



# BRUNEI HALAL SHOWCASE

## Info Pack

11-15 November 2019

BRIDEX International Conference Centre  
Jerudong, BRUNEI

With 1.8 billion Muslims worldwide – an estimated US\$2.1 trillion was spent in 2017 of which US\$1.3 trillion was on Food and Beverages. The global Islamic industry has also grown to include Food and Beverages, Pharmaceuticals, Cosmetics, and Health and Medical products – further enabling the growth of the related services sector.

Businesses have started to incorporate block chain technology to enhance critical areas such as halal compliance, traceability and payment. The growing trend for ethical products and services has also given a push to use such technology to heighten the trust between producer and consumer and from farm to table. And when combined with Halalan Thayyiban concept that calls for products to be essentially good, pure and wholesome – the resulting premise is the realization of an ecosystem that has the potential to support a credible, interdependent, lucrative and sustainable halal industry.

This ecosystem incorporates the primary industry (such as agriculture and aquaculture), secondary industry (processing and manufacturing), tertiary industry (services) and even quaternary industry (research & development and information) sectors.

## Global Halal Industry

**Growth Rate 20% or US\$ 560 billion a year**

Beverages, Pharmaceuticals, Cosmetics, and Health and Medical products.



The global halal industry has continued to impress with a growth rate of 20% or US\$ 560 billion a year. With 1.8 billion Muslims worldwide – an estimated US\$2.1 trillion was spent in 2017 of which US\$1.3 trillion was on Food and Beverages. The industry has grown to include Food and Beverages, Pharmaceuticals, Cosmetics, and Health and Medical products - thus further enabling the growth of the related services sector.

## OBJECTIVES

The collective BruHAS Expo objectives are

To provide awareness on the ecosystem involved for the halal and Islamic related industry. This includes awareness of the existing landscape of supply chain, logistics, technology, equipment, systems, policy and processes as well as integrated resource utilisation..

To provide information on the BIMP EAGA Vision 2025 and its application towards the realization of Brunei Darussalam's economic diversification and attainment of the Wawasan 2035 goals..

As a means to generate academic, intellectual and industry-based discussions for a holistic approach towards growing the halal industry in the regional economies..

As a platform for trade and networking among the regional halal food manufacturing players.

### 01 BruHAS HALAL EXPO

- About 200 booths showcasing halal and Islamic related products from local and regional companies, supply chain providers, logistics players and equipment manufacturers – organised into primary, secondary, tertiary and quaternary halal related industries.

### 02 SAPPAT IV

- The 2 days INTERNATIONAL SEMINAR on Halalan Thayyiban Products and Services organised by Universiti Islam Sultan Sharif Ali (UNISSA) for about 300 participants.

### 03 BruHAS HALAL CLINIC

- To address queries related to halal application, halal guidelines and standards, related analysis, etc.
- Halal Legislation including Halal Certificate and Halal Label Order,
- Halal Logistics and Food Traceability.

### 04 Business Matching

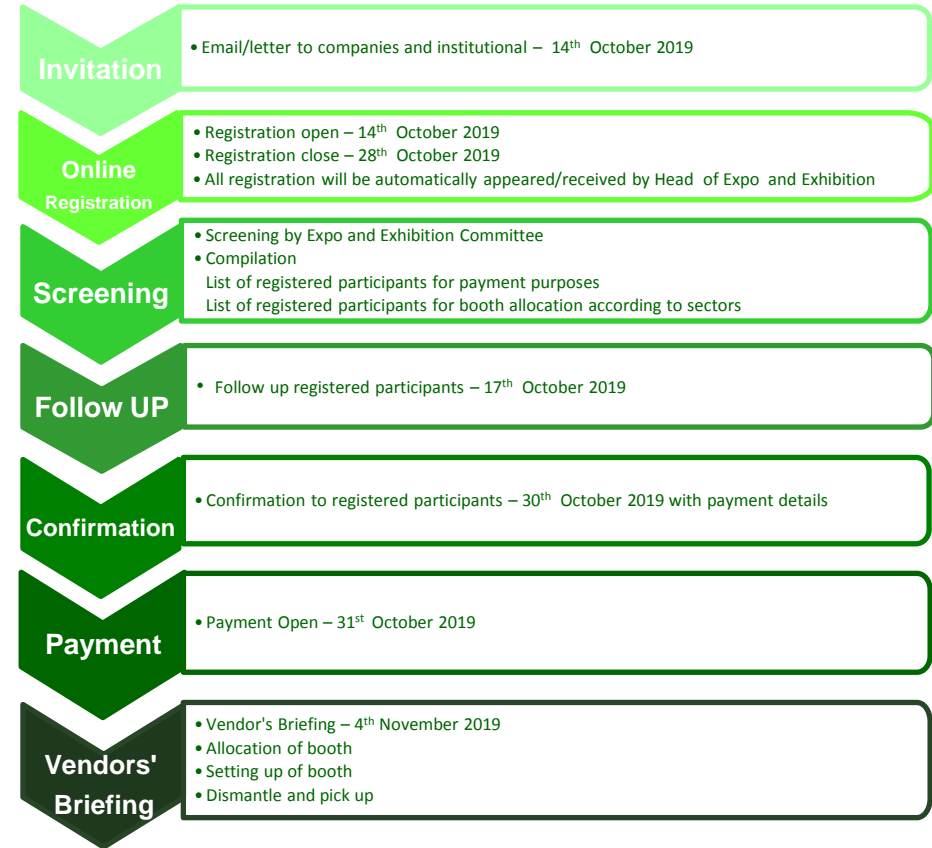
- To match the needs of buyers to source raw and semi-finished products for their supply chain and manufacturing needs.

# PARTICIPANT AND VISITORS



Date	Events	Venue
<b>Monday, 11<sup>th</sup> November 2019</b>		
9:00 am to 10:30 am	Opening Ceremony of <i>BruHAS</i> 2019	BRIDEX Hall 2
<b>Monday &amp; Tuesday, 11<sup>th</sup> and 12<sup>th</sup> November 2019</b>		
8.00 am to 4:30 pm	4 <sup>th</sup> International Seminar on <i>Halalan Thayyiban</i> Products and Services (SAPPHAT IV) Breakout Sessions	BRIDEX Hall 2 Syndicate Room 2,4,5,6
<b>Tuesday, 12<sup>th</sup> November 2019 (afternoon)</b>		
2:00 pm to 4:00 pm	<i>BruHAS</i> FORUM	BRIDEX Hall 2
<b>Thursday, 14<sup>th</sup> November 2019</b>		
10.00 am to 5.00 pm	<i>BruHAS</i> Halal Clinic	BRIDEX Hall 1
<b>Monday to Friday, 11<sup>th</sup> to 15<sup>th</sup> November 2019</b>		
10:00 am to 10:00 pm	<i>BruHAS</i> Expo	BRIDEX Hall 1 & 2
<b>Open to public</b>		
Monday & Tuesday, 11 <sup>th</sup> and 12 <sup>th</sup> November 2019		5:00 pm to 10:00 pm
Wednesday to Thursday 13 <sup>th</sup> and 14 <sup>th</sup> November 2019		10.00 am to 10.00 pm
Friday 15 <sup>th</sup> November 2019		10.00 am to 12.00 pm 2.00 pm to 10.00 pm

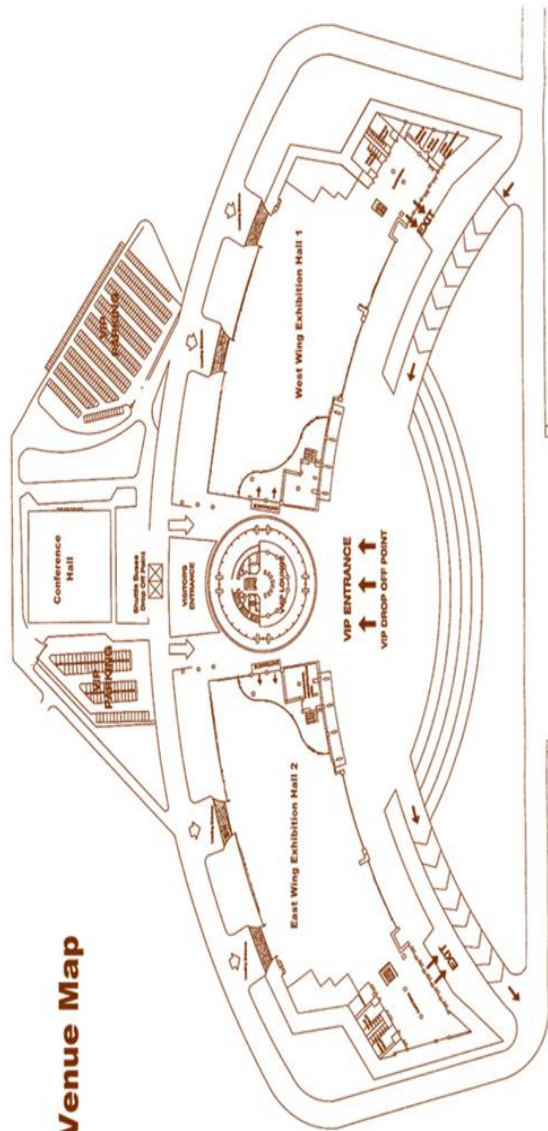
# Registration Process Flow



# *BruHAS* Exhibition Fees

EXHIBITOR	EXHIBITOR	EXHIBITOR
Local companies (cottage industry), Cooperatives, Majlis Perundangan Mukim/Kampung	Local companies with shop premises and Chambers of Commerce	International Companies or exhibitors, Statutory Bodies and Government Linked Companies
<b>\$100</b>	<b>\$300</b>	<b>\$1000</b>

## Venue Map



# BRIDEX International Conference Centre

Jerudong, BG3122  
Bandar Seri Begawan,  
Negara Brunei Darussalam



كمنترين سوميرا اوتام دان فلنچوغن  
MINISTRY OF PRIMARY RESOURCES AND TOURISM  
BRUNEI DARUSSALAM



كمنترين كصيحتن  
MINISTRY OF HEALTH  
BRUNEI DARUSSALAM



كمنترين حال ايجال اكابر  
KEMENTERIAN HAL EHWAL UGAMA  
BRUNEI DARUSSALAM

**DARE**  
Darussalam Enterprise



كمنترين تناك  
تناك دان تناك مائسي) دان فر ايندوسترين  
MINISTRY OF ENERGY, MANPOWER, AND INDUSTRY  
BRUNEI DARUSSALAM



جامعة السلطان الشريف علي الإسلامية  
UNIVERSITI ISLAM SULTAN SHARIF ALI  
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

## Contact Us

BruHAS Secretariat,  
Halal Industry Development Unit  
Industry and Business Ecosystem (IBE) Division  
Ministry of Energy, Manpower and Industry  
Prime Minister's Office's Building Complex  
Jalan Perdana Menteri  
Bandar Seri Begawan BB3913  
Negara Brunei Darussalam

Tel.: 2384488 ext 3631

Email: [hidd@memi.gov.bn](mailto:hidd@memi.gov.bn)

## Supported by