

Halal Zone Pavilion Showcases Certified Products and Services in Alignment with Islamic Traditions at Anuga Brazil

In a strategic partnership with Fambras Halal Certification, the trade fair will feature an exclusive pavilion to highlight the vast market potential of a segment intrinsically linked to conscious consumption.

The Halal-certified food segment will be prominently represented at **Anuga Select Brazil 2024**. Through an inaugural partnership with **Koelnmesse Brazil, Fambras Halal Certification**—the nation's pioneer Halal certifier and a key certifying body for Latin America—will host a specialized space dedicated to the Halal concept, featuring products, services, technical lectures, and high-level networking opportunities.

The **Halal Zone** will serve as an open pavilion for visitors from April 9–11 at Distrito Anhembi, São Paulo. Attendees will have access to certified samples and a team of specialists providing insights into the Halal concept and the certification process.

"Brazil is a global leader in this market, yet many still view Halal through a purely religious lens. Today, it has evolved into a universal seal of excellence, representing a virtuous standard that benefits humanity as a whole," states **Ali Zoghbi**, Vice President of Fambras Halal.

Market Intelligence and Economic Impact

The term **Halal** (Arabic for "permitted" or "lawful") signifies compliance with Islamic Law (Shariah). Halal certification ensures that an industry's procedures—from production and storage to commercialization—meet the rigorous standards required by the global Muslim consumer base.

- **Global Reach:** A market of 1.6 billion consumers.
- **Economic Scale:** According to the *State of the Global Islamic Economy Report 2023/24*, the segment moved **\$2.29 trillion** in 2022 across food, pharmaceuticals, cosmetics, and tourism.
- **Brazil's Leadership:** Brazil is the world's largest exporter of Halal poultry and beef. Approximately **30% of Brazil's protein exports** are destined for Muslim nations.
- **Revenue Impact:** Domestic trade related to Islamic traditions currently generates between **\$5 billion and \$6 billion annually** in Brazil.

Key Keynotes & Educational Program

Fambras Halal will host a series of daily sessions focused on market expansion:

1. **Brazil's Global Leadership in Halal F&B (April 9):** Covering Islamic fundamentals, the history of Halal in Brazil, and the synergy between **ESG and Halal**.
 2. **The Muslim Consumer (April 10):** Hosted by the *International Halal Academy*, focusing on Brazilian export strategies and consumer behavior profiles.
 3. **Market Trust and Certification (April 11):** Technical and religious aspects of certification, the **Halal Assurance System (HAS)**, and the value-add of the Halal seal for brand image.
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Event & Organizer Overview

Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, the event is the premier B2B hub for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, providing a centralized platform for **business development**, innovation, and international trade.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage sectors. Its portfolio includes world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**. Operating in key emerging markets including Brazil, China, India, and the UAE, the group ensures a sustainable and influential international business network for its global clientele.

For more information: anuga-brazil.com.br