



# POST SHOW REPORT 2021

# HALAL EXPO NIGERIA 2021

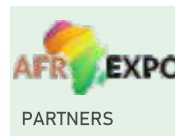
ABUJA TRADE & CONVENTION CENTRE



MAIN ORGANISER



CO-ORGANISER




THEME:

Understanding the  
Nigeria Halal Market

14th-16th  
SEPTEMBER  
2021

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+23481 31259 577

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 <https://eventstrail.com/halalexpo2021>

# ABOUT EXHIBITION



We would like to extend our thanks to all those who exhibited, visited and supported this year's successful show. Nigeria's premier event for the Halal industries has been deemed a great success by all visitors, exhibitors, partners and leading trade associations.

The 2021 event attracted **54 exhibitors**, representing companies from **18 countries**, as well as more than **3200 visitors** throughout the World:  
**Belarus, Belgium, Egypt, Germany, Ghana, India, Japan, Netherlands, Nigeria, South Korea, Tunisia, Turkey, Indonesia, Malaysia, Taiwan, United Kingdom, United States**

Nigeria International Halal Expo aims to provide a unique platform for local and international manufactures to shape the future of the Halal industry in Nigeria.

you are welcome to

# ATTRACTING THOUSANDS OF PROFESSIONALS



**54**

International  
Participants



**18**

Exhibiting  
Countries



**3200+**

Professional  
Visitors



Belarus, Belgium, China,  
Egypt, France, Germany,  
Ghana, India, Italy, Japan,  
Netherlands, Nigeria, Poland,  
South Korea, Tunisia,  
Turkey, United Kingdom,  
United States

# 54 EXHIBITING COMPANIES FROM



## EXHIBITORS INCLUDED

 *Nigerian Supreme Council for Islamic Affairs (NSCIA)*

# COMMUNICATION HIGHLIGHTS



**50.000**  
flier & VIP  
invitations were  
distributed



**98**  
adverts placed in  
local & international  
trade websites



promotional  
radio adverts were  
aired in Nigeria  
**NIGERIA INFO  
VISION FM,  
FREEDOM FM,  
LIBERTY FM**



newspaper  
adverts placed in  
leading publications  
across region  
**GUARDIAN  
DAILY  
TRUST**



over  
**185.000**  
impressions  
served via online  
adverts.



e mail  
campaigns  
sent to over  
**700.000**  
contacts  
globally



**370**  
updates posted  
on social media  
channels before  
the show



**2 month**  
spent reaching  
more than 4650  
professionals  
by phone



SMS campaigns  
sent to over  
**80.000**  
people



**2 month**  
of outdoor  
advertising  
in Lagos, Abuja  
and Kaduna



**320**  
B2B Meeting  
arrangements  
to be held

MORE THAN **70 MEDIA PARTNERS** PROMOTED  
THE EVENT THROUGH PRINT,  
ONLINE, AND SOCIAL MEDIA CHANNELS.

# TESTIMONIALS



“

The just concluded international Halal Expo Nigeria has shown lots of potentials and I will invite the Malaysian companies to attend the Next Edition in 2022

The trade commissioner Malaysia  
Trade office, Lagos. MR. MAIDIN KHAIRY

”

“

I ( Syed Waqar Ahmad as a Director General of Jarvis Eurasia) on behalf of Jarvis USA want to thank you for organising the first ever Halal expo on Nigerian and Western African soil.

This has indeed open a wide range of opportunities for the people of Nigeria.

Jarvis has got a lot inquiries regarding the tools and new projects.

This business propositions are very nice and promising.

We are looking forward to come next year as well.

Wish you All the best !

Thanks and Best Regards  
S. WAQAR AHMAD JARVIS

”



You are welcome to

# THANKS TO OUR SUPPORTERS & PARTNERS

## Supporters



# EXHIBITION PHOTOS





INDONESIA TRADE PROMOTION CENTRE

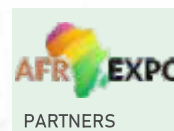
THEME:  
STRENGTHENING THE  
NIGERIA HALAL  
ECO-SYSTEM

14th-16th  
SEPTEMBER  
2022

ABUJA TRADE AND  
CONVENTION CENTRE

# HALAL EXPO NIGERIA 2022

START YOUR PLANING TODAY!  
**SAVE THE DATE**



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