



Under the auspices of the
PRESIDENCY OF THE
REPUBLIC OF TÜRKİYE



№ HE/WHS/IO/2026-2057

Date: 20/04/2026

Subject: Halal Expo 2026 and 12th World Halal Summit Official Invitation Letter

To: Minister of Economic Affairs and Communications (MKM) of the Republic of Estonia

Your Excellency Erkki Keldo,

As the organizing committee, we are proud to inform that Halal Expo 2026 and 12th World Halal Summit in cooperation with the Standards and Metrology for Islamic Countries (SMIIC), and in coordination with the Islamic Centre for Development of Trade (ICDT), and other relevant Organization of Islamic Cooperation (OIC) institutions, will be held on 25-28 November 2026 in Istanbul Expo Center, Istanbul-Türkiye.

The Halal Expo, hosted simultaneously with the World Halal Summit, stands as one of the most prominent and progressive international events, firmly established as a pillar of the global halal industry. It creates an unparalleled environment for trade exchange across all sectors of halal-compliant products and services, fostering collaboration and advancing industry innovation.

The Halal Expo 2025 (10th OIC Halal Expo) set a new benchmark for the global halal industry, attracting a record-breaking participation of more than 500 exhibitors from around 50 countries and welcoming over 30,000 trade visitors from more than 110 nations. This landmark event highlighted the diversity and immense potential of the halal economy, hosting 500 international buyers and over 2,500 international delegations to foster high-level business connections. Specialized zones, including the Modest Fashion & Art Area, Private Label, Natural, Organic and Vegan (NOV), and Ethexpo, E-Commerce Summit, Business Connect Area showcased cutting-edge innovations and products, while a dazzling Modest Fashion Talk-Show and Award Ceremony culminated in a spectacular runway show featuring around 15 internationally acclaimed designers. Halal Expo 2025 highlighted the dynamic growth of the halal industry while serving as a global platform for meaningful trade and cultural exchange.

The World Halal Summit is established with the aim of providing a comprehensive overview of the latest global developments and trends in the halal industry while exploring future directions for the evolving halal market. **11th World Halal Summit 2025** brought together experts and decision-makers from across the halal economy to address critical issues and opportunities. Across 10 sessions, 48 distinguished speakers representing around 20 countries shared their expertise on key topics, including halal standardization, trade, food security, modest fashion and

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etc. The summit also featured seven keynote addresses by global leaders in halal standardization and development, fostering meaningful cross-border collaboration and innovation.

The 2025 edition of the events featured a series of impactful side programs specifically designed to foster international trade and collaboration. Notable initiatives included the Health Tourism Conference and a range of business forums, such as Türkiye-Afghanistan, Türkiye-Palestine, Türkiye-Saudi Arabia, Türkiye-Syria, Türkiye-Tunisia, Türkiye-Yemen, and Türkiye-Oman. These programs were instrumental in strengthening bilateral relations, advancing economic cooperation, and creating a formal platform for partnerships, agreements, and the exchange of strategic ideas, further cementing the event's significance within the global halal economy.

As the organizing committee, we warmly invite you to join the **Halal Expo 2026** and **12th World Halal Summit**, which will take place on **25-28 November 2025** at the **Istanbul Expo Center, Istanbul-Türkiye**. A dedicated space provides a unique opportunity to showcase your country's innovations, products, and services related to the halal industry, while fostering bilateral cooperation, trade, and cultural exchange with global participants.

We are confident that your participation will significantly contribute to the diversity and success of this landmark event and further enhance international collaboration in the halal sector.

We kindly request your confirmation of participation and remain at your disposal to provide any further information or assistance required in facilitating your engagement. Together, let us make the Halal Expo 2026 and 12th World Halal Summit an unparalleled success, reflecting the unity and growth of the global halal industry.

Sincerely,


İhsan ÖVÜT
SMIIC, Secretary General


Yunus ETE
President of the Organizing Committee

in association with;



organizer;



co-organizer;

