



14 – 16 FEBRUARY 2026

Where Leaders Shape The Halal Future

[www.makkahhalalforum.com](http://www.makkahhalalforum.com)



Under the Patronage of His Excellency

Dr. Majid bin Abdullah AlQasabi

Minister of Commerce  
Kingdom of Saudi Arabia

## Makkah Halal Forum – Third Edition

In line with the strategic directions of the Kingdom of Saudi Arabia and its commitment to supporting economic diversification and growth in alignment with Saudi Vision 2030, and to reinforce its position as a global hub for the Islamic economy, the third edition of the Makkah Halal Forum is launched under the theme: "Halal: A Professional Industry. "From Makkah Al-Mukarramah — the center of the Islamic world — the forum offers a high-level international platform that redefines the future of the Halal industry, strengthens its standards, and elevates its ecosystem to higher levels of quality and trust both locally and globally. The forum, in its third edition, brings together an elite group of government leaders, business delegations from the Islamic business community, international and local companies, accreditation bodies, entrepreneurs, experts, and specialists. In addition, MHF is a strategic platform that supports high-value partnerships opening new horizons for innovation and commercial expansion, and enhancing investment opportunities in one of the fastest-growing sectors worldwide.



25

Heads of  
Delegations  
From the  
Chambers of  
Commerce

75

Official Representatives  
From Esteemed Countries

15

MOUs

15

Exhibiting Countries

150  
Exhibitors

120  
Countries

9 +  
Sponsors

50  
Conference Speakers

450  
B2B  
Meetings

3 +  
Specialized  
Workshops

15  
Panel  
Discussions

10,000

Physical and virtual  
Visitors

From Establishment to Leadership –  
2025 Edition in Numbers

Participating  
Media

1860 +

Publishing  
Languages

11

39 +  
influencers

125 Million  
Reach of local  
publications

925 million  
media Appearances

67  
TV  
channels  
coverage

16  
Radio  
channel  
coverage

From Establishment to Leadership  
2025 Edition in Numbers

130 Million

Social Media Reach



Explore The New Opportunities In

منتدي مكة للحال  
MAKKAH HALAL FORUM

# Objectives of the Makkah Halal Forum

## Connection

Between local, regional, and international expertise by providing a platform for all countries and companies to support professional excellence in the Halal economy.

## Involvement

The entrepreneurial community of researchers, business leaders, and innovators working to elevate the Halal industry.

## Development

A global strategic platform that brings together stakeholders at both the international and local levels to contribute to the development of partnerships and agreements within the Halal sector ecosystem.

## Enhancement

Trade and investment exchange between Saudi companies and international companies interested in importing and exporting among themselves.

## Highlighting

On projects, business models, and impactful commercial and technological opportunities worldwide to develop global Halal markets.

# Global Forum for Halal Industry Leaders and Experts

At the 3rd edition of the Makkah Halal Forum, we recognize the concept of Halal as a fundamental benchmark of professionalism, serving as a steadfast standard that embodies correct values and practices across all aspects of economic and social life. Halal also represents an integrated framework that contributes to shaping governance and efficiency, supporting the development of strong economic capacities.

We believe that achieving tangible results require establishing a well-managed and robust infrastructure. Through this forum, we explore how to build effective strategies that enhance good governance and ensure transparency and integrity in all operations.

The forum also emphasizes the development of human skills and capabilities necessary to support the Halal economy, alongside the role of innovation in creating a more professional and sustainable Halal ecosystem. Participants are offered a unique opportunity to engage with influential leaders, exchange knowledge and expertise, and operate within an environment that fosters strategic thinking and informed decision-making for the future.

## Conference Title: Halal – A Benchmark for Global Professionalism

Panel Discussions	International Speakers	Interviews with Business Leaders	Main Speeches	Interactive Sessions
 A photograph of a stage setup for a panel discussion. It features a dark wooden podium on the left with a small sign that reads "MAKKAH HALAL FORUM". The stage is illuminated by spotlights, and the background is a dark teal color with a subtle geometric pattern.	 A photograph of a stage setup for international speakers. It features a large, dark, curved sofa in the center, flanked by two white rectangular tables, each with a small blue and white floral arrangement. The stage is illuminated by spotlights, and the background is a dark teal color with a subtle geometric pattern.	 A photograph of a stage setup for interviews with business leaders. It features a single dark leather armchair positioned in front of a white rectangular table, which has a small blue and white floral arrangement on it. The stage is illuminated by spotlights, and the background is a dark teal color with a subtle geometric pattern.	 A photograph of a stage setup for main speeches. It features a large, dark, curved sofa in the center, flanked by two white rectangular tables, each with a small blue and white floral arrangement. The stage is illuminated by spotlights, and the background is a dark teal color with a subtle geometric pattern.	 A photograph of a stage setup for interactive sessions. It features a large, dark, curved sofa in the center, flanked by two white rectangular tables, each with a small blue and white floral arrangement. The stage is illuminated by spotlights, and the background is a dark teal color with a subtle geometric pattern.

## An International Exhibition and a Key Platform for the Halal Sector

### Exhibition Area

The international exhibition serves as a vital platform for the Halal sector, bringing together exhibitors from Saudi Arabia and abroad to showcase their latest products and services. The exhibition offers exceptional opportunities to connect with suppliers, importers, the Islamic business community, and trade delegations. It highlights a wide range of sectors, including food, cosmetics, pharmaceuticals, logistics, and supply chains. Additionally, the exhibition provides both local and international companies with an ideal platform to enter and expand into diverse new markets.

### Targeted Sectors

Travel & Tourism 

Pharmaceuticals 

Cosmetics 

Islamic Finance 

Food & Beverage 

Media 

E-commerce and Digital Services 

Modest Fashion 

## Enrichment Programs that Create Value and Unlock Opportunities

### Halal-Preneurship Zone

**Halal-Preneurship Area** provides a dedicated space for startups and innovative ideas that are reshaping the future of Halal. Entrepreneurs showcase new business models and sessions highlight opportunities for market expansion and entry. The area serves as a meeting point, connecting startups with investors seeking forward-looking solutions that drive sector growth.



### Specialized Workshops Track

The **Specialized Workshops** provide a practical learning environment that enhances the skills and competencies of professionals in the Halal sector. They are designed for the private sector, with a focus on representatives from Chambers of Commerce in the member states of the Organization of Islamic Cooperation and beyond, ensuring that knowledge gained can be directly applied within their organizations.



## Enrichment Programs that Create Value and Unlock Opportunities

### Roundtable Meeting

The Roundtable Meetings continue its role as a platform for high-level strategic dialogue, building on the success of the 2025 program. This year's session will discuss the topic: **"Chambers of Commerce and the Global Development of the Halal Sector."**



### B2B Business Meeting Zone

The B2B Business Meeting Area hosts over 100 pre-scheduled one-on-one meetings across various Halal sectors. It brings together Saudi companies interested in importing and exporting with their international counterparts looking to showcase their products or expand into new markets. These meetings take place in a structured environment that facilitates aligning business needs, closing deals, strengthening partnerships, and achieving the targeted outcomes of the sessions.



## Enrichment Programs that Create Value and Unlock Opportunities

### Halal Echo “ Influencers gathering “

The “**Halal Echo**” serves as a dedicated space for content creators and influencers who contribute to raising awareness about the Halal sector globally through responsible and impactful digital content. The forum brings together a select group of influencers from various countries to share their experiences and discuss the role of digital media in promoting Halal culture and strengthening its presence among global audiences.



### Halal Franchise Zone

This zone showcases premium and investment opportunities for Saudi brands aiming to expand into global markets.



## Enrichment Programs that Create Value and Unlock Opportunities

### Halal Experts Corner

The **Halal Experts Corner** provides an initial assessment of a company's readiness for Halal certification through a session that includes a preliminary report on compliance levels and areas requiring development. This assessment serves as an entry point to the consulting services offered by the Islamic Chamber for Halal Services.



### Halal Chefs Zone

This zone highlights the creative side of the Halal food sector, hosting live cooking demonstrations where professional chefs prepare innovative dishes using ingredients fully compliant with Halal standards. Visitors experience an interactive, hands-on presentation that celebrates cultural heritage and showcases the tremendous potential of the Halal food industry in global markets.



# Your Gateway to Global Markets and Opportunities

- Engaging with local traders, manufacturers, and distribution channels
- Collaborating with key stakeholders across the global Halal market
  - Networking with Saudi Government and Local Authorities
  - Accessing the Halal Market Through the Kingdom of Saudi Arabia
  - Get the chance to meet Halal Leaders worldwide

## Target Audience



Chief Executive Officers  
(CEOs)



Leaders of Major Local  
and International  
Companies



Official Delegates  
of  
Islamic Countries



Government  
Ministries  
Delegates



High-level  
Country  
Representatives



Press  
and  
Media



Entrepreneurs



Trade Delegations from  
OIC Member States



Purchasing  
Managers



Representatives of  
International  
Organizations

## A Leading Platform to Strengthen Your Branding Visibility

The forum provides carefully designed exhibition spaces to meet the needs of companies, whether through fully equipped pavilions, standard booths, or custom-designed areas. These spaces serve as an effective platform to showcase products, build direct relationships with buyers and investors, and strengthen brand presence in the Saudi market and global Halal markets.

### Country Pavilion

Contact US

[Eventsbooking@ic-halal.com](mailto:Eventsbooking@ic-halal.com)

### Equipped Space



9 SQM

550\$ Per SQM

### Equipped Space



6 SQM

550\$ Per SQM

Exhibit Now: Email us at [Eventsbooking@ic-halal.com](mailto:Eventsbooking@ic-halal.com)

Price does not include  
15% VAT

ضريبة  
القيمة  
المضافة  
VAT

Gelen Tarih Sayı: 30.01.2026 - 4276

# Floor Plan

## VIP Entrance

## Main Entrance

## Exhibitors' Pavilion



Optional Screen



Print Areas



— Official Sponsor —



— Official Partner —



— Strategic Sponsor —



— Diamond Sponsor —



برنامـج خـدمـة  
ضـيـوف الرـحـمـن



— Platinum Sponsor —



— Golden Sponsor —



— Silver Sponsor —

— Logistical Silver Sponsor —



— Strategic Partners —



— Media Partner —



— Manafea Partners —



— Organizers —



# Partners and Sponsors for the 2025 Edition

Showcase your brand globally and join Makkah Halal Forum

## Video 2025 edition



## Contact Us

For more information about the exhibition and reservations, please contact

**For Booking Local**

**Exhibition Spaces**

**K.dalal@manafea.co**

**For Booking International**

**Exhibition Spaces**

**Eventsbooking@ic-halal.com**

**For Event Sponsorship**

**Inquiries**

**hossam.elharairy@ic-halal.com**

مِنْتَدِيَّةٌ مَكَّةُ الْحَلَالِ  
MAKKAH HALAL FORUM  
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