

DUBAI INT'L HALAL EXHIBITION "DIHAS 2006"
11 - 13 Sept, 2006
Crowne Plaza Hotel - Dubai

FACT SHEET

Organized by:

ORANGE FAIRS & EVENTS – DUBAI
EXPAM – MALAYSIA

Sponsored by:

The Vlinx eCatalogue

Opened / inaugurated by:

Honorable Minister of Entrepreneur & Cooperative Development, Malaysia Dato Md Khaled Nordin & H.E Dr Ali Bin Shakar, Undersecretary to the UAE Minister of Health.

Supported by:

- Ministry of entrepreneur and cooperative development of Malaysia
- World halal forum
- Halal journal
- Ministry of industry and primary resources – Negara Brunei Darussalam
- British Muslim chamber of commerce
- Middle East food magazine
- IndiaMart.Com
- AmeInfo.com

Show Profile

Floor Space occupied: 540 Sq.mts

Main Reason for Exhibiting

To establish new business contacts 74%

Exhibitors

Number of exhibitors: 60

Exhibiting Countries represented: 17

* Australia, Great Britain, Malaysia, U.S.A., Kazakhstan, UAE, Indonesia, India, Kuwait, China, Korea, Netherlands, Saudi Arabia, Philippines and Brunei.

Visitor Promotion Campaign

The principle target areas for visitor promotion were Middle East, particularly GCC Countries

Invitation tickets

- 2.000 copies of Free Invitation Tickets have been distributed by special courier to our own data base potential buyers.
- 2.000 copies of Free Invitation Tickets have been posted out to the addresses received by Gulf Directory.

Direct mailing

- Periodical direct mails fax & e-mails have been sent to prime buyers in database of well known info Database of Compass they have been invited to the exhibition.
- 13,000 Invitation Faxes have been send to potential buyers
- 60.000 Invitation emails sent to buyers
- Call Centers called and invited DIHAS 2006
- Sending invitations to all Embassies

Internet Promotion

The visitor promotion campaign was also carried through into electronic media, banner adverts and Halal Dubai, Expam & Orange fairs & Events web-site.

E-Mail Campaigns

Continuous e-mail campaigns were issued to complement the postal campaign, encouraging people to pre register for the exhibition.

Diplomatic Missions Attendance

Over 100 diplomats were personally invited to attend the opening of the exhibition.

Venue

Crowne Plaza Hotel, Dubai

Next event

2nd Halal Expo 2008 – Dubai www.worldhalalexpos.com





Dr Ali Bin Shakar, Undersecretary to the UAE Minister of Health and the Honorable Dato'Seri Mohamed Khaled bin Nordin, Minister of Entrepreneur & Cooperative Development, Malaysia at the ribbon cutting ceremony of Halal Expo 2006 - Dubai

Dubai International Halal Show 2006 opens; huge potential of Halal industry under focus:

The much-awaited Dubai International Halal Show (DIHAS) 2006 - the hub of the Halal trade market place - was inaugurated by Dr Ali Bin Shakar, Undersecretary to the UAE Minister of Health and the Honorable Dato'Seri Mohamed Khaled bin Nordin, Minister of Entrepreneur & Cooperative Development, Malaysia, at the Crowne Plaza Hotel in Dubai today.

Over 60 leading companies representing various sectors from 17 countries are attending the three-day Show, which ends on September 13, 2006. vLinx Inc. is the main sponsor the event, being organized by **Orange Fairs and Events** -Dubai and Exhibitions Promotion & Management (M) Sdn Bhd (EXPAM) of Malaysia under approval of Dubai Department of Economic Development.

Also present at the inauguration ceremony were, Dr Mariam Mohamed Matar, Assistant Undersecretary to the UAE Minister of Health, Mr. Kombiz Eghdami, Chairman and CEO, vLinx, Mr. Abdul Kabur Ibrahim, Chief Executive Officer, EXPAM, Malaysia along with Mr. Raees Ahmed Director of Orange Fairs and Events.

DIHAS 2006 is being held under the aegis and support of various international chambers of commerce, government agencies and Halal organizations from around the world. Among the companies taking part are Gem Foods of the UK, Sahamada Corporation Sdn Bhd of Brunei and Enjoyo-Meal International of Australia. The companies have wide range of interests in the Halal industry and have also specific teams working on the development of the Halal business relevant to their industry

In his comments, Mr Kombiz Eghdami, Chairman and CEO, vLinx Inc, said: 'DIHAS 2006 will be a exciting opportunity for companies from all Halal sectors to explore the immense growth potential and attractive business opportunity it offers. The emergence of the global Halal industry is a huge, untapped opportunity for vLinx and our current international Trade Technology, which is in use in at least 10 countries, will be formally introduced in the Halal Global Xchange™'.

He added, 'Our online transaction engine is the perfect facilitator for the Halal trade and we look forward to helping both the exporters and importers increase their business volume and profit margins. We are also fortunate to have the continued support of H.H. Sheikh Saud Bin Saqr Al Qasimi, Crown Prince & Deputy Ruler of RAK.'

Voicing his views on the high-profile exhibition in Dubai, Mr. Abdul Kabur Ibrahim, and Chief Executive Officer of EXPAM, said: 'The Halal industry is growing at a rapid pace as is widely viewed as a burgeoning business sector. DIHAS 2006 will offer the perfect platform for over 60 companies to showcase their products and for retailers to tap into these opportunities. The demand for Halal products is high worldwide, coming not just from Muslims, but also from people of diverse races and religious beliefs, thus providing a huge boost to the sector.'

He added, 'The size of the global Halal consumer market (food and non-food such as financial services, pharmaceuticals and cosmetics) is estimated at USD 2 trillion, of which the food sector alone is worth USD 400 billion. The existence of such a big market naturally opens the doors of economic opportunities for

these engaged in the business, directly or indirectly. We look forward to encouraging interaction between the various industries segments at this high-profile exhibition, which would prove to be a defining moment in the global Halal trade.'

The exhibition profile includes companies from UAE, Malaysia, Australia, Brazil, Korea, Pakistan, Italy, Taiwan, Brunei, Philippines, US and UK, among others, representing all kinds of food and non-food products such as pharmaceuticals, cosmetics, beauty products, processing equipment, machinery and utensils and Halal services such as Islamic finance, travel, insurance, education etc.

The 60 companies include Prima Food of Malaysia, Midamar of USA, Gemfood of UK, Al Islami of UAE amongst others. The companies have wide range of interests in the Halal industry and have also specific teams working on the development of the Halal business relevant to their industry.

Mr. Abdul Kabur Ibrahim, Chief Executive Officer of Exhibitions Promotion and Management (M) Sdn Bhd of Malaysia the organization that has conceptualized DIHAS said: 'Halal products are now gaining a global audience because of the hygiene factor, besides the 1.8 billion Muslims across the globe who would consume Halal products, we are seeing a huge demand from non Muslims in Europe and Asia for Halal products. The trend of supermarkets in UK and France having a separate Halal section is evidence to the fact that there is a huge demand for Halal products.'

He further added, 'With the Halal industry showing huge potential, we are now seeing companies looking for opportunities to carve a niche for their products in the Halal market by offering Halal variants of their existing products. DIHAS 2006 will offer a platform for these companies to showcase their products and for retailers to tap into these opportunities'

Mr. Sahba Hadipour, Regional Director and Vice-President of vLinx UAE the main sponsors of DIHAS 2006, said: 'The overwhelming response to DIHAS 2006 only further emphasizes the fact that the demand for Halal is growing. The companies participating represent diverse businesses and come from around the globe with all major regions being represented here.'

He further added, 'The emergence of the Halal industry as a global business is a significant opportunity for vLinx, our current business model is designed to support global trade and has been a success across various industries. We are looking at being partners in growth to the Halal sector through our proprietary eCatalogue -Transaction engine'

Speaking on participating at DIHAS 2006, Saleh Abdullah Lootah, CEO Al Islami Foods said, 'We are looking forward to participating in this first ever Halal Summit in the UAE. The summit ensures a platform for us to even further grow the burgeoning Halal industry as well as share knowledge and insights on the Halal business with like minded organizations. The time has come for Halal producers to be more organized and to capitalize on this growing market'.

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