

Jakarta, 13 February 2023

No : 191/KPMI-SPm/I-2023
Attachment : 1 bundle
Subject : Invitation for Embassy of Iran for its Businessman to Participate in Halal Expo Indonesia 2023

His Excellency Dr. Mohammad Khoush Heikal Azad
Ambassador of Iran to Indonesia
Jl. H.O.S. Cokroaminoto No. 110 Menteng, Jakarta Pusat 10310

السلام عليكم ورحمة الله وبركاته

May Your Excellency and all the staffs always be given health and always in His protection. Amen.

It is an honor for us to send this letter to His Holiness. Let's introduce ourselves, we are **HEI (Halal Expo Indonesia)** which is the main forum for Indonesian Muslim Entrepreneurs to learn about Muammalah Fiqh and sharia economy. In 2022 (**26 – 28 Augustus 2022**) with permission Allah سبحانه الله و تعالی we have successfully organized the largest halal exhibition in Indonesia called **Muslim Life Trade 2022** at Ice BSD Tangerang. And from the success of it all cannot be separated from the support of the ambassador who always support our exhibition. And Insya Allah, in 2023 we will bring back the largest Halal exhibition in Indonesia with a more interesting concept for exhibitors and exhibition visitors under the name of the Halal Expo Indonesia 2023 exhibition.

Indonesia as a country with the largest Muslim population in the world needs a supply of halal products and services to meet the lifestyle needs of the Muslim community in a sustainable manner. In response to this, PT. Halal Expo Indonesia with support of KPMI (Indonesia Muslim entrepreneur Community) will hold Halal **Expo Indonesia (HEI) 2023**. This event is a business-to-business exhibition, workshop, and business-to-meeting/matching that focuses on halal products and services. Halal Expo Indonesia consists of an international pavilion representing Entrepreneurs from members of the OIC (Organization of Islamic States), other international participants and local Indonesians.

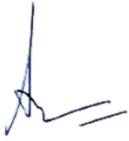
In addition, it is expected that the business relations between participating countries will be getting closer to create more opportunities and economic cooperation in the future among the participants.

With this letter, we respectfully request Your Excellency Ambassador to support this Event by inviting entrepreneurs from Iran to participate as Buyers, Investors and Exhibitors. Halal Expo Indonesia, will Insya Allah be held on:

Date : 25 – 28 October 2023
Location : Convention Hall, Hall 3, 3A, ICE BSD City – Indonesia
Industry Sector Coverage : Commodities, Islamic Finance Banking, Food & Beverages, Business Solutions, Medicine & Pharmaceuticals, Books & Publishers, Lifestyle & Decorations, Modest Fashion, Cosmetics & personal care, Travel & Destinations, Education Services, International Associations & Partners, Creative Media & Start-up.

Jazakumullahu Khairan,
Wassalamu'alaikum Warohmatullahi Wabarokatuh,

Sincerely yours,



Deddy Andu
Marketing and Event Director KPMI



Rachmat Sutarnas Marpaung
Chairman of KPMI
+62811986992/Rachmat@kpmi.or.id

About Halal Expo Indonesia 2023

Halal Expo Indonesia 2023 is the largest B2B Halal Exhibition & Conference in Indonesia formed by the synergy of various parties, including the Community, the Government as a regulator, academics, practitioners who in this case are Moslem entrepreneurs and the active participation of all components of society in the success of this activity. Halal Expo Indonesia itself is to broadcast Islamic sharia related to the halal human life and most importantly is as a forum for the economic movement of Moslems which is expected to be a catalyst for accelerating the economic growth of the Ummah nationally and globally. Our aim is to be the largest halal event and platform that brings various benefits for the universe. Said by Prophet Muhammad, peace and blessings be upon him; "The best of people is those who are most beneficial to people". Insyah Allah, Halal Expo Indonesia 2023 will be wide richer of the global halal content from other countries around the world and more International Speakers

This event will be held in ICE BSD at 25-28 October 2023, Convention Hall, Hall 3, 3A, ICE BSD City – Indonesia

Exhibitor Categories

1. Commodities
2. Islamic Finance & Banking
3. Food & Beverages
4. Business Solutions
5. Medicine & Pharmaceuticals
6. Lifestyle & Decorations
7. Books & Publishers
8. Modest Fashion
9. Cosmetics & personal care
10. Travel & Destinations
11. Education Services
12. International Associations & Partners
13. Creative Media & Start-up

Furthermore, from halal product exhibition, in event **Halal Expo Indonesia 2023** will be held too:

1. Business Matching between Indonesia's Halal Industry SMEs with international buyer.
2. Workshops about Fiqh Muamalah to improve knowledge about Islamic economy and finance.
3. Seminars, discussions, and promotions about sharia products from financial institutions and banks who become event's sponsor to improve sharia financial inclusion.
4. Job Fair which will present foreign companies who require skilled workforce from Indonesia, especially with skill set that be needed in creative industry sector.
5. Seminar and discussion about investment opportunity in halal industry sector, to attract foreign investors to invest in development Indonesia's halal industry, both to fulfil domestic and export markets. Include to expose about project development Joint Halal Production House that being worked on by Halal Expo Indonesia.

**The largest B2B Halal Exhibition
& Conference in Indonesia**



**Networking the Global Islamic Industries
to the Indonesian Community**



**25 – 28 October 2023
ICE BSD City**

Follow our official accounts:

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Insha Allah, Halal Expo Indonesia 2023 will be wide richer of the global halal content from other countries around the world and more International Speakers.

We look forward to your participation in the Halal Expo Indonesia 2023.

Exhibition Highlights

2019

- 2 – 4 August 2019
- ICE BSD – Indonesia
- ± 284 exhibitors
- ± 28,000 visitors/3 days (37% men, 63% women)



2018

- 21 – 23 September 2018
- JCC – Indonesia
- ± 100 exhibitors
- ± 5000 visitors

Exhibition Details

Title	: Halal Expo Indonesia (HEI)
Show Days	: 25 – 27 Oct (for business only), 28 October (for public)
Opening Hours	: 10 am – 5 pm
Venue	: Convention Hall, Hall 3, 3A, ICE BSD City – Indonesia

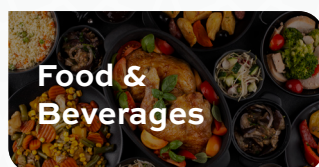
 @halalexpoindonesia  www.halalexpoindonesia.com



Exhibitor Categories



Islamic Finance
& Banking



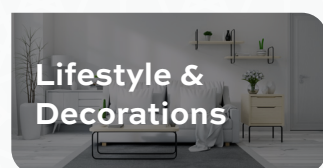
Food &
Beverages



Business
Solutions



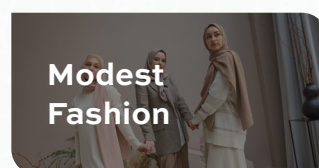
Medicine &
Pharmaceuticals



Lifestyle &
Decorations



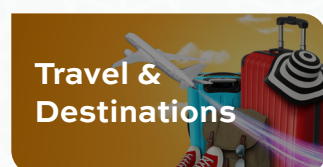
Books &
Publishers



Modest
Fashion



Cosmetics &
personal care



Travel &
Destinations



Education
Services



International
Associations &
Partners



Creative Media
& Start-up

What's On Halal Expo Indonesia 2023



Visitor Categories

- Managing Directors
- Purchasing & Procurement
- Entrepreneurs
- Business Development
- Suppliers & Retailers
- Traders
- Sales & Marketing
- Private & State-Owned
- Companies
- Government & Association



Supporting Programs

Business Insight Programs

by



**Muslim
LifeTrade**

- Business Matching
- Islamic Business Forum
- Series of Workshops
- Seminars, discussions and promotions
- Multinational & International Job Fair
- Investor Pitching
- Business Mentoring
- Site visit to the variety of projects & plantations in Indonesia
- VIP Program – C level meeting and mingle



SECURE YOUR SPACE!

Shell Scheme Booth

(Refer To Non Modified Booth)
the official contractor will provide the following items for each Shell Scheme Booth as detailed

Fascia
Exhibitor's name (max 30 letters) in white vinyl lettering

Furniture
Information counter with one reception desk, two folding chairs, and one of wastepaper basket

Power
One power single phase socket with electricity 2 amp (not to be used to connect spot lights & fluorescent lights)

Paneling
Three-side panel partitions in whitefinish. In case of corner booths, it will be two side walls and two fascia boards

Carpet
Dark grey covering inside Booth

Lighting
Two units of fluorescents lamps at fascia

Booth Price

Indonesia

Standard Shell Scheme + Space

IDR **3,500K/SQM***

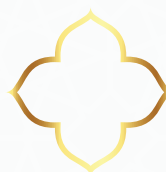
International Price

Standard Shell Scheme Space Only

\$450/SQM* **\$400/SQM***

*Exclude VAT 10%





Strategic partner:




Organized by:




Contact us
Booth participation

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