



imarat
consultants

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Halal Market Background

HALAL - A NEW MARKET FORCE

The interest and demand for Halal-certified products and services continues to increase across global markets, making Halal not just a religious obligation, but also a powerful market force.

With a consumer base of 1.6 billion Muslims world-wide, and with its strong cross-over potential becoming apparent, Halal is emerging as the standard of choice for consumers and manufacturers in many parts of the world.

With per capita expenditure on food and beverages consistently on the rise, especially throughout the Muslim world, the estimated market value for Halal products is in the region of several hundred billion USD annually.

With the recent interest in Halal healthcare, including personal hygiene and cosmetic products, the overall Halal market value is expected to rise even further.

For many producers, the conversion to Halal-only production makes good economic sense, for both meat and non-meat product ranges.

With the added interest by logistics providers and major retail chains to serve the Halal market, coupled with a professional approach to Halal auditing and certification procedures, we expect to see dramatic increase in the overall Halal market value.

The powerful Islamic financial sector is now beginning a synergistic convergence with the Halal market, forming the basis of a new Halal market economy.

With more and more funds looking for Shariah-compliant investment opportunities, several major Islamic financial institutions are now becoming actively involved in the emerging Halal sector which will in turn spur growth in the Halal sector.

Many governments are now recognising that the development of a Halal industry to service either domestic or overseas Halal markets is an effective means of diversifying and strengthening their economies. In addition, in some cases, the development of a strong Halal sector can also play an important socio-political role.

As Halal increasingly becomes a world-wide market phenomenon, specialist market information and expertise becomes an important factor for the development of a viable Halal industry and successful positioning in this fast-developing international market sector.

Our Expertise & Services

Imarat Consultants is a specialist business consultancy that has a dedicated field of focus on the Global Halal market. We have recognised and anticipated the rapid rise in interest in this field, and we have dedicated ourselves to developing specific expertise in this niche business sector.

We are of the firm opinion that the Halal sector is set to become one of the most influential market forces in global trade, representing a paradigm shift that defines a new market based on religious belief and practice. Islam represents 25% of the world's population, and in addition to this 1.6 billion Muslim population base, Halal goods and services are proving to have an extensive potential cross-over market appeal.

We have made it our business to understand the needs and concerns of the Halal consumer; we have recognised the enormous opportunities for manufacturers and traders, as well as service providers. We have studied the trends and drivers in this largely uncharted market arena. We have done our homework.

Through our network of contacts spanning governments, industry stakeholders, NGO's and Islamic agencies, Imarat Consultants has built up a unique, dynamically evolving picture of the Halal market globally.

Since 2003, from our base in Kuala Lumpur, Malaysia, our consultants have developed strong connections with Halal industry leaders throughout South East Asia, (Malaysia, Indonesia, Brunei, Thailand, and the Philippines) Australia, the United Arab Emirates, UK, Europe, South Africa, the USA and Canada.

We have held in-depth consultations and discussions with representatives from Governments Ministries handling religious affairs, agriculture, international and domestic trade, entrepreneur development, SME development, health and veterinary services as well as standards development and education.

We have visited universities, colleges and training facilities. We have visited and spoken to livestock farmers, owners of slaughterhouses, large and small food manufacturers, packaging companies, importers & exporters, logistics providers, Halal park developers, supply-chain security specialists, retailers and consumers.

In addition, we have anticipated the natural alliance between the Halal market and the world of Islamic Finance, and since 2004 have been at the forefront of promoting the common ground that is shared by these two Shariah-compliant industries

We have a network of associated researchers and consultants, event organisers, PR agencies and publishers who have a specific interest in the Halal sector, and we believe that our intelligence network and analytical skills in this field are second to none.

Imarat Consultants offers consulting services to governments, industry stakeholders, service providers and other agencies seeking to increase their competitive advantage in this complex and rapidly changing sector.

Due to Imarat Consultants positioning as a niche consulting firm that focuses exclusively on the Halal market, we have been able to assemble a specialist team of industry experts that covers the full spectrum of Halal sector applications.

Our collective expertise in the Halal industry covers:

- **Sector-specific research and data compilation**
- **Market intelligence and analysis**
- **Marketing and branding strategy development**
- **Writing & publishing in print and online**
- **Event management**
- **Public relations strategy**
- **Master plan development**
- **Halal hub development programmes & initiatives**
- **Poultry & meat-based project development**
- **Pharma-based industry development**
- **Logistics and Cluster dynamics**

Our extensive network within the Halal industry covers governments, industry players, certification agencies, Islamic bodies, media, event organisers and specialist researchers.

This enables Imarat Consultants to assemble the right team for the job, tailor-made to suit our clients needs.

For any government agency, multi-national corporation, SME or Islamic body, success in this rapidly changing and evolving market is dependent upon accurate and effective intelligence that can be effectively translated into project design and implementation.

Prior to any consulting engagement, large or small, we will conduct in-depth discussions with prospective clients to determine their real needs, the most effective course of action and the most appropriate team of consultants.

On receipt of a letter of engagement, prior to signing a contract, we will draw up a concise scope of work, clear deliverables, time frames and fee structures to ensure transparency and clarity for all parties.

Given Imarat Consultants specialists expertise and flexible methodology, we are confident that we can deliver effective results at a competitive price to give our clients an inside track advantage in realising their ambitions within the Halal sector.

Recent/Current Projects

Date	Project	Role
2004	Malaysian International Halal Showcase	Advisors*
2004-5	Halal Food Guidebook Series	Research & Editorial services*
2004-07	Halal Journal magazine	Research, Editorial & Marketing*
2005	Halal Journal Workshop Series - Malaysia	Content Design & Workshop Leaders*
	Malaysian 3rd Industrial Masterplan for Halal	Research and content drafting*
2006	World Halal Forum - Malaysia	Programme Content & Management*
	WHF Industry Dialogue - Melbourne	Programme Content & Management*
	Halal Industry Development Corporation	Strategic Consulting Services*
2007	World Halal Forum - Malaysia	Programme Content & Management*
	WHF Industry Dialogue - Dubai	Programme Design & Management*
	Global Halal Forum, Abu Dhabi	Chairman & Moderator
	Halal World Expo, Abu Dhabi	Exhibition Coordinator
	National Halal Workshop Series - Malaysia	Programme Design & Management
2008	National Halal Forum Mindanao	Programme Design & Development
	Global Halal Forum, Abu Dhabi	Chairman & Project Development
	American Halal Association - USA	Project Design & Development
	International Halal Market Conference Brunei	Design, Content & Management
2009	American Halal Association - USA	Project Design & Development
	Halal Industry Development Corporation, KL	Quarterly Newsletter
	HalalConnect magazine pilot issue	Project Management, Editorial
	International Halal Market Conference Brunei	Design, Content & Management
	SME Halal Workshop, Brunei	Design, Content & Management

The range of projects handled by Imarat Consultants in recent years has given us unparalleled experience and skills directly relating to the task of designing, building, promoting and managing Halal industry-related projects and events.

Projects for 2008 and beyond ensure that our Consultants will remain involved and highly focussed on the Halal industry in North America, the GCC region as well as South East Asia, keeping our global contacts and intelligence capacities at the cutting edge of Halal market development.

For further details, please contact us for an initial discussion at info@imaratconsultants.com