at show.

The Tourism Package Include:

1. Discounted Hotel Rate which is attached
2. Free Transfer from Airport to Hotel and within the three Days shuttle from hotel to fair ground and back.

For further information, please contact the Executive Director, Abuja Trade and Convention Centre, Jude Chime on 07033074307, [jude@accinigeria.com](mailto:jude@accinigeria.com).

Kindly see also attached the brochure with all the details on participation.

Please be assured of our highest regards as we look forward to your favourable response.

*Victoria Akai vad.*

Ms. Victoria Akai,  
**Director General.**

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