



Halfood®

9-я московская международная выставка халяль

**Moscow Halal Expo 2018 Business Programme
9th Moscow International Halal Exhibition**

25-26 April 2018

Venue: Crocus Expo International Exhibition Centre, pavilion 2, hall 6, conference hall C

25 April (Russia)	<p align="center"><i>PROGRAMME FOCUSING ON SPECIFIC FEATURES OF THE RUSSIAN HALAL MARKET</i></p> <p>Event, topic, speakers</p>
10:30 – 12:00	<p>Workshop discussion “How to get a halal certificate”</p> <p>Topics:</p> <ul style="list-style-type: none"> - basic requirements for halal products and halal production standards - how to get a halal certificate - halal certification market in Russia: between monopoly and competition - differences and acceptance of halal certificates and halal labels - pitfalls of halal certification: what should producers know? (fake marketing) - pricing at the halal certification market - changing certification body: opportunities and challenges - is it possible to work without certification? <p>Presentation: "Development of standards for halal services. General approaches "(within the scope of "Halal Products and Services" technical committee).</p>
12:00 – 12:30	<i>Break</i>
12:30 – 13:30	<p>Roundtable discussion "Equipment for halal production"</p> <p>Topics:</p> <ul style="list-style-type: none"> - equipment for poultry slaughtering - equipment for cattle and sheep slaughtering - equipment for processing - equipment and materials for packaging
13:30 – 14:00	<i>Break</i>
14:00 – 16:00	<p>Workshop for suppliers and retailers: essential points to know when working with halal products</p> <p>Topics:</p>

	<ul style="list-style-type: none"> - how to open halal store - how to organize work with halal suppliers - organization of a halal supply chain - specific features of working with products targeting Muslim consumers - specific features of halal chain stores - franchise of halal chain stores - selling halal products online: opportunities and prospects - behaviour and preferences of halal products consumers - selling products within the CIS region - upscale food distributors - prospects for expanding halal brands beyond their region
16:00 – 16:15	<i>Break</i>
16:15 – 17:45	<i>Presentation and selection of investment projects (by invitation)</i>
26 April (global market)	<i>PROGRAMME FOCUSING ON SPECIFIC FEATURES OF THE INTERNATIONAL HALAL MARKET</i>
10:30 – 12:00	<p>Workshop “Halal export certification”</p> <p>Topics:</p> <ul style="list-style-type: none"> - Requirements of the GCC countries’ standards for halal products - Specific features of halal export certification - Practical halal certification for exporting to Muslim countries, receiving certificate for exporting to UAE and KSA - Specific features and requirements for exporting halal products to Iran - Specific features and requirements for exporting halal products to Indonesia
12:00 – 12:30	<i>Break</i>
12:30 – 14:00	<p>Roundtable discussion "Halal in HoReCa" (within the scope of subcommittee of "Halal Products and Services” technical committee under Rosstandart)</p> <p>Topics:</p> <ul style="list-style-type: none"> - trends in halal catering. - specific features of halal catering arrangements - working with halal products’ suppliers in HoReCa: special aspects and challenges - products and services for HoReCa segment: prospects for expanding the range - halal delivery services and their development prospects - halal standards in catering
14:00 – 14:30	<i>Break</i>
14:30 – 16:00	<p>Roundtable discussion «Eco-products: modern trends»</p> <p>Topics:</p> <ul style="list-style-type: none"> - healthy eating trends - launching and promoting brands of eco-products - dynamics of eco-products and services market
16:00 – 17:00	<i>Break</i>

17:00 – 18:00	Exhibition closing ceremony and announcement of the contest results for: “Halal Product of the Year "Halal company of the year"
19:00 – 21:00	Dinner for halal market leaders <i>(halal restaurant)</i>

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