



Under the auspices of the
PRESIDENCY OF THE
REPUBLIC OF TÜRKİYE



№ HE/WHS/IO/2024-1070

Date: 11/12/2024

**Subject: Halal Expo 2025 and World Halal Summit Official Invitation Letter
to Organize National Pavilion Participation**

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

Respected Your Excellency Tiit Riisalo,

As the organizing committee, we are proud to inform that **Halal Expo 2025 and 11th 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 **26-29 November 2025 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 Anniversary Opening Ceremony of the **10th World Halal Summit and Halal Expo 2024** featured distinguished opening remarks from representatives of prominent global halal organizations, including the World Halal Summit Council, the Standards and Metrology Institute for Islamic Countries (SMIIC), and the Organization of Islamic Cooperation (OIC). The participation of 10 Ministers from different OIC member countries, along with key ministerial addresses by esteemed officials from nations both within and beyond the OIC, highlighted the critical importance of international collaboration in advancing the halal industry. The ceremony culminated with a **keynote address delivered by His Excellency Mr. Recep Tayyip Erdoğan, President of the Republic of Türkiye**, further underscoring the global significance and impact of the event.

The Halal Expo 2024 set a new benchmark for the global halal industry, attracting a record-breaking participation of around 500 exhibitors from 52 countries and welcoming over 50,000 trade visitors from 110 nations. This landmark event highlighted the diversity and immense potential of the halal economy, hosting 1,000 international buyers and over 9,000 international delegations to foster high-level business connections. Specialized zones, including the Modest Fashion & Art Area, Go Africa, Private Label, Natural, Organic and Vegan (NOV), and Ethexpo, showcased cutting-edge innovations and products, while a dazzling Modest Fashion Talk-Show and Award Ceremony culminated in a spectacular runway show featuring 16 internationally acclaimed designers. Halal Expo 2024 highlighted the dynamic growth of the halal industry while serving as a global platform for meaningful trade and cultural exchange.

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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. **10th World Halal Summit 2024** brought together experts and decision-makers from across the halal economy to address critical issues and opportunities. Across 10 sessions, 43 distinguished speakers representing 21 countries shared their expertise on key topics, including halal standardization, trade, food security, modest fashion and etc. The summit also featured seven keynote addresses by global leaders in halal standardization and development, fostering meaningful cross-border collaboration and innovation.

The 2024 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-Oman, Türkiye-Palestine, Türkiye-Algeria, Türkiye-Cameroon, Türkiye-Yemen**, and the **Go Africa Export Meetings**. 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 your esteemed organization to join us by organizing a **National Pavilion** at the **Halal Expo 2025 and 11th World Halal Summit 2025**, which will take place on **26-29 November 2025** at the **Istanbul Expo Center, Istanbul-Türkiye**. A dedicated National Pavilion 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 2025 and 11th 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

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