



POST SHOW REPORT 2024

HALALEXPO NIGERIA 2024

Theme:

Leveraging the Halal Market:
Opportunities for Nigeria to localize
the Global Halal Concept



27-29TH AUGUST 2024

Landmark Centre Victoria Island Lagos

ENQUIRIES: +234 704 409 8120 , 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



70

International
Participants



15

Exhibiting
Countries

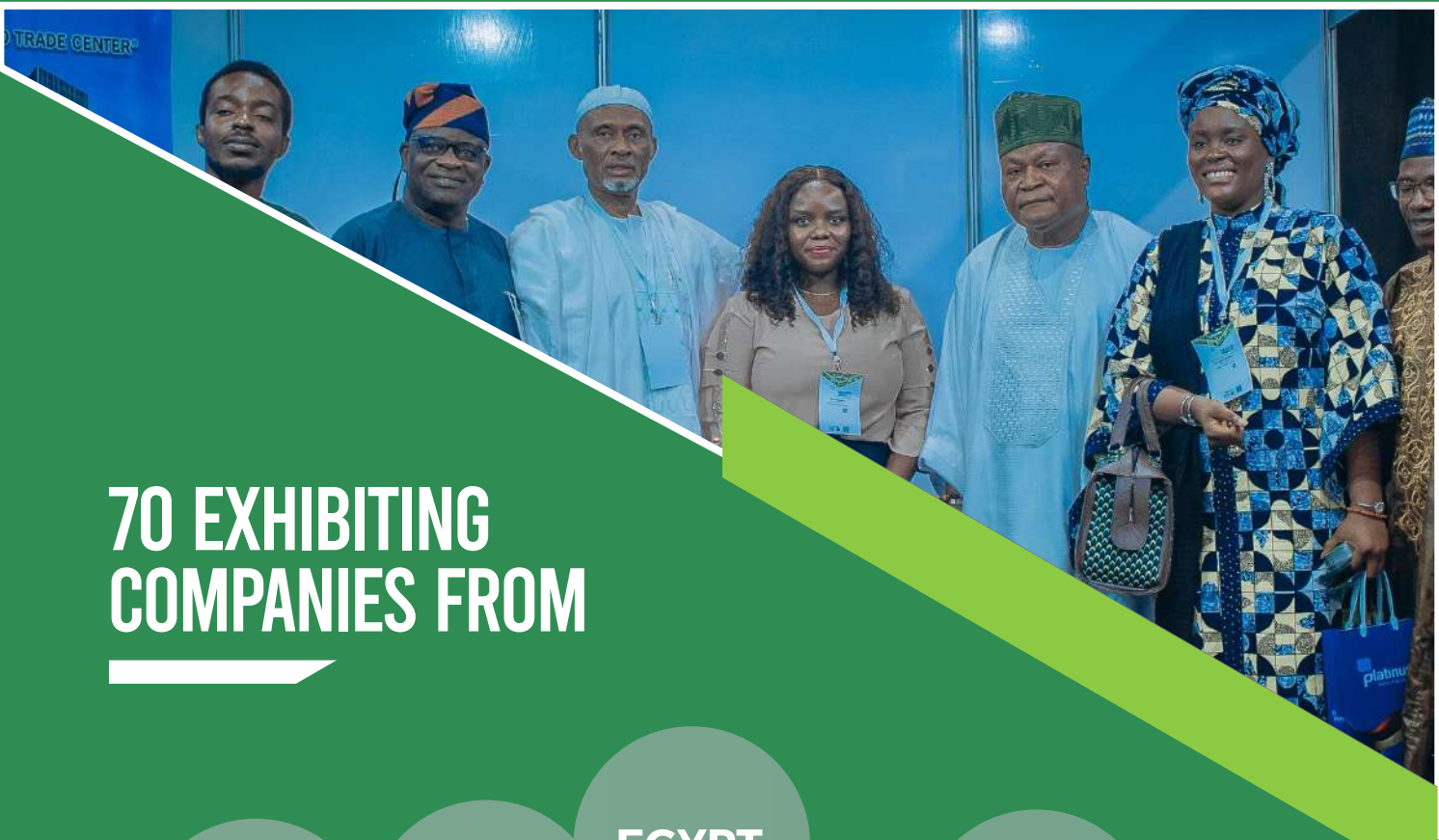


10000

Professional
Visitors



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



70 EXHIBITING COMPANIES FROM



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.

THANKS TO OUR SUPPORTERS & PARTNERS

Supporters



WORLD TRADE CENTER®
ABUJA



العرفان الاسلامي للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture



REPUBLIC OF TURKEY
HALAL ACCREDITATION AGENCY



FEDERAL MINISTRY OF
INDUSTRY, TRADE &
INVESTMENT

EXHIBITORS PHOTOS





**27-29th
August
2024**

**LANDMARK CENTER,
VICTORIA ISLAND
LAGOS - NIGERIA**

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START YOUR PLANING TODAY!
SAVE THE DATE



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