

ExpoHalal will focus on the best products in the Halal industry

Feria de Madrid will host on 28 and 29 November ExpoHalal Spain, a meeting point of suppliers and buyers between East and West that will concentrate the best products -among them food- and services of the Halal industry.

The term Halal refers to the set of healthy practices, services and products allowed to Muslims.

According to the organizers, it is a well-known Halal fair both in Spain and internationally and represents a great opportunity for brands to start new businesses and be present in the markets of Europe, Africa, Asia and the Middle East. In addition, it will allow visitors to enter this sector with a "huge potential".

In this sense, with a population of over 44 million Muslims, Europe has become an important market for manufacturers and producers in the Halal sector. Due in part to the high purchasing power of this community, the European Halal industry is valued at about 70,000 million dollars, according to their data.

The 2016 edition was attended by more than 100 exhibitors, including producers of extra virgin olive oil, and more than 2,000 professional visitors.

In addition to the exhibition, round tables and conferences will be held in the framework of the exhibition, which will bring together experts, entrepreneurs, professionals from the Halal sector and institutions from around the world that will tackle current issues in the Halal industry.

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