

MEDIA RELEASE

EXHIBITION : SINGAPORE HALAL FOOD TRADE EXHIBITION 2019 (SIHAT 2019)

DATE : 15 – 17 OCTOBER 2019

VENUE : HALL B, SANDS EXPO & CONVENTION CENTRE

TIME : 10.00AM – 6.00PM

ADMISSION : PRE-REGISTRATION FOR TRADE VISITORS

ORGANISER : MEGAXPRESS INTERNATIONAL PTE LTD

SUPPORTED BY : SINGAPORE MALAY CHAMBER OF COMMERCE & INDUSTRY (SMCCI)

: MAJLIS UGAMA ISLAM SINGAPURA (MUIS)

PANEL OF SPEAKERS – MEDIA RELEASE

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Board Director, SMCCI
F&B Cluster Chairperson

SINGAPORE'S FIRST HALAL FOOD TRADE EXHIBITION

SIHAT 2019 aims to redefine the global halal business and experience.

SINGAPORE, RELEASE: 29 NOVEMBER 2018, *For Immediate Release*

In the Global Islamic Economy Summit Report, it was stated that Singapore was ranked 8th amongst the top 10 countries around the world to have 'The Best Developed Eco-system for Halal Food & Beverage'.

The cut-outs below sourced from Salaam Gateway supported this as well.

POSITIVE DEMAND DRIVERS FOR DOMESTIC MARKET

Singapore's geography makes the country an ideal hub for halal food production, trading and re-export. The island nation is able to capitalize on its proximity to Muslim-majority Malaysia and Indonesia, supported by a highly developed logistics infrastructure for global trade. With just 1.47 percent of land turned over to agriculture, Singapore is highly import dependent, with food imports estimated at \$8.4 billion in 2014, according to the country's Statistics Department. Of that figure, an estimated 75 percent is re-exported to neighboring countries.

Salaam Gateway

"It is easy to produce and sell halal-certified products in Singapore as they can be consumed by almost everyone. In other words, non-certified products can reach 85 percent of the local population whereas halal-certified products can be an option for the whole populace," Shahlan Hairalah, Principal of Halal Management Solutions and CEO of Sahl International, a halal markets advisory firm in Singapore, told Salaam Gateway.

Salaam Gateway

By 2022, the Muslim population will reach to almost **25% of the world population** and the spending on Halal Food is expected to be at **US\$1.9 trillion** – this translates to an enormous business opportunity for the halal industry players.

To date, Japan, Korea & Taiwan have received a sizeable number of Muslim tourists visiting their countries, creating new opportunities for business.

“Tourism and cuisine are big pull factors as the world looks East for colourful and rich experiences.”
— Mohamed Geraldez,
Founder,
Jaan J.



A fresh approach is needed to introduce the concept of Halal into economies that have very little knowledge in Islamic culture and tradition.

The vibrancy of the Muslim minority in Singapore will be the catalyst to provide the solution to this new challenge.

MegaXpress will be organizing the first focused Halal Food Trade Exhibition in Singapore to help position businesses to tap the exponential growth in the Muslim world.

Exhibition : **Singapore Halal Food Trade Exhibition (SIHAT 2019)**
www.sihat.sg
Venue : Sands Expo & Convention Centre Hall B,
Marina Bay Sands
Date : 15 to 17 October 2019
Time : 10.00 am to 6.00 pm
Admission : Open only for Trade Visitors

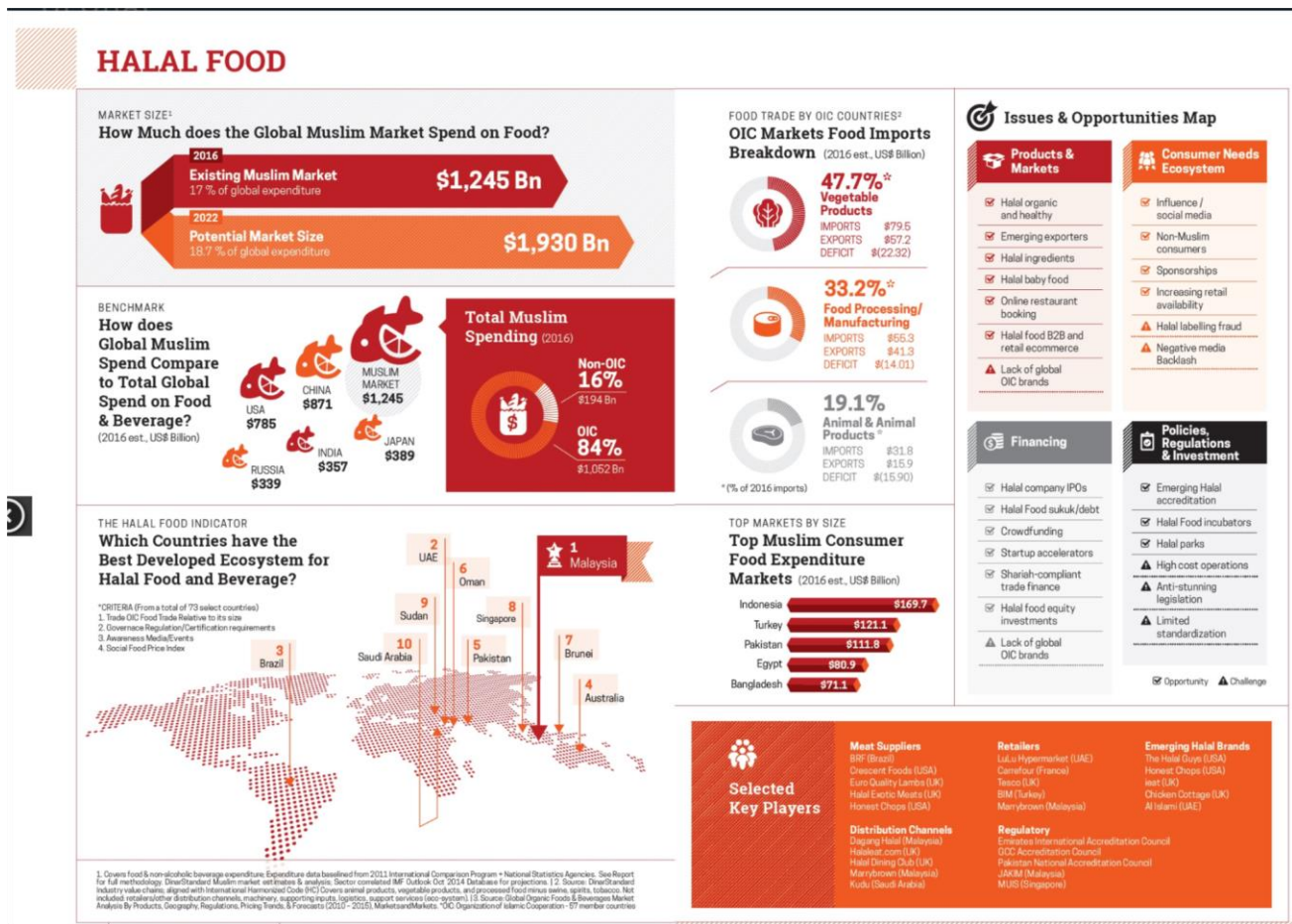
SIHAT 2019 will assemble experts in the respective fields of Halal business – both local and international to ensure the creation of the best platform for participants.

SIHAT 2019 is expected to attract exhibitors and trade buyers primarily from Asia Pacific countries like **China, Japan, Korea, Taiwan, Thailand, Malaysia, Indonesia and Singapore**. It will also target Middle East and **South Africa** who are becoming potential major players in Halal food industries.

“We are confident of a successful exhibition with MegaXpress’ vast experience in organizing halal consumer exhibitions for the past 20 years. Each year, we bring together more than 100,000 buyers and sellers through our consumer events across Singapore. We believe exhibitors’ and visitors’ experience play a vital role in the success of the event.

This is further strengthened with the network that MegaXpress has created with Malaysian & Indonesian authorities and the relationships forged with prominent Singaporean leaders who have vast connections in the Middle East”, said Mr Hamzah Abdullah, Managing Director of MegaXpress International Pte Ltd.

STATISTICS ON GLOBAL HALAL FOOD



TRADE VISITORS & HOSTED BUYERS

SIHAT 2019 will be targeting minimally 3000 trade visitors and hosted buyers from all around the world and will be showcasing over 150 booth participants with 10 country pavilions throughout the 3-day trade exhibition.

KAMPONG GLAM PLAYING IT'S ROLE IN SIHAT 2019

Participants, delegates and hosted buyers of SIHAT 2019 will experience a HALAL trade exhibition like no other. They will be encouraged to stay over the duration of the exhibition in a location filled with rich culture and deep heritage like Kampong Glam itself, where they will experience for themselves first hand, a unique and one of a kind HALAL lifestyle and society in scenic Singapore.



SUMMARY

SIHAT 2019 promises to be a HALAL Trade Exhibition with a personal touch of it's own, none compares to the other HALAL Trade exhibitions around the world.

It will leave some impactful experiences and moments for our participants to bring back to their respective countries after the exhibition as we pushed the HALAL industry, both locally and regionally as a cohesive society.