



Flash News

Print Edition

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TRADE OPPORTUNITIES – SEIZE THE MOMENT

There has been an explosive demand for Halaal goods worldwide as borne out by the number of exhibitions hosted by Governments and trade association agencies worldwide. Many of these are also being hosted in newly emerging markets that were previously difficult to penetrate such as the former states of the Soviet Union, the Far East, China, Vietnam and others.

Halaal has quickly evolved from being a purely religious matter to one of trade, consumer rights and cross-border transactions. The aspiration of the Halaal consumer is no different from others in that they are looking for foods with nutrition, new taste experiences and most importantly food safety issues amongst which a trusted Halaal mark is a prime requisite. Even secular governments of non-Muslim majority countries have realised the need for introducing regulation to encourage trade.

South Africa is an island of profit surrounded by a sea of export opportunity. With the rand dropping to all-time lows, there has never been a more opportune time for your export drive. International companies can buy South African products at 33% cheaper than they did a year ago and from companies that speak English, produce exceptionally high quality products and

have banks which are acceptable worldwide.

As a leading internationally-respected and recognised Halaal regulatory authority providing certification services in many parts of the world to over 1600 establishments and training programmes to Muslim organizations, Shar'iah scholars, industry role players and government regulators, **SANHA** has endeavoured to build bridges between the various stakeholders in the supply chain. To this end it arranges and participates in seminars, workshops and trade exhibitions. It further gives effect to the export initiatives of Government by guiding entrepreneurs with their applications for export grants, incentives and supports them at the country's national pavilion at various exhibitions.

Listed below are various events amongst which are some where **SANHA** is co-ordinating exhibitors within a national pavilion and guiding entrepreneurs with their applications for funding. For event details click on the relevant link below.

For guidance and referral on application for assistance with exhibition and travel costs, closing date etc. contact **Mr S Mahomedy**

executiveofficer@sanha.org.za

Please specify the exhibition you are interested in:

DATE	EVENT	VENUE	WEBSITE
15 – 18 April 2015	Food & Hotel Indonesia	Jakarta, Indonesia	http://www.foodhotelindonesia.com
14 – 16 May 2015	Food Hotel Kitchen	Dar es Salaam, Tanzania	http://www.mxmexhibitions.com/foodhotelkitchen/
11 – 14 June 2015	The Lagos Food & Beverage Fair	Lagos, Nigeria	www.lagosfoodandbeveragefair.com
21 – 23 June 2015	Africa Big Seven	Johannesburg, South Africa	http://www.exhibitionsafrica.com/ems/africa-s-big-seven
23 – 25 July 2015	Halal Expo and Conference Australia	Melbourne, Australia	http://www.fireworks.mu/en/event/halal-expo-and-conference-australia.aspx
3 – 6 September 2015	World Food Istanbul	Istanbul, Turkey	http://www.worldfood-istanbul.com/
29 September – 2 October 2015	Food & Hotel Malaysia	Kuala Lumpur, Malaysia	http://www.foodandhotel.com/
14 – 17 September 2015	World Food Moscow	Mockba, Russia	http://www.world-food.ru/
11 – 14 October 2015	Saudi Agriculture	Riyadh, Saudi Arabia	http://www.saudi-agriculture.com/
10 – 14 October 2015	ANUGA	Cologne, Germany	http://www.anuga.com/
08 – 10 December 2015	Halal Food Middle East	Sharjah, UAE	http://www.halalfoodme.com/

The Noble Quran itself has recorded the words of the Almighty Allah as stated: **"Let there be amongst you traffic and trade by mutual goodwill..." (Chapter 4 verse 29)** so whether you are shopper, buyer, entrepreneur, government official or a tourist, visit an exhibition or two and **seize the moment**.

Any queries pertaining to the above or any other aspect of Halaal may be referred to our offices

Halaal Helpline 0861 786 111