



# Flash News

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## THE HALAL INTERNATIONAL TRADE EXPO

Building on the established success of Africa's Big 7 and SAITEX, the continents leading food & beverage and retail events, the Halal International Trade Expo (HITE) enjoys a prominent position as a leading Halaal highlight for the African region, nested into what has become known as Africa Trade Week.

Sharing a platform alongside other major Halaal-hub product displays from the likes of Malaysia, Turkey, Indonesia and India, HITE offers an opportunity for local buyers and sellers of Halaal products to get insight into what is hot in the Halaal foods economy.

In addition to the South African National Halaal Authority (SANHA) endorsing this event, the platform enjoys support from other prominent and influential partners. The combined event complex expects to see a visiting audience of over 15,000 visitors from retail, wholesale, distribution, and entrepreneurship sectors of the SADC region.

True to its roots the food and beverage content in Africa's Big 7 will be world class - with over 25 countries participating in the event.

Halaal is the prominent feature of the event complex this year – not only from an exhibitor standpoint but also through the workshop content being delivered over 3 days. With some of the most notable Halaal personalities taking the stage to share stories and insights into “cutting it” in the Halaal economy.

Stands are now limited and if you want to spike your sales performance for the year – please take advantage of the **10% discount for our SANHA members**. Book Your Stand Now:

[https://dmgemsforms.com/AB7hie/Default.aspx?id=2802&\\_ga=2.34116966.639629359.1648716708-1885446934.1643625743](https://dmgemsforms.com/AB7hie/Default.aspx?id=2802&_ga=2.34116966.639629359.1648716708-1885446934.1643625743)

More information about the event can be found here: **Halal International Trade Expo**  
<http://www.halalinternationalexpo.com>

**AN UNMISSABLE INAUGURAL WORLD CLASS EVENT - ONLY 10 WEEKS AWAY**