

# NEWSLETTER



YOUR  
**ONE-STOP SHOP** FOR  
HALAL TRADE

**Explore Halal Market Opportunities**

# Welcome Letter



## Greetings from the Halal Trade and Marketing Centre (HTMC)

We are witnessing a paradigm shift. The pandemic has transformed our lives, as well as the way in which companies operate. The current situation is compelling them to seek new markets and diversify their exports. Also, to develop new strategies to pursue their internationalization processes. The new normal for companies is all about virtual interactions. The use of new technologies seems essential to connect and interact with new customers. VOIP applications have gained great prominence and have become essential work tools for companies. Likewise, and in this same sense, trade facilitation services such as those offered by HTMC are more necessary than ever. This new way of doing business has come to stay and comes with some significant benefits for companies, such as time and cost savings associated with face to face interactions.

In this context, and despite the Covid-19 effects on the global economy, the Halal market remains resilient and stands as a great opportunity for companies worldwide, but especially for those in the non-Muslim majority countries where the largest producers of consumer goods reside. In 2019, Muslims spent 2 trillion dollars on Halal products and services, of which 1.17 trillion dollars were destined to consume Halal foods. However, not everything is about food. Other sectors, such as Halal cosmetics or Halal pharmaceuticals, are also registering strong growth rates, and are expected to reach a value close to 76 billion dollars and 105 billion dollars respectively in 2024. In that year, spending on Halal products and services is estimated to exceed 3 trillion dollars.

Since its inception, HTMC has consolidated its position within the Halal sector globally, with industry players and companies seeking to establish a presence in the Halal market. Nowadays, aware of the current situation, the Centre continues offering its tailor-made services virtually through the power of our services partners to those companies and industry players looking for expanding their business in the Muslim-majority countries. To date, HTMC has deployed its knowledge and connectivity for supporting companies from different sectors (food, cosmetics, pharma, etc.) and countries (Japan, Spain, Brazil, etc.) with market landscape studies, Halal training courses, or B2B business matching programs with Halal importers and retailers. We are performing and progressing extremely well and have already achieved our targeted goals in line with our mandate of activating the Halal trade worldwide and supporting Dubai to become the Capital of the Islamic Economy.

We invite you all to stay tuned to our activities by visiting our website ([www.thehtmc.com](http://www.thehtmc.com)) interacting through our social media channels and subscribing to our newsletter.

We will keep you informed about our latest news and developments in the global Halal arena.

Welcome to HTMC. Your one-stop-shop for your global Halal needs.

Halal Trade and Marketing Centre



## HTMC has hosted 51 international delegations

The Centre was officially launched in October 2018 at the Global Islamic Economy Summit. Shortly after, the Centre received the first international delegations looking for cooperation and solutions for their current Halal needs and challenges. Since its inception, the Centre has hosted fifty-one international institutional and business delegations from all over the world.

Specifically, we have had the privilege of receiving officials from the following countries: China, Japan, India, Spain, Mozambique, Argentina, Malaysia, Portugal, Costa Rica, Indonesia, Azerbaijan, Belgium, Ecuador, Australia, Mexico, Italy, Rwanda, Bangladesh, South Korea, Thailand and Russia. Among some of them, they included the visits of Dato' Haji Abdul Halim Hussain, State Minister for Domestic and International Trade and PIHH Chairman, the Consul General of Japan, H.E Mr. Akima Umezawa, the Consul General of Indonesia, H.E. Mr. Ridwan Hassan, the Director of the Thai Trade Centre in Dubai, Mr. Panot Punyahotra, the President of the Arab Brazilian Chamber of Commerce, Mr. Rubens Hannun, the Head of the Business Development Unit at the Spanish Algeciras Port, Mr. Nicolás Martínez, or Mr. Gabriel Jorquera, Trade and Investment Counsellor at Embassy of Argentina to UAE.

In all the cases, along with the Centre's service partners, HTMC has offered to all of them its value proposition in the form of marketing intelligence, Halal compliance and growth support services to support them to explore opportunities related to the Halal market.

In the next months, the Centre will continue with this strategy of promoting Halal trade opportunities and offering industry players its tailor-made solutions for this fast-growing market.

## The Centre has participated in 10 trade shows, locally and internationally



In fulfillment of the Centre's mandate, the Halal Trade and Marketing Centre has been assisting companies from different sectors and countries in some of the most relevant exhibitions for the Halal industry worldwide.

In the UAE we have attended eight editions of the largest global trade shows celebrating annually in Dubai and Abu Dhabi such as Gulfood, AgraME or SIAL Middle East for food and beverages products, or ArabHealth and BeautyWorld for pharma and cosmetics products respectively. As a result of our interactions with the companies and institutions attending the mentioned exhibitions, we observed strong and growing interest among companies from different sectors, but, in particular, from Halal emerging sectors such as cosmetics, pharmaceuticals or logistics. Many of them were looking for expanding their Halal business in the MENA region through distributors or presence in Dubai.

The Centre has also participated in two trade fairs, one in Malaysia (Penang International Halal Exhibition) and another one in Russia (Russia Halal Expo-Kazan Summit). In both, we have also had the opportunity to connect with Halal-related companies and institutions from all over the world.



## The Centre has participated in 7 international trade missions

Aimed at promoting the Centre's role and services at an international level as well as to connect with the industry players from different countries, HTMC has participated in seven international trade missions since its inception, to Spain (Global Islamic Economy Summit Roundtable) Russia (Kazan Summit) Italy (Turin Islamic Economic Forum) and ASEAN countries (Global Islamic Economy Summit Roundtables in Malaysia, Indonesia and Thailand) along with the Dubai Islamic Economy Development Centre, and another three to Malaysia (Penang International Halal Exhibition and Conference) Portugal (Growth Forum) and Mexico (Halal Business Opportunities for the Mexican Companies Summit).

In these missions, HTMC participated as keynote speakers and/or moderator in panels' discussion along with top panelists about relevant topics for the Halal industry. The panels featured topics as follows: Spain ("Halal Food & Beverage Trade Aspects: Dubai as a Global Halal Trade Hub, an opportunity for the Spanish F&B companies") Portugal ("International business in strategic geographies for the Portuguese companies") Russia ("Agro industrial export: what is in demand at the OIC mass-market?") Italy ("Creating a Halal space in Italy") Indonesia ("Indonesia as the Engine of the Global Halal Economy") Thailand ("The rise of the Halal market in Thailand. Unique learnings that can be adapted globally") and Mexico ("Unlocking the Opportunities for the Mexican Companies").

Additionally, and back-to-back to the mentioned events, HTMC had also the opportunity to have face to face meetings with relevant businessmen and officials from the cited countries to explore ways of collaboration in the Halal space and offer to all of them the possibility to expand their businesses in the OIC countries. In the near future, and once the pandemic is over, new international trade missions will be announced.

## HTMC strengthens its offerings by onboarding 8 new service partners



The Centre continues its efforts towards enhancing its network, widening its area of influence, and broadening its scope of services through a signing series of collaboration agreements with service partners across five continents.

HTMC has reached agreements with eight relevant economic, commercial, and financial institutions: the Arab Brazilian Chamber of Commerce (ABCC), the Argentina Investment and Trade Promotion Agency (AAICI), the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Abu Dhabi Islamic Bank (ADIB), the Australian-Arab Chamber of Commerce and Industry (AACCI), Double M Indotraders from Indonesia, the Arab Mexican Chamber of Industry and Commerce (CAMIC), and the Torino Chamber of Commerce and Industry in Italy.

These institutions will become service partners for the Centre and will support HTMC in delivering its services to the European, Oceanian, Latin American, Asian, and African markets. The partnerships aim to further support cooperation and companies from developed and emerging countries to enter the Halal market and launch their operations, while gaining visibility on trends, opportunities, and compliance with Halal regulation.

# HTMC has organized and participated in dozens of live and virtual events about the Halal market



The Centre has contributed decisively to the activation and promotion of the Halal market worldwide, making companies and institutions from different countries and sectors aware of the main trends, challenges, and opportunities of this fast-growing business niche.

A good proof of this are the countless events organized for this purpose by HTMC or all those others in which it has participated sharing its value proposition and thought leadership about the present and the future of this market. Among the live events where HTMC was participating, it would highlight the official launch of the State of the Global Islamic Economy Report 2019/20, the Islamic Economy Workshop for the UAE Business Councils and Business Groups or the International Chamber of Commerce-United Arab Emirates Trade Conference. In all these face-to-face events, HTMC gave the audience its vision about some of the most relevant topics for the industry stakeholders concerning the Halal market nowadays.

## Corporate Video



In addition, due to the Covid-19 pandemic, HTMC focus was redirected to virtual encounters, organizing and participating in numerous relevant webinars and virtual events for the Halal industry players from different sectors and countries around the world. Prominent among them were the celebrated for companies in Brazil, Spain, Australia, Indonesia, Malaysia, Mexico, Italy or Argentina, along with organizations such as the Arab Brazilian Chamber of Commerce, the UAE Consulate in Barcelona-Spain, the Central Bank of Indonesia or the Standard Chartered-Saadiq.



<http://www.thehtmc.com/video/>



## DAFZA and DIEDC launched first of its kind Halal Trade and Marketing Center

HTMC is poised to take leadership through the launch of this global proposition and contribute to the global Islamic economy's growth and development supported by strategic partners, government entities, and Islamic economy companies.

Link: <https://bit.ly/2J6TYKm> Source: Salaam Gateway (October 2018)



## DAFZA partners with Penang International Halal Hub

The agreement with the Penang International Halal Hub will provide HTMC with a range of world-class services, supporting companies and businessmen locally, regionally, and globally.

Link: <https://bit.ly/2Nb83Ma>  
Source: Gulf News (April 2019)



## DAFZA's HTMC signs MoU with Arab-Brazilian Chamber of Commerce

The alliance between ABCC and HTMC will strengthen and increase the trade and investment flows between Dubai and Brazil. It will also generate opportunities and economic prosperity for companies in both regions. We are delighted to partner with ABCC as a service partner of HTMC and look forward to a bright future for halal trade between Brazil, Dubai and the wider region.

Link: <https://bit.ly/3kRjrJy>  
Source: Emirates News Agency (June 2020)

## Media Mentions

### The Halal Trade and Marketing Centre: A bite of success



Since its inception, the Halal Trade and Marketing Centre has consolidated its position within the halal sector globally, with industry players and companies seeking to establish a presence in the halal market.

Link: <https://bit.ly/3jSGRNI>

Source: The Business Year (August 2020)



### DAFZA highlights growth opportunities within the Islamic economy

The Second Edition of the Halal Guidebook unveils key trends that will have a lasting impact on the regional economy and provides an analysis of the global and national Islamic economy. The Guide was issued in cooperation with The Dubai Islamic Economy Development Centre (DIEDC), The Halal Trade and Marketing Centre (HTMC) and DinarStandard.

Link: <https://bit.ly/35ZbEDh>

Source: Dubai Media Office (September 2020)

## News

### Halal for health: Scaling up halal pharmaceuticals



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It has been more than 20 years since a handful of Malaysian companies started producing medicines that comply with halal standards, but the halal pharmaceuticals sector worldwide is still at a nascent stage. Large institutional purchases of halal medicines, as well as the wider adoption of halal labelling, could stoke future demand.

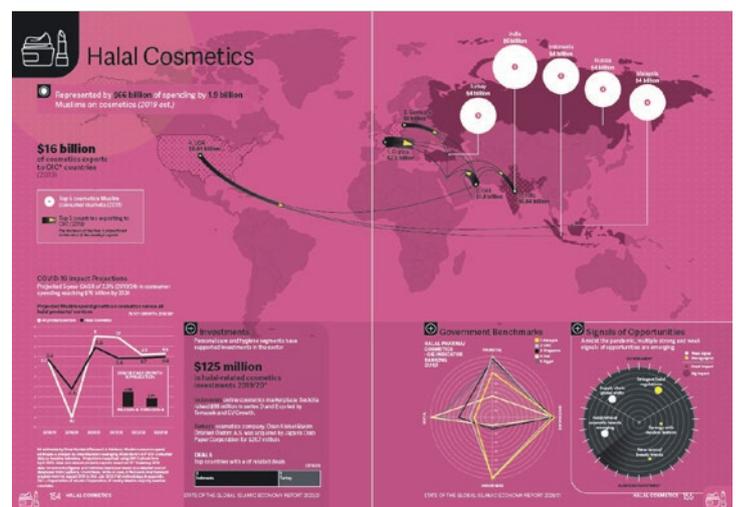
Link: <https://bit.ly/34ScBOI> Source: The Economist (October 2020)



### Global Islamic economy to grow 3.1% to touch \$2.4 trillion by 2024

Muslims spent \$2.02tn on Islamic faith-inspired products in the food, pharmacy, cosmetics, fashion, travel and media/recreation sectors last year, reflecting a year-on-year growth of 3.2 per cent.

Link: <https://bit.ly/3pB2aai> Source: The National (Nov 2020)

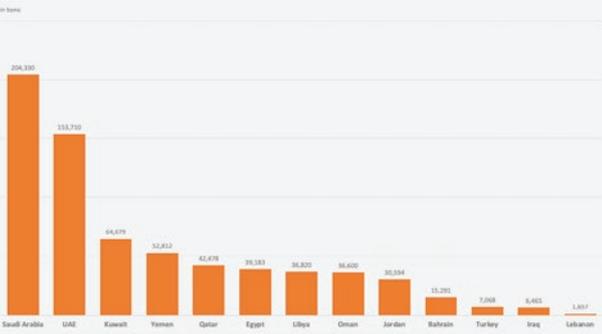


### Muslims to spend \$76 bln on cosmetics by 2024 from \$66 bln in 2019

Halal cosmetics sales are increasing with more companies getting certified and product ranges expanding but popularity is not evenly distributed worldwide, with the segment gaining more traction in Asia, especially Southeast Asia, than in other markets.

Link: <https://bit.ly/2JrSI8N> Source: Salaam Gateway (November 2020)

How much halal chicken did Brazil export to its biggest Arab importing countries Jan - Jun 2020?



This chart was compiled by Salaam Gateway with data sourced from ABPA, the Brazilian Association of Animal Protein © SalaamGateway.com 2020 All Rights Reserved

## Beyond meat: Brazil halal seeks export diversification

Brazil is one of the largest exporters of meat products to the Muslim-majority countries. Nowadays, due to an uncertain trade future caused by the pandemic, the country is accelerating its efforts to diversify their halal exports.

Link: <https://bit.ly/35XpNky>  
 Source: Salaam Gateway (June 2020)



## State of the Global Islamic Economy Report 2020/21

Developed by DinarStandard and supported by the Dubai Islamic Economy Development Centre, this groundbreaking report defines and provides a comprehensive view of the Islamic economy as well as its future potential to facilitate investments and industry growth.

Link: <https://bit.ly/3IM7zcr>  
 Source: Dubai Islamic Economy Development Centre (2020)



## DAFZA Halal Guidebook – Second Edition

Step-by-Step Guide to provide companies in Dubai or companies evaluating to establish in Dubai, a practical guide on Halal/ Islamic economy growth from Dubai, including its enabling ecosystem, opportunities from the Halal-trade flow and the Halal Certification and Compliance process.

Link: <https://bit.ly/3esfQ2f>  
 Source: Dubai Airport Free Zone Authority (2020)

## Videos



**HTMC value proposition was presented to Portuguese firms**

Portugal Growth Forum

Link: <https://bit.ly/2X75DCO>

Source: CCIP (February 2019)



**Halal Market Opportunities for Latin American Firms**

Annual Investment Meeting II Webinar

Link: <https://bit.ly/2JxVn0H>

Source: Annual Investment Meeting (October 2020)



**PHI was onboarded as a HTMC service partner**

PHI Delegation Visit

Link: <https://bit.ly/2TS6Cmu>

Source: DAFZA (April 2019)



**UAE Market Opportunities for Mexican F&B Companies**

Mexican Business Council for Foreign Trade Webinar

Link: <https://shorturl.at/jEKLY>

Source: COMCE (October 2020)



**HTMC introduced Halal market opportunities to Indonesian companies**

IHLC and Central Bank of Indonesia Delegation

Link: <https://bit.ly/3kZ8qWF>

Source: DAFZA (September 2019)



**Halal Market Opportunities for Spanish Companies**

Leading Brands of Spain Forum Webinar

Link: <https://shorturl.at/pyD34>

Source: Leading Brands of Spain Forum (October 2020)



**Global Halal Market: Trends, Regulation and Opportunities**

Arab Brazilian Chamber of Commerce Webinar

Link: <https://bit.ly/3260rQa>

Source: Arab Brazilian Chamber of Commerce (June 2020)



**Halal Market Opportunities for the Argentine companies**

Argentina Investment & Trade Promotion Agency Webinar

Link: <https://bit.ly/3eIJExn>

Source: AAICI (June 2020)



**Agribusiness Virtual Trade Mission: Brazil - Dubai**

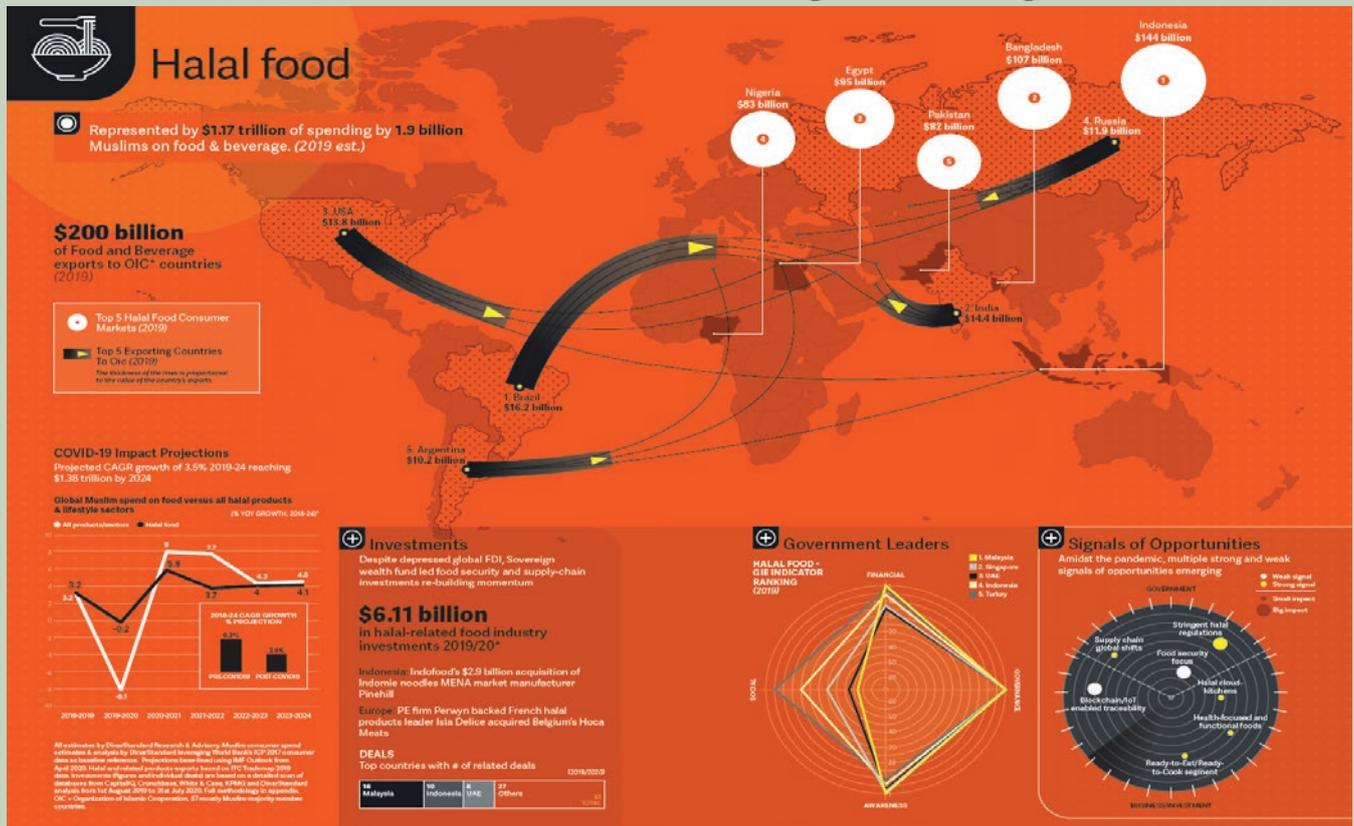
Annual Investment Meeting I Webinar

Link: <https://bit.ly/383ybS8>

Source: Annual Investment Meeting (July 2020)



# The Halal F&B Market is growing so fast



Link: <https://bit.ly/3IM7zcr> Source: State of the Global Islamic Economy 2020/21 (2020)

## Success Cases



# Abbott is using Dubai as a platform to market their Pharma products in the MENA region

Abbott has long chosen Dubai as a hub for its Halal regional operations, due to the Emirate's stability, great economic environment and advanced infrastructure.

Link: <https://bit.ly/3esfQ2f> Source: DAFZA Halal Guidebook – Second Edition (2020)

## Service Partners Network

HTMC has 27 services partners from different sectors and countries. Among them, there are trade promotion agencies, Halal accreditation bodies, chambers of commerce, specialist research advisory firms, Halal training partners, local and international public institutions, Islamic banks, etc. After the last extension, the existing network includes relevant local organizations such as the Emirates International Accreditation Center (EIAC), the Dubai Chamber of Commerce, the Department of Economic Development represented by Dubai Exports, the International Halal Accreditation Forum (IHAF), Dar Al Shariah, the Islamic Center for the Islamic Economy (ICIE), Salaam Gateway, Noor Bank, Emirates Islamic Bank, Dubai Islamic Bank, Abu Dhabi Islamic Bank and Standard Chartered Bank - Saadiq.

In addition, there are also key international organizations among the partners, including the World Free Zones Organization (WFZO), the Indonesian Halal Lifestyle Center (IHLC), Karavan Consulting, the International Trade Centre (ITC), DinarStandard, the Penang Halal International (PHI), the Arab Brazilian Chamber of Commerce (ABCC), the Argentina Investment and Trade Promotion Agency (AAICI), the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Australian-Arab Chamber of Commerce and Industry (AACCI), Double M Indotraders, the Arab Mexican Chamber of Industry and Commerce (CAMIC), and the Torino Chamber of Commerce and Industry in Italy.



## HTMC Services

The Center offers tailor-made services through the power of its partners in three key areas:



## Marketing Intelligence Services

- **Market Insights**

The key aim of market insight research is to discover a fact about that market that has not previously been made use of, but when leveraged will generate increased opportunities.

- **Business Support Database**

As an HTMC client you get access to an exclusive database containing facts and data on Halal manufactures, suppliers, distributors, stakeholders and trade flows information helping business professionals unlock and engage in trade opportunities.



## Halal Compliance Services



- **Certification and Compliance Advisory**

The Halal market is growing increasingly complex. The absence of a single and stable regulation on Halal is making it difficult and expensive for companies. These major functional services are required by industry players to be able to comply with Halal and Sharia standards so they can grow their business.



- **Training Programs**

In the Halal market, companies are challenged to enable their workforce to execute increasingly stringent global standards. There is no doubt that training plays an important role in order to boost the Halal sector. HTMC along with its service partners provide courses to companies to enable its workforce to execute increasingly stringent global Halal standards as well as to know how to do business in this fast-growing and increasingly complex market.



## Growth Support Services



- **Sales and Marketing Support**

Finding a sales agent or distributor with a pre-established network in a foreign country is always challenging. HTMC provides access to grow your business in a targeted manner by connecting you to the right network in the market.



- **Sharia Financing**

HTMC depending on their customers specific requirements can develop bespoke Sharia advisory solutions from the services partners. HTMC users get guidance and support with respect to Islamic finance structures and Sharia finance requirements.



## About HTMC

The Halal Trade & Marketing Center (HTMC) is a global business development center focused on the Halal economy opportunities for manufacturers, suppliers, and distributors of Halal economy products and services. It is hosted by DAFZA but substantially supported by key partners across the Halal economy ecosystem. HTMC will serve as a one-stop shop for all their market intelligence, Halal compliance, and most importantly growth support services. It aims to provide a platform to link Halal economy companies to core Halal trade and marketing services.

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