



## HALAL: The rise and rise of consumer power

- Would you know why Rotterdam is the Halal gateway for export to Europe?
- Do you know when a bank can be called “Halal”?
- Why is Halal marketing and being Halal certified important for your business in South East Asia?

The total assets of Halal products across the world has been estimated around US\$951 billion at the end of 2008, a major increase from US\$150 billion in the mid 1990s. The Halal market has grown from food to areas like logistics, cosmetics and fashion. Although its meaning is often narrowed down for food and meat products, it applies to all spheres including cloth, finance, personal care, and many more.

Join us as we discuss how business can be more adoptive of Halal standards. Among our guest speakers, we also welcome Mr. KC Chong, For Office of Counsellor, Economic Affairs, Agriculture and Innovation Indonesia, Malaysia and Singapore, Embassy of The Kingdom of The Netherlands.

A Halal breakfast will be served.

**Tuesday, 28th February 2012, 8:30am - 10am**

ESSEC Business School, 100 Victoria Street, National Library Board, Singapore 188064

**Register by contacting [singapore@italchamber.org.sg](mailto:singapore@italchamber.org.sg).**

**S\$35 for EuroCham, BLBG, DutchCham and ICCS members**

**S\$45 for non-members**

**Organized By: Eurocham, ICCS, BLBG, Dutcham**

**In collaboration with: ESSEC Business School**

