



*Under the slogan:
For Halal, East and West meet in Bosnia*

CEO MESSAGE

“Bosnia has all the human, natural and other components to be the perfect venue for hosting international events that connect East and West. Halal trading companies can gain significant benefits by accessing the promising markets of the Balkans and the wider European region through their participation in the **International Exhibition Halal Expo in Bosnia and Herzegovina**”



We are honored to be in Sarajevo, a city of rich culture and historical legacy, celebrating shared values and recognizing the achievements of the global halal industry. We sincerely appreciate the **Halal Expo Sarajevo** for bringing stakeholders together through this important platform, and we extend our appreciation to the organizer for his commitment and efforts in making this event possible.



H.E. Ihsan Övüt, secretary-general of **SMIIC - OIC**

“**Halal Expo Sarajevo** is significant in our time and in this place through its commitment to halal products and services. Throughout its history, Sarajevo has always been a place of encounter, cooperation, and hospitality, which is once again confirmed through this fair. This fair is closely connected to the **Islamic Community in Bosnia and Herzegovina**, because halal is primarily a religious matter and lies at the very core of our mission. Organizing such fairs is one of the ways to enable believers to live in accordance with their beliefs and conscience, which is why we welcome and value them.”



Dr. Ahmed Ef. Purdić, representative of the Grand Mufti of Bosnia and Herzegovina

ABOUT THE EXHIBITION

Halal Expo Sarajevo is a major international event taking place in Bosnia and Herzegovina.

This exhibition is part of the major event “**Halal Days in Bosnia**”, which includes various cultural, artistic and economic activities aimed at promoting the “halal culture” among the Muslims of Bosnia and Herzegovina, who represent the majority of the population of this, geographically and historically, uniquely positioned country.

The exhibition offers a great opportunity for companies and investors from the East and the West to showcase their halal products and services while creating valuable networking opportunities with potential partners and clients.

Halal Expo Sarajevo 2025 is focusing on 3 sectors: 1. Food and beverages, 2. Cosmetics and health care, 3. Tourism.



THE ADRIA REGION

To maximize the benefits for participants, the event will bring together businesses and stakeholders from Bosnia and Herzegovina as well as all countries in the Adria Region. Below is an overview of this important region.

The term Adria Region is commonly used in business contexts to refer to the countries of the southwestern Balkans, including Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia and Slovenia.

Some of these countries are European Union members, while others are in the process of joining (Albania is excluded here due to its unique context).

The Adria Region is home to around **21 million** people, has a combined GDP exceeding **€220 billion** annually and attracts approximately **48 million** tourists each year.

Centrally located within the region, Bosnia and Herzegovina enjoys a strategic position and most residents of these countries are familiar with the Bosnian language.



THE IMPORTANCE OF BOSNIA AND HERZEGOVINA

There is no country in the world like Bosnia, it is truly unique in its character.

Historically and geographically, Bosnia is a part of Europe, and Bosnian Muslims (Bosniaks) are an authentic and integral part of the European social fabric—not immigrants nor newcomers.

Although Muslims (Bosniaks) constitute the majority of the population, Bosnia also has a significant population of Orthodox and Catholic Christians, as well as a small Jewish community.

Given this, Bosnia is qualified to be a natural center and reference point for Muslims in Europe.



Furthermore, Bosnia has all the potential to become as the natural gateway for the Muslim world into Europe and a bridge connecting Europe to the Muslim World. In the business world, Bosnia is an ideal venue for hosting international events that bring together businesses and stakeholders from East and West.



Halal Expo Sarajevo represents a step forward in this direction, inviting collaboration to build strategic partnerships to promote halal culture among Muslims in Bosnia and the entire Adria Region, and improve the Halal industry throughout Europe.

THE FOOD MARKET IN THE ADRIA REGION

The food market in the Adria region demonstrates considerable growth potential, offering diverse investment and development opportunities across various sectors of the food industry.

According to official statistics, the total food market in the Adria region is valued at approximately **€15 billion**, with imports accounting for a significant portion. Annual food imports exceed **€10 billion**, with a substantial share coming from the European Union and neighboring countries.



THE HALAL MARKET IN THE ADRIA REGION

Despite the large size of the food market and the presence of over 6 million Muslims in the Adria region - who play influential roles in political, cultural and economic spheres, especially in Bosnia, Kosovo and North Macedonia - the halal market remains underdeveloped.

Key challenges:

1. A limited supply of halal products and services.
2. Insufficient awareness among regional Muslims about halal standards.

However, the halal market has experienced significant growth in recent years, driven by several factors.



Key growth drivers:

1. Increasing religious awareness, resulting in a higher demand for halal products.
2. Growth in tourism from Muslim countries, especially the GCC countries, to the countries of the region, especially Bosnia, Montenegro and Serbia, where tourists demand halal-certified food in restaurants and markets.
3. Food and beverage companies in the region are increasingly seeking to export their products to Muslim countries that require products to be halal certified.



These trends position the Adria region as a promising market for international companies specializing in halal products, especially in the food and cosmetic sectors.

WHY BOSNIA IS THE PERFECT VENUE TO HOST THE INTERNATIONAL EXHIBITION “HALAL EXPO”?

Besides to all the above-mentioned strategic geographical location within Adria region, there are other factors that make Bosnia the perfect place for international companies working in the field of halal industry, not only to market their products and increase sales, but also to think strategically about investing and opening branches of their factories here.

Key factors:

1. Bosnia’s proximity to the European Union.
2. Huge export advantages to EU for Bosnian companies because of the trade agreements signed between Bosnia and EU.

Moreover, Bosnia offers numerous advantages to foreign investors, including:

1. Ease of establishing companies for foreign entrepreneurs.
2. The opportunity to hire foreign workers.
3. Affordable rates for skilled Bosnian labor.
4. Low electricity costs, which are beneficial for factory operations.



In addition to these advantages, Bosnia also provides several benefits that make it particularly attractive to investors from Arab and Muslim countries, such as:

1. The cost of living is significantly lower compared to other European countries.
2. Bosnians are known for their kindness and hospitality, especially to ward people from Muslim countries.
3. Mosques are widespread across the country, Azan is heard five times a day, and women wearing the hijab is common practice in Bosnian society.
4. There are primary and secondary schools that offer education in English, and some provide instruction in Arabic language.

Additionally, there are many Islamic religious schools that teach religious subjects alongside other academic disciplines.



HISTORY OF THE HALAL SECTOR IN BOSNIA

- The development of the halal sector in Bosnia and Herzegovina began in 2006 when the Islamic Community in Bosnia and Herzegovina established the Agency for Halal Quality Certification in Tuzla. Its mandate was to issue halal certificates to companies operating in accordance with Islamic regulations.
- In 2012, Bosnia and Herzegovina hosted its first events dedicated to the halal industry, followed by the first halal exhibition held in 2013. Over time, these initiatives grew into a stable platform that brings together producers, investors, and key institutions from different countries.
- In 2025, Rekaz d.o.o. Sarajevo signed a cooperation agreement with the Agency for Halal Quality Certification of the Islamic Community in Bosnia and Herzegovina, officially taking over the organization of the halal exhibition under a new brand: **Halal Expo Sarajevo 2025**.



HALAL EXPO 2025 KEY ACHIEVEMENTS

Halal Expo 2025 delivered strong, measurable results and confirmed its role as a central gathering point for the halal industry in BH and the region.

INTERNATIONAL PARTNERS

Halal Expo organized in cooperation with:



OUR SPONSORS – OUR PRIDE

STRATEGIC PARTNERS



GOLDEN



SILVER



OFFICIAL COLLABORATORS



OFFICIAL DRINK



OFFICIAL HOTEL



MEDIA PARTNER

GUEST OF HONOR

Embassy of the State of Palestine in BiH



UDRUŽENJE
PALESTINSKA ZAJEDNICA U BIH



الجمالية الفلسطينية في البوسنة والهرسك

TABACI 2, SARAJEVO

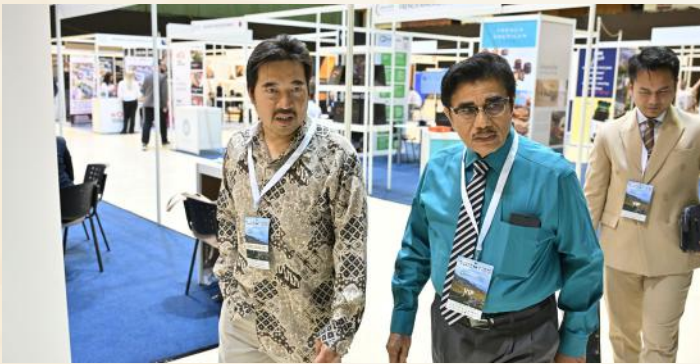
HIGH-LEVEL INTERNATIONAL PARTICIPATION

The Exhibition welcomed official and diplomatic delegations from Muslim countries and major international bodies, including:



INDONESIA

H.E. Manahan MP Sitompul,
the **ambassador of Indonesia** to Bosnia and Herzegovina,
and a senior delegation from the Ministry of Foreign Affairs.



A distinguished participation by the delegation of the Halal Lifestyle Center, led by **Prof. Dr. Sapta Nirwandar**, the Chairman.



MALAYSIA

H.E. Mrs. Sharifah Shakila binti Syed Mustafa,
the acting head of the **Malaysian Embassy** in Bosnia
and Herzegovina.



PALESTINE

H.E. Rezeq Namoura,

Ambassador of the State of Palestine to Bosnia and Herzegovina, and the Embassy of Palestine, which had its own pavilion. The Palestinian community was also present, led by its President, Dr. Majed Ma'ruf.



SAUDI ARABIA

Mrs. Manal Al-Madani,
a representative of Halal Center, Saudi Food &
Drug Authority.



ALGERIA

H.E. Mohammed Meraimi,
the ambassador of Algeria to Bosnia and
Herzegovina.



QATAR

H.E. Meshaal bin Ali Al-Attiyah,
the **ambassador of Qatar** to Bosnia and Herzegovina.



KUWAIT

H.E. Salah Al-Bannai,
the **ambassador of Kuwait to Bosnia and Herzegovina.**



H.E. İhsan Övüt,

Secretary-General of **SMIIC**, and delegation from the Islamic Chamber of Commerce and Industry (**ICCI**).



SUPPORT FOR SOCIAL ENTERPRISES

In cooperation with the Federal Ministry of Labour and Social Policy, dedicated exhibition areas were allocated to social enterprises. This initiative reinforced the Exhibition's commitment to supporting employment and integrating vulnerable groups into the halal economy.



CULTURAL AND ARTISTIC PROGRAM

Alongside business activities, Halal Expo 2025 included a rich cultural and artistic component celebrating Islamic art and the heritage of Bosnia and Herzegovina:

- A calligraphy exhibition featuring Bosnian artists
- A hands-on workshop teaching the fundamentals of calligraphy
- Promotion of new publications on Islamic culture and thought
- Official announcement of the establishment of the Museum of Islamic Art under the Islamic Community in Bosnia and Herzegovina



OUR OBJECTIVES WERE SUCCESSFULLY ACHIEVED

1. Promotion of Bosnian Products and Global Market Access

The Exhibition attracted buyers from Saudi Arabia, Qatar, Jordan, UAE, Pakistan, Malaysia, and the UK, demonstrating significant interest in halal products from Bosnia and Herzegovina. Future editions will further strengthen this segment by increasing the participation of domestic halal-certified producers.



OUR OBJECTIVES WERE SUCCESSFULLY ACHIEVED

2. Attraction of Foreign Direct Investment

Strong interest came from companies in Southeast Asia, particularly from Indonesia, Singapore, and Malaysia.

Singapore participated for the first time in Bosnia and Herzegovina with six companies—three of which expressed interest in entering the Bosnian and regional markets. Communication regarding concrete cooperation is ongoing.



OUR OBJECTIVES WERE SUCCESSFULLY ACHIEVED

3. Promotion of Halal Tourism in Bosnia and Herzegovina

Bosnian tourism companies presented their halal tourism offerings to potential clients from the Middle East and Southeast Asia.

A significant follow-up step is the meeting organized by the Embassy of Malaysia in November 2025, bringing both sides together to define a practical cooperation mechanism.



IMPACT IN NUMBERS

60+ exhibitors from 20+ countries, including Europe, the Middle East, and Southeast Asia



1,000+ visitors from Bosnia and abroad



BROAD MEDIA COVERAGE

Halal Expo 2025 attracted extensive media attention domestically and internationally, with broad coverage across television, print, and online platforms. The official media partner was the Media Center of the Islamic Community in Bosnia and Herzegovina, which provided continuous and professional promotional support.



MAIN SECTORS

1. Food & Beverages
2. Cosmetics & Personal Care
3. Tourism & Hospitality
4. Technology & Digital Solutions Supporting the Halal Industry
5. Packaging & Logistics

FOR MORE INFORMATION FEEL FREE TO CONTACT US:



The image shows a contact information card for Halal Expo Sarajevo. The card is split into two sections: a white section on the left and a dark green section on the right. The white section contains the Halal Expo logo, which consists of a gold crescent moon and the word 'HALAL' in gold Arabic calligraphy, followed by 'HALAL EXPO' in green capital letters. Below the logo is the tagline 'Connecting markets of East and West'. The dark green section contains the name 'Mohammed Sherbi' in white, followed by his title 'Chief Executive Officer'. Below this are four contact options: a WhatsApp icon with the number '+3876 220 0 220', a globe icon with the website 'www.halalexposarajevo.com', an envelope icon with the email 'info@halalexposarajevo.com', and a location pin icon with 'Bosnia and Herzegovina'.

 **HALAL EXPO**
Connecting markets of East and West

Mohammed Sherbi
Chief Executive Officer

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 Bosnia and Herzegovina

See you at
HALAL EXPO 2026

Bosnia and Herzegovina

24 - 27 June 2026.

SAVE THE DATE!

