

Esta é uma tradução voltada para o **inglês corporativo**, com ênfase em **potencial de mercado, certificações de conformidade e estratégia de exportação**.

Halal Concept Debuts at Anuga Select Brazil 2024: A Strategic Gateway to a \$2 Trillion Market

The "**Halal Zone**" makes its inaugural appearance at **Anuga Select Brazil**, following its successful implementation at the event's global headquarters in Germany. In Arabic, **Halal** signifies what is "permitted" or "lawful" under Islamic Law (Shariah). In the food industry, this concept serves as a rigorous standard for quality and safety, ensuring that the entire supply chain adheres to Islamic ethical and production precepts.

Market Awareness and Global Reach

The primary objective of the Halal Zone is to educate the Brazilian market on the scale and recognition of this sector. With a global consumer base of **1.6 billion Muslims**, Halal certification is no longer a niche requirement but a strategic necessity for international trade.

"This debut is a seed for a larger vision. Our goal is to establish a dedicated 'Halal Street' in future editions, attracting certified companies and international stakeholders. I am confident that we will soon double the scale of this exhibition, integrating diverse certified products across the Latin American market," states **Dib Tarras**, Industrial Director of **Fambras Halal**—the first Halal certification body in Brazil.

Economic Indicators and Opportunity

According to the **State of the Global Islamic Economy Report 2023/24**, the Halal market is a massive economic force:

- **Global Valuation (2022):** Approximately **\$2.29 trillion**.
 - **Sectors Covered:** Food and Beverage, Pharmaceuticals, Cosmetics, Fashion, Entertainment, and Tourism.
 - **Strategic Advantage:** As a leading food exporter, Brazil has a unique opportunity to expand its footprint in the Islamic world by adopting high-level Halal standards.
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Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Location:** 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 strategic meeting point 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**, trend exploration, and international trade.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is the global leader in organizing trade fairs for the F&B industry. Its portfolio includes absolute market leaders 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.

Digital Channels:

- **Official Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)