



HALAL EXPO STUTT GART

First trade fair for Islamic products and services in the German-speaking world.



The new HALAL EXPO STUTT GART Messe Stuttgart is starting the first trade fair for Islamic products and services in the German-speaking world. The premiere will take place from 25 to 27 May 2014 in Hall C2 in the ICS International Congress Center Stuttgart.

The HALAL EXPO STUTT GART is primarily aimed at all providers involved in the manufacture of products from the food and beverage areas which conform to Islamic law. "Halal" represents all things and actions, which are permitted under Islamic law. Some of the exhibitors at the new trade fair platform also include non-food producers, for example from the pharmaceutical and cosmetics indus-

tries, as well as companies from technology, finance and services. The target groups of the trade fair include visitors from wholesale and retail, restaurateurs, caterers, bulk consumers, department stores, Muslim and German supermarkets, producers, importers and service providers. The new trade fair with practical presentations and user-oriented best practice examples for all exhibition areas is accompanied by an open forum.

Important growth market for food and non-food providers

"With around five million potential Muslim consumers in the D-A-CH countries (Germany, Austria and Switzerland), the market for Halal products holds enormous growth potential", explains Ulrich Kromer, Management Representative of Messe Stuttgart. "With a Muslim population of five to six percent, Baden-Wurtemberg and the state capital Stuttgart are the leaders in Germany and throughout Europe, according to statistics. The new HALAL EXPO STUTT GART is thus taking place in an economic region which is key to markets."

According to expert forecasts, the sales volume for Halal products in the food and beverage areas alone is estimated to be approximately 670 billion US dollars worldwide, roughly 70 billion US dollars in Europe and in Germany around four to five billion Euro. In Germany there are currently 400 Halal-oriented companies and there are over 4,000 Islam products on the market throughout Europe. Experts estimate their percentage of global food production to be roughly 20%.

"In the Central Neckar region alone the number of potential consumers for Halal products is so big that it is not only worthwhile for retailers and wholesalers, restaurateurs, importers and service providers to occupy this market segment early", highlights Kromer, Managing Director of Messe Stuttgart. "The HALAL EXPO STUTT GART brings together exhibitors and visitors, promotes synergy effects and also supports newcomers in conquering this attractive future market." ♦

Argentina as partner country of FRUIT LOGISTICA 2014



Argentina has announced its biggest appearance yet as the FRUIT LOGISTICA 2014 partner country. The country's strong presence in Berlin is aimed at building new contacts in international consumer markets, strengthening existing relationships and further increasing exports. Argentina will be exhibiting at the world's leading trade fair for the fresh fruit and vegetable business taking place from 5 to 7 February at the Berlin Exhibition Grounds (ExpoCenter City).

Dr. Christian Göke, Messe Berlin Chief Operating Officer: "As a major fruit and veg-



etable producer, Argentina exports a wide variety of products to more than 60 countries. Over the past few years, the nation's export earnings increased by 20% to \$2.2 billion. These figures underline Argentina's growing importance as a producer and exporter in the global fresh produce sector."

Argentina has exhibited at FRUIT LOGISTICA every year since 2000. The Argentine Pavilion is organized by the Fundación ExportAR. ♦