



POST SHOW REPORT 2022

HALAL EXPO NIGERIA 2022

ABUJA TRADE & CONVENTION CENTRE



THEME:

Understanding the
Nigeria **Halal Market**

14th-16th
SEPTEMBER
2022

ENQUIRIES: +23470 33074 307 info@halalexponigeria.com www.halalexponigeria.com

ABOUT EXHIBITION



We would like to extend our thanks to all those who exhibited, visited and supported this year's successful show. Nigeria's premier event for the Halal industries has been deemed a great success by all visitors, exhibitors, partners and leading trade associations.

The 2022 event attracted **54 exhibitors**, representing companies from **18 countries**, as well as more than **3200 visitors** throughout the World:
Belarus, Belgium, Egypt, Germany, Ghana, India, Japan, Netherlands, Nigeria, South Korea, Tunisia, Turkey, Indonesia, Malaysia, Taiwan, United Kingdom, United States

Nigeria International Halal Expo aims to provide a unique platform for local and international manufactures to shape the future of the Halal industry in Nigeria.

ATTRACTING THOUSANDS OF PROFESSIONALS



54

International
Participants



18

Exhibiting
Countries



3200+

Professional
Visitors

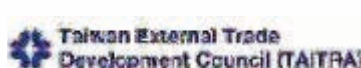
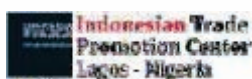


Belarus, Belgium, China,
Egypt, France, Germany,
Ghana, India, Italy, Japan,
Netherlands, Nigeria, Poland,
South Korea, Tunisia,
Turkey, United Kingdom,
United States

54 EXHIBITING COMPANIES FROM



EXHIBITORS INCLUDED



 **Nigerian Supreme Council for Islamic Affairs (NSCIA)**



COMMUNICATION HIGHLIGHTS

50.000

flier & VIP
invitations were
distributed



98

adverts placed in
local & international
trade websites



promotional
radio adverts were
aired in Nigeria

**NIGERIA INFO
VISION FM,
FREEDOM FM,
LIBERTY FM**



newspaper
adverts placed in
leading publications
across region

**GUARDIAN
DAILY
TRUST**



over
185.000
impressions
served via online
adverts.



e mail
campaigns
sent to over
700.000
contacts
globally



370

updates posted
on social media
channels before
the show



2 month

spent reaching
more than 4650
professionals
by phone



SMS campaigns
sent to over
80.000
people



2 month

of outdoor
advertising
in Lagos, Abuja
and Kaduna



320

B2B Meeting
arrangements
to be held



**MORE THAN 70 MEDIA PARTNERS PROMOTED
THE EVENT THROUGH PRINT,
ONLINE, AND SOCIAL MEDIA CHANNELS.**

TESTIMONIALS



“

The just concluded international Halal Expo Nigeria has shown lots of potentials and I will invite the Malaysian companies to attend the Next Edition in 2023

The trade commissioner Malaysia
Trade office, Lagos. MR. MAIDIN KHAIRY

”

“

I (Syed Waqar Ahmad as a Director General of Jarvis Eurasia) on behalf of Jarvis USA want to thank you for organising the first ever Halal expo on Nigerian and Western African soil.

This has indeed open a wide range of opportunities for the people of Nigeria.

Jarvis has got a lot inquiries regarding the tools and new projects.

This business propositions are very nice and promising.

We are looking forward to come next year as well.

Wish you All the best !

Thanks and Best Regards
S. WAQAR AHMAD JARVIS

”



THANKS TO OUR SUPPORTERS & PARTNERS

Supporters



 *Nigerian Supreme Council for Islamic Affairs (NSCIA)*

EXHIBITION PHOTOS



INDONESIA TRADE PROMOTION CENTRE

THEME:
STRENGTHENING THE
NIGERIA HALAL
ECO-SYSTEM

29th-31st
AUGUST
2023

LANDMARK CENTER,
VICTORIA ISLAND
LAGOS - NIGERIA

HALAL EXPO NIGERIA 2023

START YOUR PLANING TODAY!
SAVE THE DATE



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