



**TOBB**  
**TÜRKİYE**  
**ODALAR VE BORSALAR**  
**BİRLİĞİ**

TÜM ODA VE BORSALARA  
(Genel Sekreterlik)

Tarih :  
Sayı : 84403118-720-  
Konu : Kazan Summit 2021 kapsamında Helal Expo Fuarı

İlgi : a) 20.05.2021 tarih ve 4783 sayılı yazımız.  
b) Tataristan Türkiye Yetkili Temsilciliği'nin 25.05.2021 tarihli e-postası.

İlgi (a)'da kayıtlı yazıda, 12. Uluslararası Rusya-İslam Dünyası Ekonomi Zirvesi'nin (Kazan Summit 2021) 28-30 Temmuz 2021 tarihlerinde Tataristan'ın başkenti Kazan'da düzenleneceği bildirilmişti.

Bu defa, ilgi (b)'de kayıtlı Tataristan Türkiye Yetkili Temsilciliği'nden alınan e-postada, Zirveyle birlikte Rusya'nın en büyük helal fuarı olan Russia Halal Expo'nun da 4. kez kapılarını açmaya hazırlandığı bildirilmektedir.

Helal Expo Fuarı bu sene Türkiye'den milli katılım yapılabilecek fuarlar listesinde olup, Discover Events Fuar ve Organizasyon Ltd.Şti. tarafından Türkiye'den milli katılım organize edilmektedir.

Kazan Summit 2021'e bu sene doğrudan fiziksel katılımın yanında çevrim içi katılım da mümkündür. Zirve'ye ilişkin detaylı bilgilere <https://kazansummit.com/eng/> internet sayfasından ulaşılabilmekte olup, fuara ilişkin materyaller ekte sunulmaktadır.

Bilgilerinizi ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK:

- 1- Russia Halal Expo-ENG (16 sayfa)
- 2- Rusya Halal Expo-broşür (1 sayfa)

**Evrakı Doğrulamak İçin :** <http://belgedogrula.tobb.org.tr/dogrula.aspx?eD=BSE32CKL22>

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

**Tel:** +90 (312) 218 20 00 (PBX) • **Faks:** +90 (312) 219 40 90 - 91 - 92

**E-Posta:** [info@tobb.org.tr](mailto:info@tobb.org.tr) • **Web:** [www.tobb.org.tr](http://www.tobb.org.tr) • **KEP:** [tobb@hs01.kep.tr](mailto:tobb@hs01.kep.tr)

**Ayrıntılı bilgi için:** Anara DAYLAN **Tel:** 0312 218 2223

**E-Posta:** [anara.daylan@tobb.org.tr](mailto:anara.daylan@tobb.org.tr)

Birliğimizde  
ISO 9001:2015  
Kalite Yönetim  
Sistemi  
uygulanmaktadır



JULY 28-29  
TATARSTAN  
**RUSSIA  
HALAL  
EXPO'21**

# **Russia Halal Expo** **July 28-29, 2021**

The first venue for halal companies!





## Rustam Minnikhanov

President of the Republic of Tatarstan



**The Islamic world is great, and we should grasp the opportunities the Islamic world creates for Russia. Previously, we only mentioned halal food, but now we talk about the halal lifestyle. We understand that halal will be demanded a lot. In Russia alone, 20 Million Muslims live. Moreover, Russia serves as a touristic and medical point of attraction for Muslims from other countries.**

## As a part of the Kazan Summit

July 28-30, 2021



**RUSSIA — ISLAMIC WORLD  
KAZANSUMMIT 2021**  
12th International Economic Summit of Russia and OIC countries  
JULY 28-30, 2021

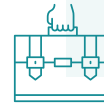
This is the main platform for economic interaction between the Russian Federation and the Islamicworld countries. The first International Economic Summit of Russia and member countries of the Organization of Islamic Cooperation was held in 2009, thus the leading international platform was established.

# Purposes and objectives

The main purpose of the RUSSIA HALAL EXPO is to popularise the halal industry in Russia, to establish trade, economic, social and cultural ties, to demonstrate the potential of the halal segment of the economy, to provide opportunities for presenting products to potential buyers and trade partners. The leitmotif of the business program will be conscious consumption.



**Support for manufacturers of halal products in all sectors**



**Establishment and enhancement of business contacts between halal market players**



**Development of domestic and international ties, assistance in cooperation developemnt for entering new import markets**



**Increase of the share of high-quality and ecofriendly products in the Russian economy**



**Pacilitation of shaping and satisfying the demand for halal products**



**Active involvement in international processes related to development of the halal industry**



**Consolidation of representatives of the Russian halal business**



**Development of the Halal Lifestyle roadmap both in Russia and in the West**



# The exhibition in numbers



**5 000 m<sup>2</sup>**

Total area of the exhibition in 2019



**2 000 m<sup>2</sup>**

of exhibition areas, foodcourts



**50 Mass media**

reporting on the work of the exhibition and the participants



**20**

regions of Russia participating in the exhibition



**> 5 000**

people attended the exhibition in 2019



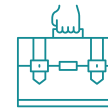
**> 100**

blogger partners participating



**40**

certification centers for halal products



**> 100**

companies participated in 2019

# RussiaHalalExpo

**Opening ceremony** of the event attended by VIPs and guests: ministers of the Government of Tatarstan, representatives of ministries of Turkey, the UAE, heads of SMIIC, ESMA. The work of the exhibition was reported by more than 50 journalists of Russian and foreign mass media.

**Official meetings**, concluding contracts, memoranda of cooperation and recognition of products of Tatarstan abroad, execution of framework agreements, negotiations of commercial officers, business meetings in the grounds of the exhibition.

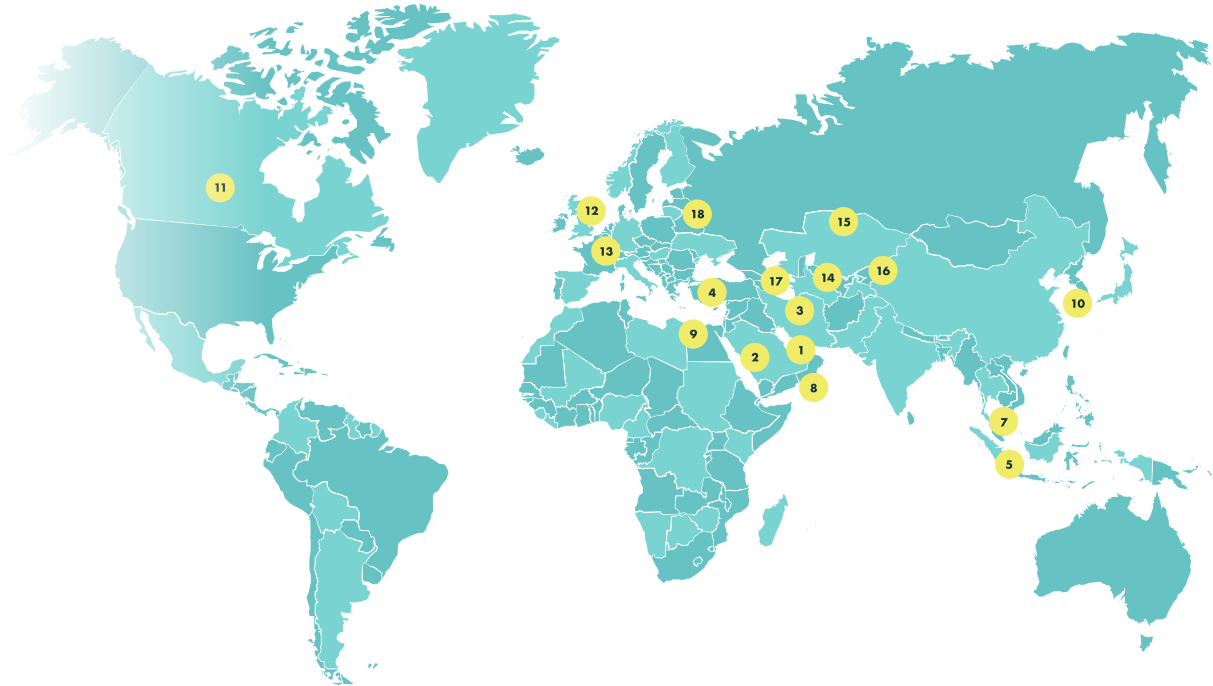


**Foreign guests**, investors, Halal Standard Committees of the Spiritual Councils of Muslims of Kazakhstan, Pakistan, Islamic business associations, representatives of government bodies and the Organization of Islamic Cooperation, experts and journalists

**Visiting of the exhibition by the President of Tatarstan**, VIP guests of the KazanSummit



# Participating countries



- |   |                         |    |                     |
|---|-------------------------|----|---------------------|
| 1 | United Arab Emirates    | 10 | South Korea         |
| 2 | Kingdom of Saudi Arabia | 11 | Canada              |
| 3 | Iran                    | 12 | Great Britain       |
| 4 | Turkey                  | 13 | France              |
| 5 | Indonesia               | 14 | Uzbekistan          |
| 6 | Bahrain                 | 15 | Kazakhstan          |
| 7 | Malaysia                | 16 | Kyrgyz Republic     |
| 8 | Oman                    | 17 | Azerbaijan          |
| 9 | Egypt                   | 18 | Republic of Belarus |



# Why do you need to participate?

The relevance of the exhibition lies in building good-neighborly, positive relations in the circumstances of the modern world, expansion of trade relations between the Russian Federation and the countries of the Organization of Islamic Cooperation, attracting investments to the halal industry markets. The mission of the international exhibition is the information coverage of development trends in the halal industry.



**It is a unique opportunity to establish new business contacts, to expand sales markets.**



**Prospects for export of manufactured products to foreign markets.**



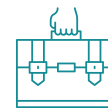
**More than 5,000 visitors: representatives of business structures and retailers.**



**It is an opportunity to present a positive image of your company on the market.**



**It is an outstanding opportunity to find manufacturers and suppliers of all necessary commodities and services.**



**It is possible for companies to come up with their proposals to government structures.**



# Key exhibition participants



# Participation conditions

1

## Registration fee

The above includes the general servicing of the exhibition, exhibitor's package with distribution materials, publication of the information on the exhibitor in the guidebook, accreditation of two representatives of the exhibitor with access to the business program of the exhibition.

**\$300**

2

**Price of  
an unequipped  
exhibition area**

**\$200 per m<sup>2</sup>**

**Price of an equipped  
exhibition area -  
Exclusive Standard**

**\$250 per m<sup>2</sup>**

**Applications for participation are expected  
till June 8, 2021**

A sample of the application and draft participation agreement are available at  
[www.kazansummit.ru/russia-halal-expo](http://www.kazansummit.ru/russia-halal-expo)



# Business areas



**Foodstuffs**



**Medicines and healthcare**



**Fashion and beauty industry**



**Tourism and hospitality industry**



**Finance and investments**



**IT for halal**



**Wholesale and retail**



**Consumer products**



**Halal Expo Market 2021** is the first halal market as a part of Halal Expo. Halal Expo Market is a place where dozens of startup brands can make a name for themselves. The platform is open for cosmetics, clothes, merchandises, and accessories. On the eve of the wonderful Month of Ramadan, it is an excellent opportunity to be a part of the big Muslim lifestyle world, where brands and consumers meet. The platform is intended both for family visits and for establishing contacts with the business circles.



**As a part of the Market**, there will be a big foodcourt, a children's playground, and a large prayer room for the visitors. The area will be divided for the modest fashion (clothes) zone and the market.

---

Price of participating in the **Market**

**Area 1 - 1.5m\*1m**  
**350 USD**

**Area 2 - 1.5m\*2m**  
**550 USD**

The participants will be provided with a table and chairs  
(1 or 2, as requested)

---

Price of participating in the **Modest Fashion**

**Area: 2m\*2m**  
**500 USD**

The participants will be provided with 2 rails  
and a chair, comfortable common fitting rooms.



## KAZAN MODEST FASHION SHOW

A joint participation in the Kazan Modest Fashion Show and the Russia Halal Expo Market will ensure a better participation effect along with the opportunity to see your brand on the show stage, where visitors can buy your products immediately.



### Price of the participation

**Participation in the show  
500 USD**

**The price includes: 5 minutes of time on the stage, 6 professional models, logo of your brand on the background screen of the Kazan Modest Fashion Show.**

### Requirements for the participant

1. Application for participation
2. A look book of your new collection
3. Information on your brand, background history
4. Web-site and pages in social networks
5. Points of contact
6. Logo in curves



## KAZAN MODEST FASHION SHOW

**July 28<sup>th</sup>, 17:00 -19:00**

**Modest Fashion Show** is a unique platform for demonstrating the most popular and demanded brands in both the Russian and foreign modest fashion markets. Thousands of visitors, dealers, buyers from various countries of the world can see in one place a beautiful performance featuring Muslim clothes, modest and stylish at the same time. This is the platform where one can make a name for oneself as a new or a consistently developing brand.



### Concept of the event



**To show the beauty and relevance of Muslim clothes**



**To draw attention of the business to the modest fashion as an investment market**



**To bring the most beautiful and popular clothes brands together on one stage, thus to showcase a very prospective market**



**Integration of more than 5,000 visitors of Russia Halal Expo at the same platform**



**Presentation of themed collections meant for Ramadan, Nikah, and wedding ceremonies**

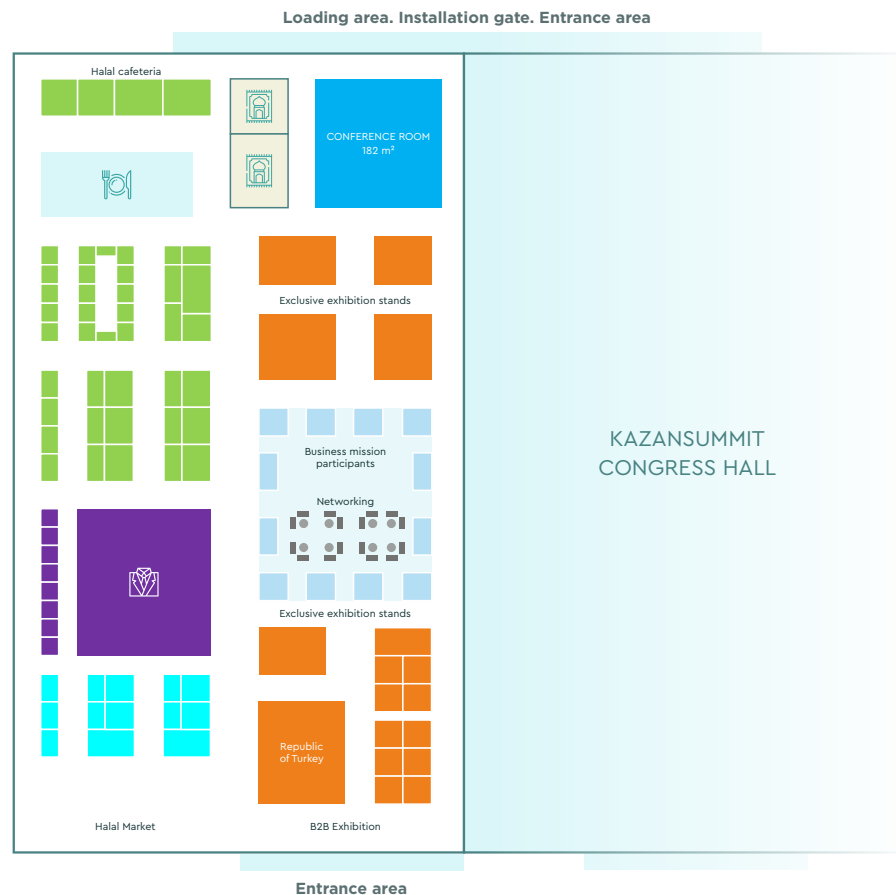


**Concentration of the most popular opinion shapers (bloggers) of the halal lifestyle broadcasting live**



# Exhibition layout

-  Foodstuffs
-  Clothes
-  Services



Prayer room



Foodcourt



Fitting rooms

## 5 000 m<sup>2</sup>

Total area



# Our partners



## Russia Today Arabic

International  
information  
partner



THOMSON  
REUTERS

## Thomson Reuters

Analytic  
partner



## RBC-Tatarstan

Strategic  
partner



## Expert Tatarstan

Publishing  
partner



## Business FM

Radio partner



# Mass media



AlHuda Centre of Islamic Banking & Economics



Halal Incorp



Maeeshat



True Banking



Ar Rus STI Group



Russian Business Guide



ITAR-TASS



Financial One



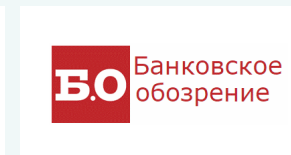
Federal Press



Venture Investor



Analytic Banking Magazine



Banking Digest



Chernovik



Business club of the Shanghai Cooperation Organization



BRICS Magazine



Tatar-Inform



TNV-Tatarstan



As Salam



# Our contacts



Phone

**8 (843) 570-40-01**



Official e-mail

halalexpo@kazansummit.ru  
info@kazansummit.ru



1 Vystavochnaya St., Bolshie Kabany Village, Laishevsky District,  
Republic of Tatarstan, Russia

**International Exhibition Center Kazan Expo**



Website

**kazansummit.com**



Our page in Facebook

**KazanSummit2021**



Our page in Instagram:

**@kazansummit**



Our page in Youtube

**@kazansummit**

# Organizers



КОМИТЕТ  
ПО СТАНДАРТУ  
ХАЛЯЛЬ  
Республики Татарстан

## Tatarstan Investment Development Agency

The Tatarstan Investment Development Agency develops, publishes, and disseminates the information on the investment attractiveness of Tatarstan, holds seminars, trainings, forums, and other events for advanced training in the investment sector, is engaged in advertising activities.

**8 (843) 570-40-01**

11 Agronomicheskaya St., Kazan,  
Republic of Tatarstan, Russia

## Halal Standard Committee of the Republic of Tatarstan

The Halal Standard Committee under the Muslim Religious Board of the Republic of Tatarstan was established in 2008. In 2009, the Committee, in association with the Republican Special Metrological Center "Test-Tatarstan", developed and registered with the ROSSTANDARD the "System for Voluntary Certification of Products and Services for Compliance with Islamic Canons — Halal System (Halal)".

**8 (843) 292-20-08**

3 Tukay St., Kazan,  
Republic of Tatarstan, Russia



# 12.KAZANSUMMIT & 4. RUSSIA HALAL EXPO

## 28-30 Temmuz 2021, Kazan Expo Fuar Alanı, Tataristan

### ETKİNLİK HAKKINDA

Uluslararası Ekonomi Zirvesi "Rusya-İslam Dünyası: Kazan Summit" 2009 yılından itibaren her yıl düzenli olarak Tataristan Cumhuriyeti Cumhurbaşkanlığı himayelerinde, Rusya Federasyon Konseyi'nin destekleri ile gerçekleşmektedir. Rusya ile İslam İşbirliği Teşkilatı (İİT) üyesi ülkelerden katılımlarla Tataristan başkenti Kazan'da düzenlenen zirvede Rusya'nın en büyük helal fuarı olan Russia Halal Expo'da 4. kez kapılarını açmaya hazırlanıyor. Rusya ve İİT üyesi ülkeler arasındaki ticari-ekonomik, bilimsel-teknolojik, sosyal ve kültürel ilişkileri geliştirmek için kurgulanan fuar Rus ve uluslararası tedarikçiler ve alıcılar için en prestijli buluşma noktasıdır.



### TÜRKİYE MİLLİ KATILIM FUARI



**Net Stand Alanı**  
5.000 m<sup>2</sup>



**Ziyaretçi Sayısı**  
5000+



**Katılımcı Sayısı**  
100+



**Katılımcı Ülke Sayısı**  
17+

### KATILIMCI PROFİLİ



Yiyecek & İçecek  
Gıda İşleme & Paketleme  
HORECA  
Organik Ürünler  
Geleneksel Ürünler



Kozmetik  
Kişisel Bakım  
Eczacı Ürünleri



İslami Finans  
Medya



Yapı İnşaat  
Devlet İhaleleri  
Belediyeler  
Helal Belgelendirme  
Sivil Toplum Kuruluşları  
Alt Yapı Hizmetleri



Toptan ve Perakende Ticaret  
Helal Turizm ve Konaklama  
Alıcılar ve Bayiler



Tekstil  
&  
Muhafazakar Giyim  
Olanak Ürünler  
Kültürel Giyim  
Hediyelik Eşya

### KATILIMCI ÜLKELER



Birleşik Arap  
Emirlikleri



İran



Belarus



Bahreyn



Malezya



Mısır



Kanada



Fransa



Kazakistan



Kırgızistan



Azerbaycan



Türkiye



Endonezya



Umman



Güney Kore



Birleşik Krallık



Özbekistan