



TÜM ODA VE BORSALARA
(Genel Sekreterlik)



TOBB
TÜRKİYE
ODALAR VE BORSALAR
BİRLİĞİ

Tarih : 3.6.2021 5300
Sayı : 84403118-720-
Konu : Kazan Summit 2021 kapsamında Helal Expo Fuarı

İlgi : a) 20.05.2021 tarih ve 4783 sayılı yazımız.
b) Tataristan Türkiye Yetkili Temsilciliği'nin 25.05.2021 tarihli e-postası.

İlgi (a)'da kayıtlı yazıda, 12. Uluslararası Rusya-İslam Dünyası Ekonomi Zirvesi'nin (Kazan Summit 2021) 28-30 Temmuz 2021 tarihlerinde Tataristan'ın başkenti Kazan'da düzenleneceği bildirilmişti.

Bu defa, ilgi (b)'de kayıtlı Tataristan Türkiye Yetkili Temsilciliği'nden alınan e-postada, Zirveyle birlikte Rusya'nın en büyük helal fuarı olan Russia Halal Expo'nun da 4. kez kapılarını açmaya hazırlandığı bildirilmektedir.

Helal Expo Fuarı bu sene Türkiye'den milli katılım yapılabilecek fuarlar listesinde olup, Discover Events Fuar ve Organizasyon Ltd.Şti. tarafından Türkiye'den milli katılım organize edilmektedir.

Kazan Summit 2021'e bu sene doğrudan fiziksel katılımın yanında çevrim içi katılım da mümkündür. Zirve'ye ilişkin detaylı bilgilere <https://kazansummit.com/eng/> internet sayfasından ulaşılabilmekte olup, fuara ilişkin materyaller ekte sunulmaktadır.

Bilgilerinizi ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza

Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK:

- 1- Russia Halal Expo-ENG (16 sayfa)
- 2- Rusya Helal Expo-broşür (1 sayfa)



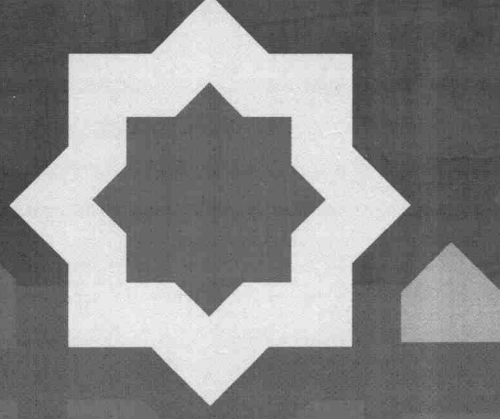
Evrakı Doğrulamak İçin : <http://belgedogrula.tobb.org.tr/dogrula.aspx?eD=BSE32CKL22>
Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA
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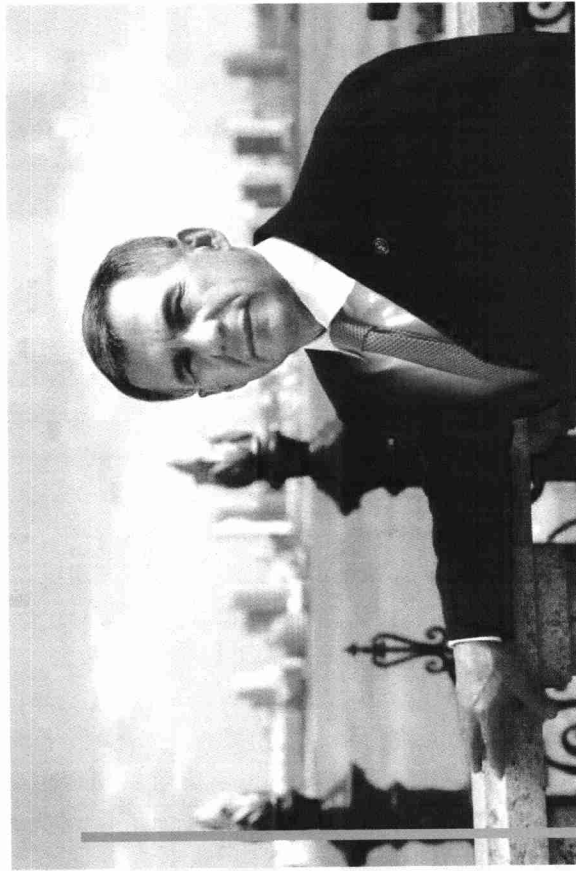
JULY 28-29
TATARSTAN
RUSSIA
HALAL
EXPO'21



Russia Halal Expo July 28-29, 2021



The first venue for halal companies!



Rustam Minnikhanov

President of the Republic of Tatarstan

“The Islamic world is great, and we should grasp the opportunities the Islamic world creates for Russia. Previously, we only mentioned halal food, but now we talk about the halal lifestyle. We understand that halal will be demanded a lot. In Russia alone, 20 Million Muslims live. Moreover, Russia serves as a touristic and medical point of attraction for Muslims from other countries.

As a part of the Kazan Summit

July 28-30, 2021

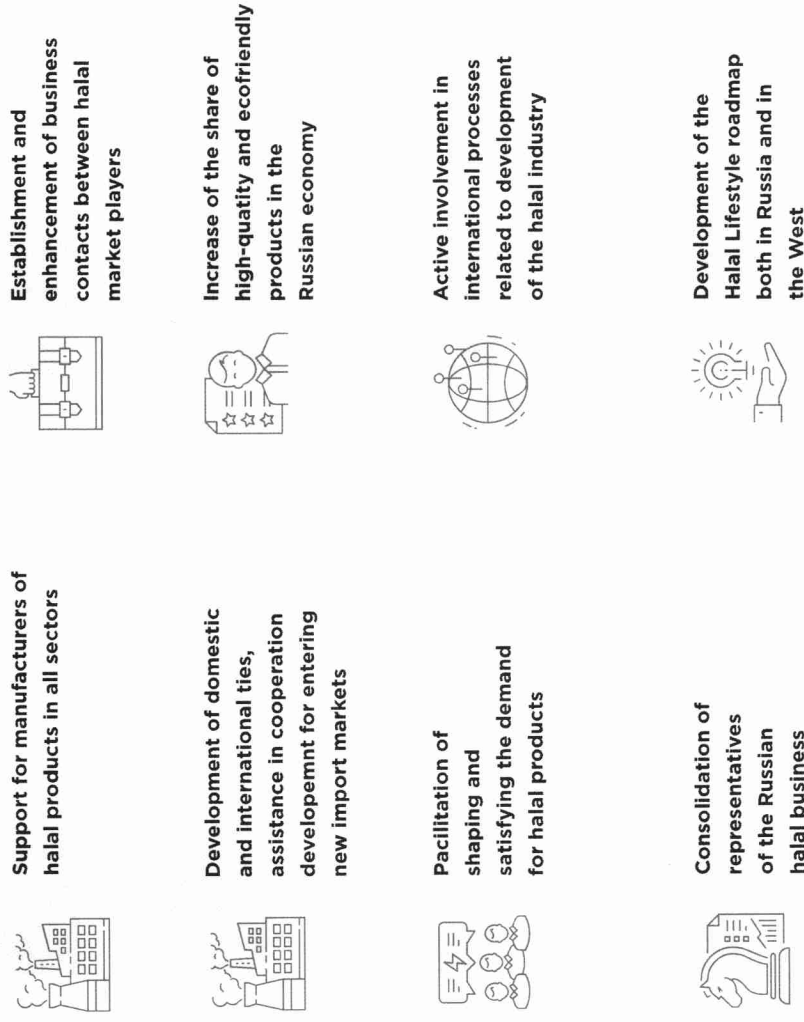


RUSSIA – ISLAMIC WORLD
KAZANSUMMIT 2021
12th International Economic Summit of Russia and OIC countries
JULY 28-30, 2021

This is the main platform for economic interaction between the Russian Federation and the Islamicworld countries. The first International Economic Summit of Russia and member countries of the Organization of Islamic Cooperation was held in 2009, thus the leading international platform was established.

Purposes and objectives

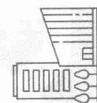
The main purpose of the RUSSIA HALAL EXPO is to popularise the halal industry in Russia, to establish trade, economic, social and cultural ties, to demonstrate the potential of the halal segment of the economy, to provide opportunities for presenting products to potential buyers and trade partners. The leitmotif of the business program will be conscious consumption.



July 28-29, 2021

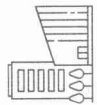
www.kazansummit.ru/russia-halal-expo

The exhibition in numbers



5 000 m²

Total area of the exhibition in 2019



2 000 m²

of exhibition areas, foodcourts



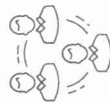
50 Mass media

reporting on the work of the exhibition and the participants



20

regions of Russia participating in the exhibition



> 5 000

people attended the exhibition in 2019



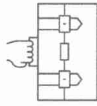
> 100

blogger partners participating



40

certification centers for halal products



> 100

companies participated in 2019

RussiaHalalExpo

Opening ceremony of the event attended by VIPs and guests: ministers of the Government of Tatarstan, representatives of ministries of Turkey, the UAE, heads of SMIIIC, ESMA. The work of the exhibition was reported by more than 50 journalists of Russian and foreign mass media.

Official meetings, concluding contracts, memoranda of cooperation and recognition of products of Tatarstan abroad, execution of framework agreements, negotiations of commercial officers, business meetings in the grounds of the exhibition.

www.kazansummit.ru/russia-halal-expo

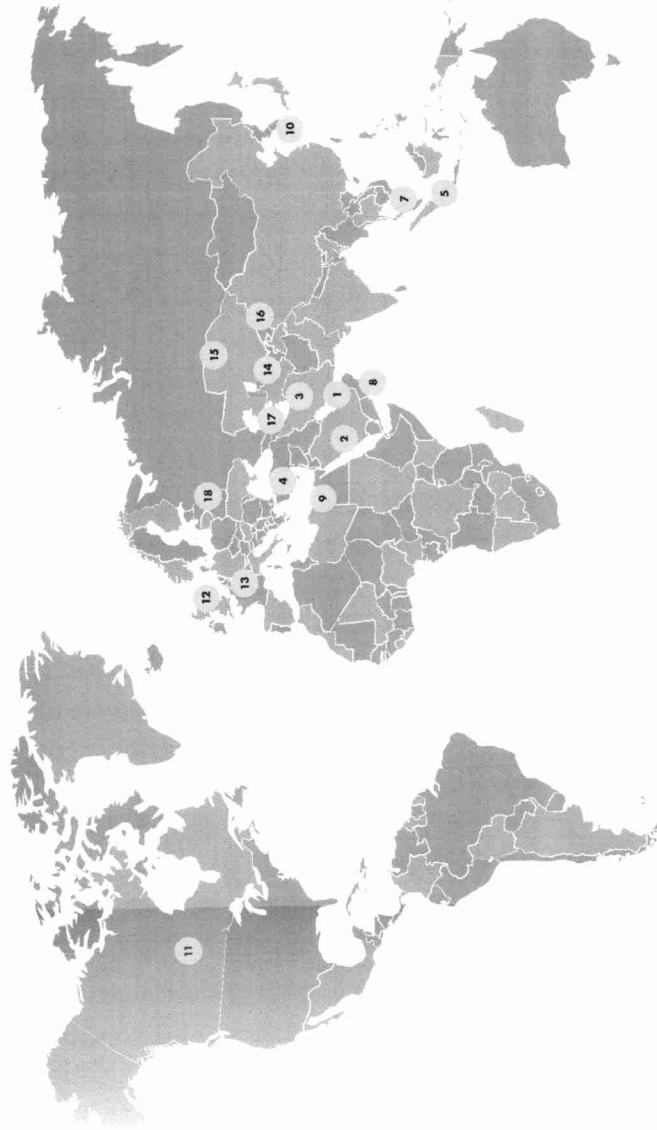
July 28-29, 2021



Foreign guests, investors, Halal Standard Committees of the Spiritual Councils of Muslims of Kazakhstan, Pakistan, Islamic business associations, representatives of government bodies and the Organization of Islamic Cooperation, experts and journalists

Visiting of the exhibition by the President of Tatarstan, VIP guests of the KazanSummit

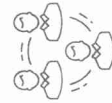
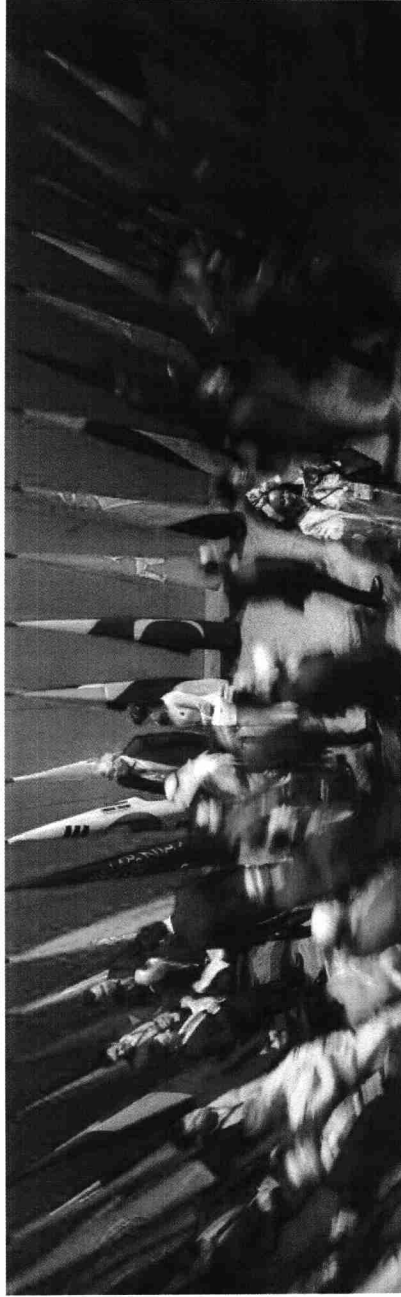
Participating countries



- | | | | |
|----------|-------------------------|-----------|---------------------|
| 1 | United Arab Emirates | 10 | South Korea |
| 2 | Kingdom of Saudi Arabia | 11 | Canada |
| 3 | Iran | 12 | Great Britain |
| 4 | Turkey | 13 | France |
| 5 | Indonesia | 14 | Uzbekistan |
| 6 | Bahrain | 15 | Kazakhstan |
| 7 | Malaysia | 16 | Kyrgyz Republic |
| 8 | Oman | 17 | Azerbaijan |
| 9 | Egypt | 18 | Republic of Belarus |

Why do you need to participate?

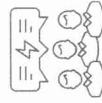
The relevance of the exhibition lies in building good-neighborly, positive relations in the circumstances of the modern world, expansion of trade relations between the Russian Federation and the countries of the Organization of Islamic Cooperation, attracting investments to the halal industry markets. The mission of the international exhibition is the information coverage of development trends in the halal industry.



It is a unique opportunity to establish new business contacts, to expand sales markets.



Prospects for export of manufactured products to foreign markets.



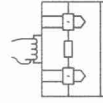
More than 5,000 visitors: representatives of business structures and retailers.



It is an opportunity to present a positive image of your company on the market.



It is an outstanding opportunity to find manufacturers and suppliers of all necessary commodities and services.



It is possible for companies to come up with their proposals to government structures.

Key exhibition participants



www.kazansummit.ru/russia-halal-expo July 28-29, 2021

Participation conditions

1

Registration fee

The above includes the general servicing of the exhibition, exhibitor's package with distribution materials, publication of the information on the exhibitor in the guidebook, accreditation of two representatives of the exhibitor with access to the business program of the exhibition.

\$300

2

Price of an unequipped exhibition area

Price of an equipped exhibition area - Exclusive Standard

\$200 per m²

\$250 per m²

Applications for participation are expected till June 8, 2021

A sample of the application and draft participation agreement are available at www.kazansummit.ru/russia-halal-expo



www.kazansummit.ru/russia-halal-expo July 28-29, 2021

Business areas



Foodstuffs



Medicines and healthcare



Fashion and beauty industry



Tourism and hospitality industry



Finance and investments



IT for halal



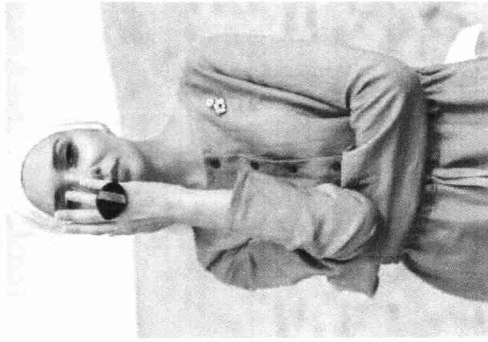
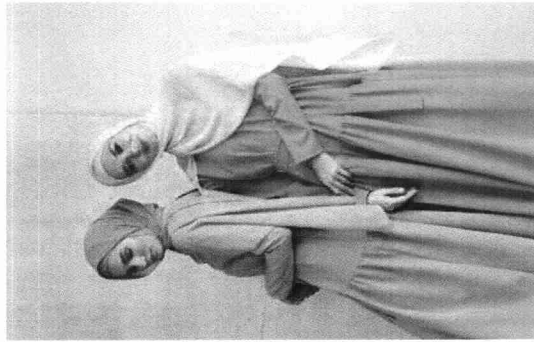
Wholesale and retail



Consumer products



Halal Expo Market 2021 is the first halal market as a part of Halal Expo. Halal Expo Market is a place where dozens of startup brands can make a name for themselves. The platform is open for cosmetics, clothes, merchandises, and accessories. On the eve of the wonderful Month of Ramadan, it is an excellent opportunity to be a part of the big Muslim lifestyle world, where brands and consumers meet. The platform is intended both for family visits and for establishing contacts with the business circles.



As a part of the Market, there will be a big foodcourt, a children's playground, and a large prayer room for the visitors. The area will be divided for the modest fashion (clothes) zone and the market.

Price of participating in the **Market**

Area 1 - 1.5m*1m
350 USD

Area 2 - 1.5m*2m
550 USD

The participants will be provided with a table and chairs (1 or 2, as requested)

Price of participating in the **Modest Fashion**

Area: 2m*2m
500 USD

The participants will be provided with 2 rails and a chair, comfortable common fitting rooms.



KAZAN MODEST FASHION SHOW

A joint participation in the Kazan Modest Fashion Show and the Russia Halal Expo Market will ensure a better participation effect along with the opportunity to see your brand on the show stage, where visitors can buy your products immediately.



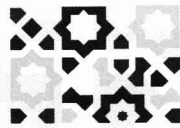
Price of the participation

Participation in the show
500 USD

The price includes: 5 minutes of time on the stage, 6 professional models, logo of your brand on the background screen of the Kazan Modest Fashion Show.

Requirements for the participant

1. Application for participation
2. A look book of your new collection
3. Information on your brand, background history
4. Web-site and pages in social networks
5. Points of contact
6. Logo in curves



KAZAN MODEST FASHION SHOW

July 28th, 17:00 -19:00

Modest Fashion Show is a unique platform for demonstrating the most popular and demanded brands in both the Russian and foreign modest fashion markets. Thousands of visitors, dealers, buyers from various countries of the world can see in one place a beautiful performance featuring Muslim clothes, modest and stylish at the same time. This is the platform where one can make a name for oneself as a new or a consistently developing brand.



www.RussiaHalalExpo.net

June 18-20, 2020



To show the beauty
and relevance of
Muslim clothes



To draw attention of the
business to the modest
fashion as an investment
market



To bring the most beautiful and popular
clothes brands together on one stage,
thus to showcase a very prospective
market



Integration of more than
5,000 visitors of Russia
Halal Expo at the same
platform



Presentation of themed
collections meant for
Ramadan, Nikah, and
wedding ceremonies

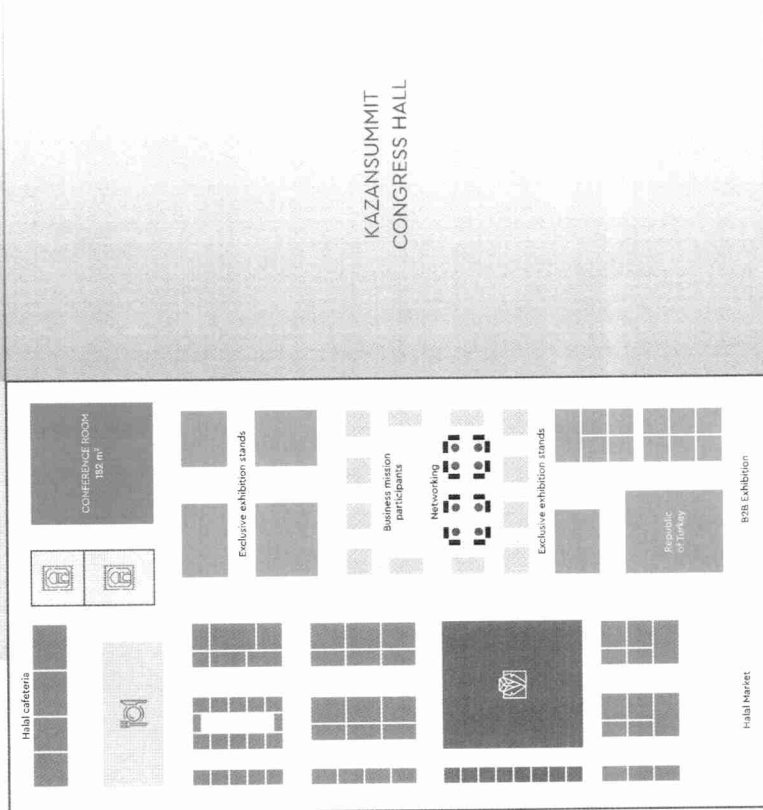


Concentration of the most
popular opinion shapers
(bloggers) of the halal
lifestyle broadcasting live

Exhibition layout

- Foodstuffs
- Clothes
- Services

Loading area. Installation gate. Entrance area



KAZANSUMMIT
CONGRESS HALL

5 000 m²
Total area



Our partners



Russia Today Arabic

International
information
partner

Thomson Reuters

Analytic
partner

RBC-Tatarstan

Strategic
partner

Expert Tatarstan

Publishing
partner

Business FM

Radio partner

Mass media



AlHuda Centre of Islamic Banking & Economics



Halal Incorp



Maeeshat



True Banking



Ar Rus STI Group



Russian Business Guide



ITAR-TASS



Financial One



Federal Press



Venture Investor



Analytic Banking Magazine



Banking Digest



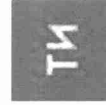
Chernovik



Business club of the Shanghai Cooperation Organization



BRICS Magazine



Tatar-Inform



TNV-Tatarstan



As Salam



www.kazansummit.ru/russia-halal-expo

July 28-29, 2021

Our contacts



Phone

8 (843) 570-40-01



Official e-mail

halalexpo@kazansummit.ru
info@kazansummit.ru



1 Vystavochnaya St., Bolshie Kabany Village, Laichevsky District,
Republic of Tatarstan, Russia

International Exhibition Center Kazan Expo



Website

kazansummit.com



Our page in Facebook

KazanSummit2021



Our page in Instagram

@kazansummit



Our page in Youtube

@kazansummit

Organizers



КОМИТЕТ
ПО СТАНДАРТУ
ХАЛЯЛЬ
Республика Татарстан

Tatarstan Investment Development Agency

The Tatarstan Investment Development Agency develops, publishes, and disseminates the information on the investment attractiveness of Tatarstan, holds seminars, trainings, forums, and other events for advanced training in the investment sector, is engaged in advertising activities.



8 (843) 570-40-01



11 Agromicheskaya St., Kazan,
Republic of Tatarstan, Russia

Halal Standard Committee of the Republic of Tatarstan

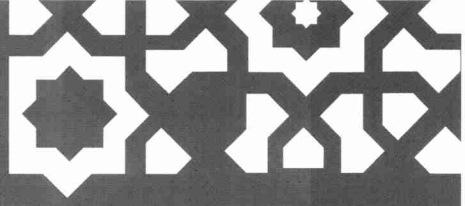
The Halal Standard Committee under the Muslim Religious Board of the Republic of Tatarstan was established in 2008. In 2009, the Committee, in association with the Republican Special Metrological Center "Test-Tatarstan", developed and registered with the ROSSTANDARD the "System for Voluntary Certification of Products and Services for Compliance with Islamic Canons — Halal System (Halal)".



8 (843) 292-20-08



3 Tukay St., Kazan,
Republic of Tatarstan, Russia





12.KAZANSUMMIT & 4. RUSSIA HALAL EXPO

28-30 Temmuz 2021, Kazan Expo Fuar Alanı, Tataristan

ETKİNLİK HAKKINDA

Uluslararası Ekonomi Zirvesi "Rusya-İslam Dünyası: Kazan Summit" 2009 yılından itibaren her yıl düzenli olarak Tataristan Cumhuriyeti Cumhurbaşkanlığı himayelerinde, Rusya Federasyon Konseyi'nin destekleri ile gerçekleştirilmektedir. Rusya ile İslam İşbirliği Teşkilatı (İİT) üyesi ülkelerden katılımlarla Tataristan başkenti Kazan'da düzenlenen zirvede Rusya'nın en büyük halal fuarı olan Russia Halal Expo'da 4. kez kapılarını açmaya hazırlanıyor. Rusya ve İİT üyesi ülkeler arasındaki ticari-ekonomik, bilimsel-teknolojik, sosyal ve kültürel ilişkileri geliştirmek için kurgulanan fuar Rus ve uluslararası tedarikçiler ve alıcılar için en prestijli buluşma noktasıdır.



TÜRKİYE MİLLİ KATILIM FUARI



Net Stand Alanı
5.000 m²



Ziyaretçi Sayısı
5000+



Katılımcı Sayısı
100+



Katılımcı Ülke Sayısı
17+

KATILIMCI PROFİLİ



Yiyecek & İçecek
Gıda İşleme & Paketleme
HORECA
Organik Ürünler
Geleneksel Ürünler



Kozmetik
Kişisel Bakım
Eczacı Ürünleri



İslami Finans
Medya



Yapı İnşaat
Devlet İhaleleri
Belediyeler
Helal Belgelendirme
Sivil Toplum Kuruluşları
Alt Yapı Hizmetleri



Toptan ve Perakende Ticaret
Helal Turizm ve Konaklama
Alıcılar ve Bayiler



Tekstil
&
Muhafazakar Giyim
Otantik Ürünler
Kültürel Giyim
Hediye Eşya

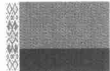
KATILIMCI ÜLKELER



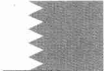
Birleşik Arap
Emirlikleri



İran



Belarus



Bahrein



Malezya



Mısır



Kanada



Fransa



Kazakistan



Kırgızistan



Azerbaycan



Türkiye



Endonezya



Umman



Güney Kore



Birleşik Krallık



Özbekistan