

MEGA HALAL bangkok 2025

PURITY WAY OF LIFE

International trade show
encompassing the halal lifestyle

Organizers :



Group of Exhibition Companies

Co-Organizer :



16-18 July 2025

at Hall 98-101
BITEC, Bangkok

Engage OIC and Non-OIC to enhancing value of Halal

MEGA HALAL Bangkok 2025

aims to connect Halal industry value chain in order to improve marketing strategies, foster innovation and enhance understanding of Halal products.

Bangkok

Springboard
to market of
1.17 billion Muslims
in **5** regions
of ASIA



MUSLIM POPULATION

Middle East
186.5 m.

Central Asia
66.8 m.

South Asia
652.8 m.

South East Asia
240 m.

China
25 m.

WHY CHOOSE THAILAND?

1. Strategic Location and Trade Connectivity

Thailand is a key trading hub for Southeast Asia, with Bangkok connecting major Muslim markets like Middle East, India (200M Muslims), Bangladesh, Pakistan, and Afghanistan.

- 27 daily flights from the Middle East to Bangkok, far exceeding Jakarta's 9-15 flights.
- Efficient logistics enable international buyers to access Asia's diverse markets with ease.

2. Government-Supported Halal Ecosystem

The Thai Government actively supports the Halal industry growth through its 2024–2028 Halal development plan:

- Fast and streamlined certification, with lower cost and more efficient than in Indonesia.
- Business-friendly policies make it easier for companies to access the global Halal market.

3. World-Class Tourism and Halal Hospitality

- Welcomes 300,000+ Middle Eastern tourists annually with Halal friendly restaurants & hotels.
- Bangkok offers over 100 5-star hotels and over 200 4-star hotels, double that of Jakarta and they are of significantly higher quality.

4. Diverse and Innovative Halal Products

- Features Halal fashion, cosmetics, banking and travel services, going beyond traditional food products.
- Unlike Indonesia's Halal events which still focus mainly on food, Thailand leads in innovation and diversity.

No. of Daily Flights

	Jakarta (CGK)	Bangkok (BKK)
UAE	4-6	7-10
Qatar	2-3	5-6
Saudi Arabia	2-4	3-5
Other M.E. Countries	1-2	4-6
Total	9-15	19-27

No. of Hotels

	Jakarta	Bangkok
5-Star Hotels	40-60	80-100
4-Star Hotels	100-150	200-250

INDONESIA

Home To Over 240 Million Muslims
- The World's Largest Muslim Community,
Is A Key Player In The Global Halal Industry.

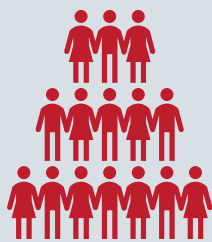


Indonesia's Halal industry has achieved remarkable rankings in the world. It ranks second in the Halal food industry, third in the Muslim fashion industry, and fifth in the Halal cosmetic industry. In particular, in the field of Muslim-friendly tourism, Indonesia is the leading country according to the Global Muslim Travel Index.

The Halal industry in Indonesia is projected to grow significantly. The **2025 MEGA HALAL Bangkok** offers Indonesian Halal product enterprises a professional trade platform to connect with global suppliers and buyers. Seize the chance to boost your business opportunities!

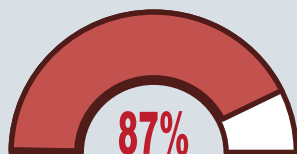
INDONESIA AT A GLANCE

POPULATIONS



Total: 277 million (2023 estimate)

Muslim: 240 million



of total population
*Accounts for 12.7% of the
world's Muslim population

Average Age

29.7

*52% of the population between
ages 18 and 39

YOUNG AND GROWING POPULATION

HALAL PRODUCT TRADE FIGURES BY CATEGORY IN 2023

Category	Imports (USD)
Food & Beverages	\$1.2 billion
Cosmetics	\$300 million

Category	Exports (USD)
Food & Beverages	\$3.8 billion
Cosmetics	\$900 million

Total Number of Indonesian Products
with Halal Certification

5,172,383
(as of September 2024)

Top 5 priority export destination countries
recommended by Indonesia Trade Ministry:

Malaysia
Turkey
the United Arab Emirates (UAE)
Thailand
Saudi Arabia

MASSIVE VISITORS PROMOTION

5,000 Hotel Rooms

SPONSORSHIP FOR INTERNATIONAL BUYERS

1,200+
PREMIUM BUYERS
Will Be Invited To Participate In
Business Matching Program

Comprehensive Promotion Plan



Digital Marketing

Social Media Campaigns, Search Engine Optimization (SEO) and Google Ads



Email Marketing



Media Advertisements – Trade Magazines, Newspapers, TV & Radio



Invitation to Major Halal Associations / Chambers / Institutes

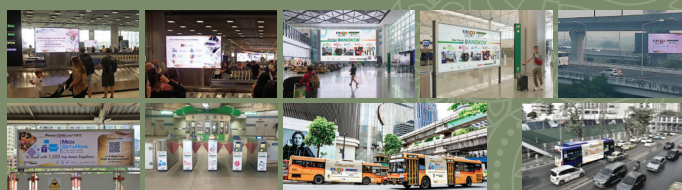
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|--|---|--|
| <p>Malaysia
Halal Development Corporation (HDC)
Malaysian Islamic Chamber of Commerce (MICO)
Malaysian Food and Beverage Manufacturers Federation (MFBM)
Pharmaceutical Association of Malaysia (PhAMA)
Cosmetics & Toiletries Industry Association of Malaysia (CTIA)</p> <p>Turkey
Turkish Standards Institution (TSE)
Halal Halal Accreditation Agency (HAK)
Union of Chambers and Commodity Exchanges of Turkey (TOBB)
Turkish Exporters Assembly (TIM)
Bursa Chamber of Commerce and Industry (BTSO)
Islamic Chambers of Commerce (ICC-Turkey)
Istanbul Chamber of Commerce (ITO)</p> <p>China
China Islamic Association
China Certification and Accreditation Administration (CNCA)
Ningxia Halal Food International Trade Certification Center
Halal Industry Chambers of Commerce</p> | <p>UAE
The Ministry of Industry and Advanced Technology (MoIAT)
Emirates Authority for Standardization and Metrology (ESMA)
Dubai Chamber of Commerce and Industry
Abu Dhabi Chamber
Halal Exporters Associations
Emirates Halal Products Association
Emirates Halal Development Committee
Halal Trade & Marketing Centre</p> <p>India
Agricultural and Processed Food Products Export Development Authority (APEDA)
Federation of Indian Export Organisations (FIEO)
All India Meat & Livestock Exporters Association (AIMLEA)
Poultry Federation of India (PFI)
Agricultural and Processed Food Products Export Development Authority (APEDA)</p> <p>UK
Halal Monitoring Committee (HMC)
Halal Food Authority (HFA) UK
International Halal Certification (IHC)
World Halal Council (WHC)
Halal Certification Council USA (UK affiliates)</p> | <p>Thailand
The Central Islamic Council of Thailand (CICOT)
Halal Science Center (HSC), Chulalongkorn University
Thai Halal Foundation
Halal Standard Institute of Thailand (HSIT)
Muslim Business Association of Thailand (MBAT)
Thai National Halal Industry Committee (NHIC)</p> <p>Bangladesh
Bangladesh Halal Foundation (BHF)
Halal Bangladesh Services Ltd (HBS)
Islamic Foundation Bangladesh Bangladesh Agro Processing Association (BAPA)
Bangladesh Frozen Food Exporters Association (BFPEA)
Bangladesh Auto Biscuit Bread Manufacturers Association (BABMA)</p> <p>Indonesia
Badan Penganggu Jaminan Produk Halal (BPJPH)
Indonesian Halal Certification Body Association
Jakarta Halal Products Association
Surabaya Halal Business Association
Bandung Halal Traders Association
Bali Halal Industry Association</p> |
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Influencer Marketing



Outdoor Advertisements



Call Centre Marketing



Participation Fee

Raw Space:
400 USD / sq.m
(Minimum 18 sq.m)



Shell Scheme 2m x3m (6 sqm)
2.670 USD / Booth (6sqm)

Shell Scheme 3m x 3m (9 sqm)
3.500 USD / Booth (9sqm)

Exclusive for Indonesia Exhibitors :
Shell Scheme 3m x3m (9 sqm)
4.000 USD / Booth (9 Sqm)
Includes :
2 Round Tickets (Jakarta - Bangkok - Jakarta)
4 Nights Complimentary Hotel Stay (1 Room)

Contact us :

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