

**imarat**  
consultants

**Halal Market Specialists**

Research  
Analysis  
Intelligence  
Strategy  
Training



**Imarat Consultants are Halal Market specialists in research, intelligence and analysis of the rapidly growing market for Halal products and services.**

#### **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 2 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 has reached to 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 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.

***If your company has an interest in this dynamic emerging market, you need to understand it.***

***We know the Halal Market...  
You can know it too***

## **KEY FACTORS FOR HALAL MARKET SUCCESS**

### **HALAL INTEGRITY**

- Clear parameters**
- Consistency & transparency**
- Professional procedures**
- Clear bureaucratic bottlenecks**
- Supply chain integrity**

### **MARKET INTELLIGENCE**

- Hard Data**
- Strategy, not guesswork**
- Understanding consumers**
- Market evolution**
- New sector development**
- Geopolitical factors**

### **PRODUCT DEVELOPMENT**

- Right product**
- Right taste**
- Right packaging**
- Right message**
- Right market**

### **CAPACITY DEVELOPMENT**

- Domestic sector development**
- Genuine value proposition**
- Encouraging DFI**

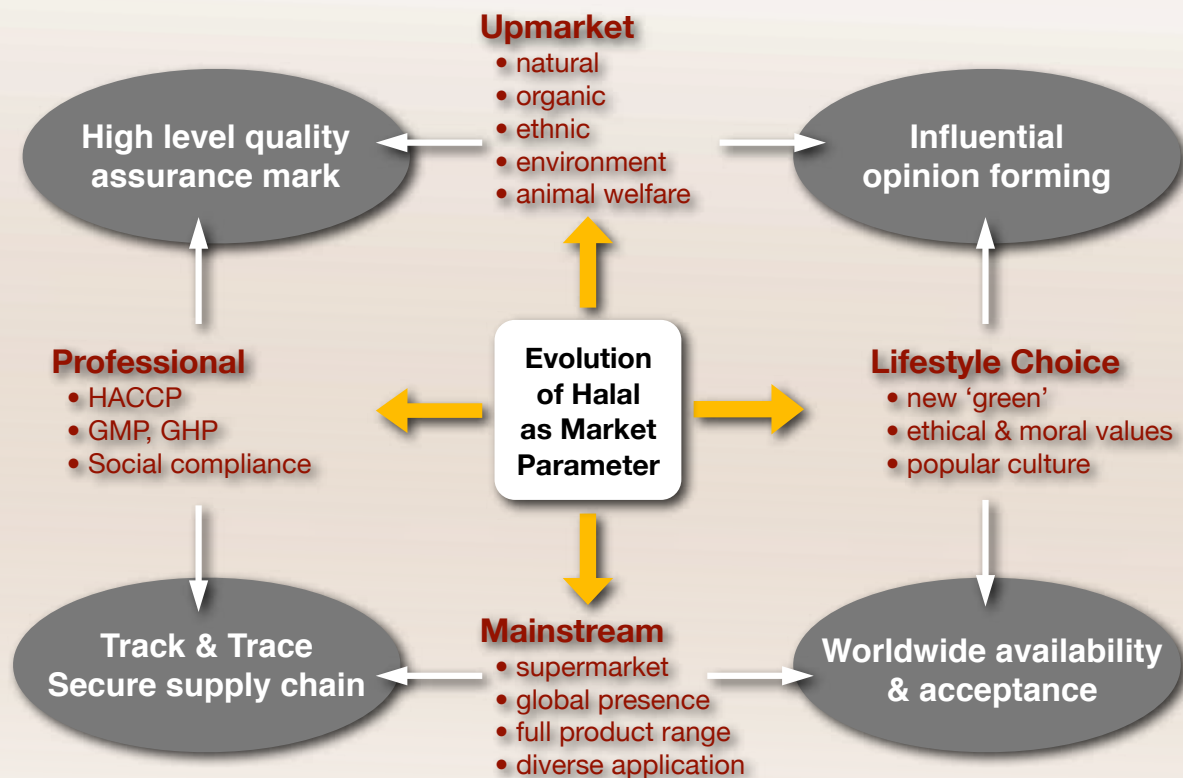
### **COMMUNICATION**

- Halal as global brand**
- Sell Halal on benefits**
- R&D to open new horizons**
- Strategic public relations**
- Effective use of the media**

### **FINANCE**

- Islamic or conventional**
- Debt or equity**
- Strategic alliances**

# Evolution of Halal as a Market Force



## Research, Analysis, Intelligence & Orientation

Imarat Consultants is a specialist business consultancy that has a dedicated field of focus on the Global Halal market. We have recognised 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 Halal goods and services, on top of this 2 billion Muslim population base, have an extensive and proven 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 in 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 visited Halal industry leaders throughout South East Asia, Australia, the United Arab Emirates, UK, South Africa, and North America.

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.

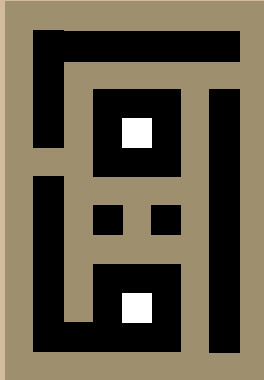
We have visited and spoken to livestock farmers, owners of slaughterhouses, food manufacturers large and small, packaging companies, importers & exporters, logistics providers, Halal park developers, supply-chain security specialists, retailers and consumers.

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.

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

Imarat Consultants is a niche consulting firm that focuses exclusively on the Halal market.

Our collective expertise in the Halal industry covers:



- **sector-specific research**
- **market intelligence and analysis**
- **marketing and branding strategy development**
- **publishing in print and online**
- **event management**
- **public relations strategy**
- **consulting for public and private sector clients**
- **master plan development and implementation**
- **Halal hub development programmes & initiatives**

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

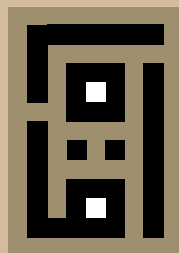
This enables Imarat Consultants to assemble the right team for the job, tailor-made to suit our clients needs.

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.

### **Research - Analysis - Intelligence - Planning - Implementation**

Please call or email to see how Imarat Consultants can help your organisation successfully penetrate the Halal market.

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