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PRESS RELEASE

Asian insatiable appetite for Halal Food

There is a high potential for developing and promoting Halal products and services in the Global market: the world Muslim population is about 1.82 billion in 2009, and estimated to keep strong growth in the next decades.

So, no surprise to learn that according to *Halal Industry Development Corporation* the global trade value for Halal products (food and non-food) is estimated at USD 1.2 trillion in 2007.

What is Halal food?

Halal food is prepared following a set of Islamic dietary laws and regulations that determine what is permissible, lawful and clean.

Halal regulations are almost 1400 years old. Halal standards distinguish permissible food categories (as meat, poultry, fish, milk, fruits and vegetables....) and 'Haram' food items (prohibited) such as animal improperly slaughtered, alcohol and intoxicants, carnivorous animals, blood.....

According to islamicpopulation.com, there are 1,820 million of Muslims worldwide. Asia is the main continent with 66% of the Muslim population. Despite traditional thinking the largest Muslim population is located in South and South East Asia, not only in the Middle East.

That is why all the eyes turn to Asia market. Not only because of to its competitive advantage due to low labor cost, but also the increasing acceptability of Halal food among the Non-Muslim population. This region emerges to be the center for Halal standardization, testing, production and trade.

With a Muslim population of nearly 40 million people (in 2009) from 10 different ethnic groups and a 1200 year history of Halal food production, Halal food and products have been a lifestyle in China and part of the Chinese culture. Chinese Halal food and Muslim products are known for their high quality, low price, variety and enormous market base. This food became widely accepted by Non-Muslims due to its unique flavor.

The Chinese Halal industry is growing and is expected to expand its role in the global market. The country recently signed a Memorandum of understanding with the European Commission (EC) and several EC-approved companies are ready to export to European markets.

As China's leading food & beverage exhibition, SIAL China could not ignore these data, and has decided to emphasize Halal products during its next show. In response to the market, SIAL China has developed a logo to be displayed on the stands and in the catalogue to create a "**Halal Path**" and make it easier to identify the exhibitors offering Halal products.

During May 19-21, 2010, at Shanghai New International Expo Centre, local and foreign visitors interested in Halal food will be guided all over the show.



More details on www.sialchina.com

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