HALAL EXPO PHILIPPINES
EXHIBITION & CONFERENCE

13-15 NOV 2025

WORLD TRADE CENTER METRO MANILA HALL A

YOUR GATEWAY TO THE FAST-GROWING HALAL INDUSTRY IN THE ASEAN REGION

POST SHOW REPORT 2025

ORGANIZED BY

GRACE EXPOSITION INTERNATIONAL
Event Organizing Services

THEEXPOHUT
Total Marketing Solutions
A division of: Deeb Global Marketing Inc.

halalexpophilippines.com

HALAL EXPO PHILIPPINES 2025

Concluded with exceptional success, bringing together halal industry leaders, businesses, innovators, and consumers for three impactful days of networking, learning, and collaboration.

Held on November 13–15, 2025 at the World Trade Center, Metro Manila, this year's edition delivered record participation and strengthened the Philippines' position as a growing hub for halal trade and lifestyle.

With over 107 halal brands and 6,382 attendees, the expo became a dynamic platform for collaboration, trade, and market growth—showcasing the rising opportunities in the halal industry.

Show Highlights

EXHIBITS

Promote products and connect with businesses and consumers worldwide.

CONFERENCE

A hub for industry leaders to discuss trends, insights, and innovation.

COOKING DEMO

Renowned chefs offer interactive culinary insights and tastings of diverse Halal cuisines.

FASHION SHOW

Discover the current and upcoming halal fashion trends both from the local and international market.

WORKSHOP

Workshop to explore Halal certification, market trends, and growth opportunities for your business.

Top Line Figures for the 2025 Edition

6,382
Professional attendees and industry buyers

2
Number of show editions to date

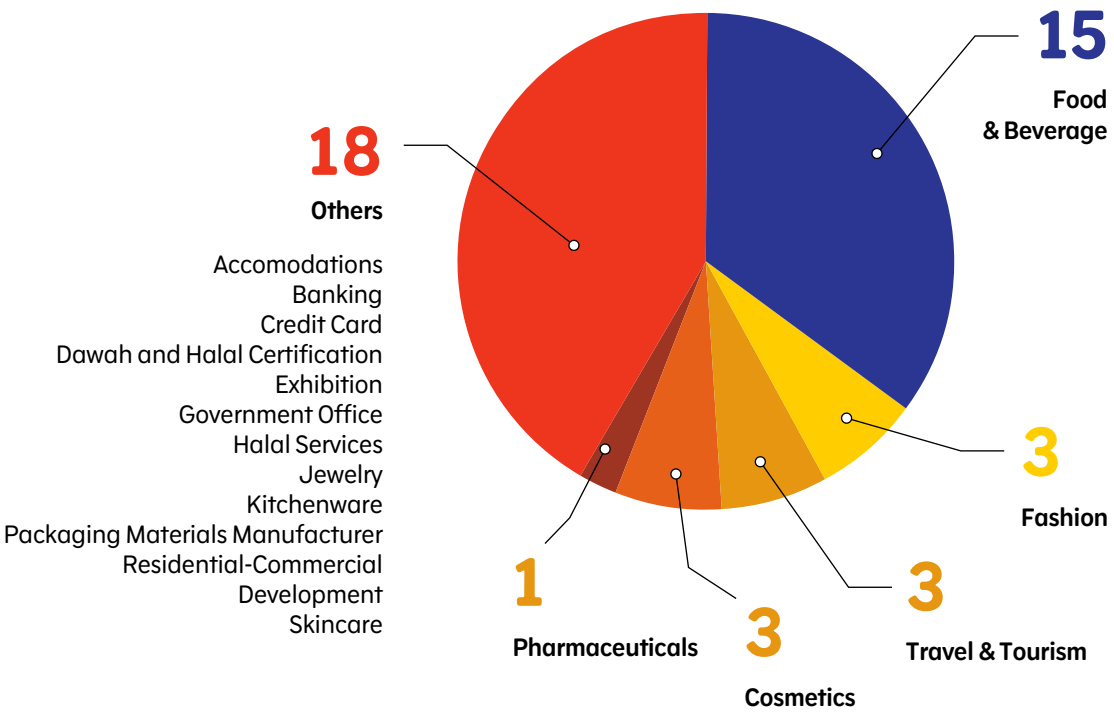
107
Participating companies

20
On-site conference sessions & live demonstrations

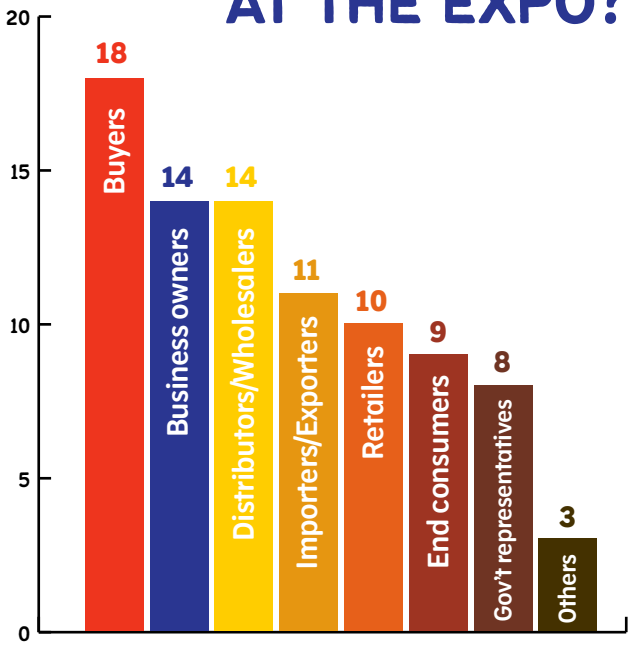
HEP Sales Generated:
₱43 Million
Based on actual and projected sales

EXHIBITOR

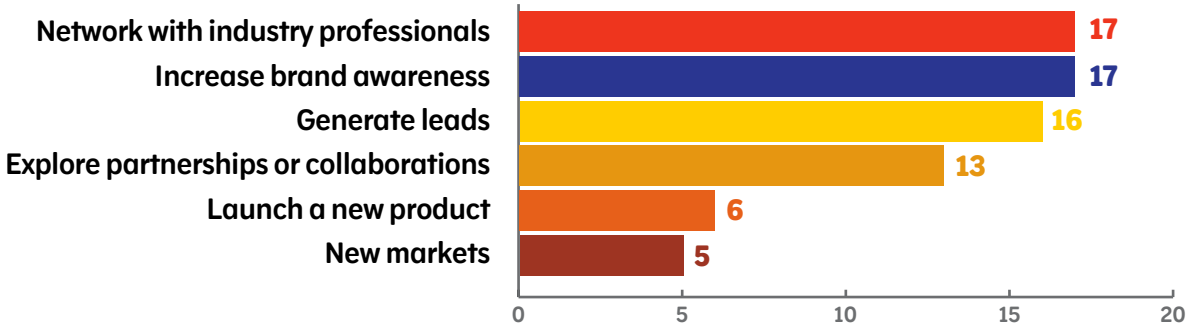
Industry Category



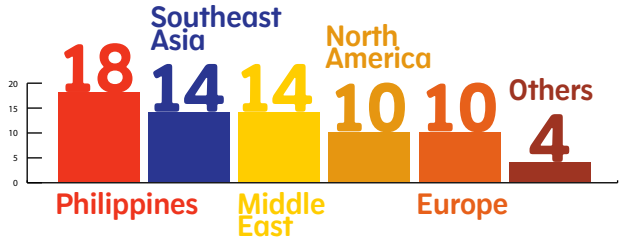
What is your primary audience at the expo?



What are your primary goals for exhibiting at HEP?



Which Geographic Regions are you Targeting for Business Expansion?

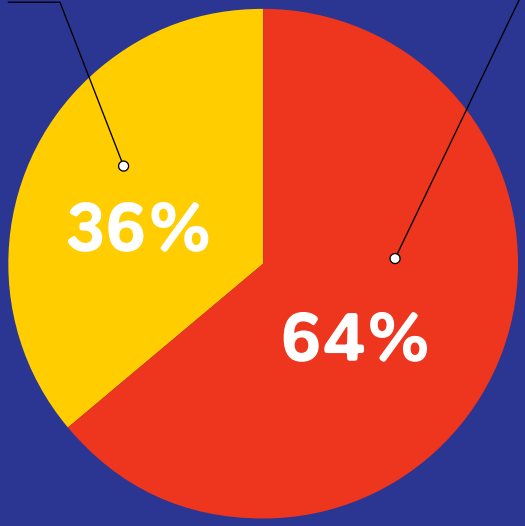


How Many Visited?

6,382

2,872
Public attendees

3,510
Professional and Trade Buyers



TESTIMONIALS

"This was our 2nd time participating in Halal Expo Philippines. As usual, I found the expo to be well organized and the quality of attendees perfectly fit our target market. I hope to continue to see our business grow with the help of Halal Expo Philippines team."

Alex M. Sultan, PhD.

President / CEO
HICCIP

"It's always a pleasure and I'm very happy to see other businesses getting their exposure. And I'm very happy that Halal Expo is providing a platform for us Muslims, right? We are the very first subdivision that offers 100% Sharia-compliant financing and development."

Queenie Padilla

Marketing Director
Ver Dev't
Corporation

"I represent the Department of Agriculture under the Halal Food Industry Development Program, bringing together halal agricultural producers—from meat and plant-based suppliers to other certified products. This is our second year participating, after a positive first experience. We returned because we see strong opportunities for our producers and encouraging feedback from exhibitors. While challenges remain, what truly matters is the growing enthusiasm of halal pioneers and stakeholders. It's inspiring to see different sectors united in expanding the halal industry. As a halal consumer myself, this advocacy is meaningful, and I hope more Filipinos appreciate its value. We look forward to continuing this journey and joining again next year."

Soghra Mahbouby Pirdehy

Project Development Officer
Halal Food Industry Development Program of the Department of Agriculture

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High-Level Participation:

Government Diplomats, and Industry Leaders

The 2025 edition drew strong interest from government officials, diplomats, and key policymakers. Among the distinguished guests was **Senator Robin Padilla**, whose presence highlighted the government's commitment to advancing the halal landscape and supporting a comprehensive national halal development strategy.

Diplomatic missions and international representatives were also actively engaged, exploring partnership opportunities, trade collaborations, and wider cross-border cooperation.

Strong Market Engagement:

Local & International Buyers

The expo attracted a diverse audience of buyers, traders, distributors, retailers, food service operators, industry professionals, and investors from various regions of the Philippines and abroad.

Breakdown of the 6,382 Attendees:

74%
Local Buyers

12%
International Buyers

14%
Others (Industry Visitors, Consumers, Institutions)

This distribution reflects robust domestic demand and growing international interest in the Philippine halal market.

MARKETING CAMPAIGN

Overview

118
Social Media Posts
18 stories, 5 reels and 5 videos

13,800
Impressions
11.6K reach, 3.18K visits and 5.3% followers increase

2,092
Impressions
1,350 clicks, 255 reactions, and 25% increase in reposts

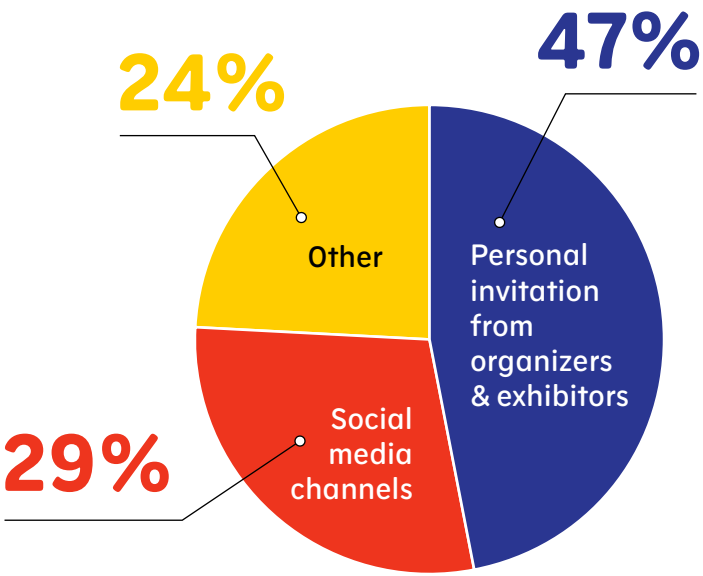
32,348
Website total page views

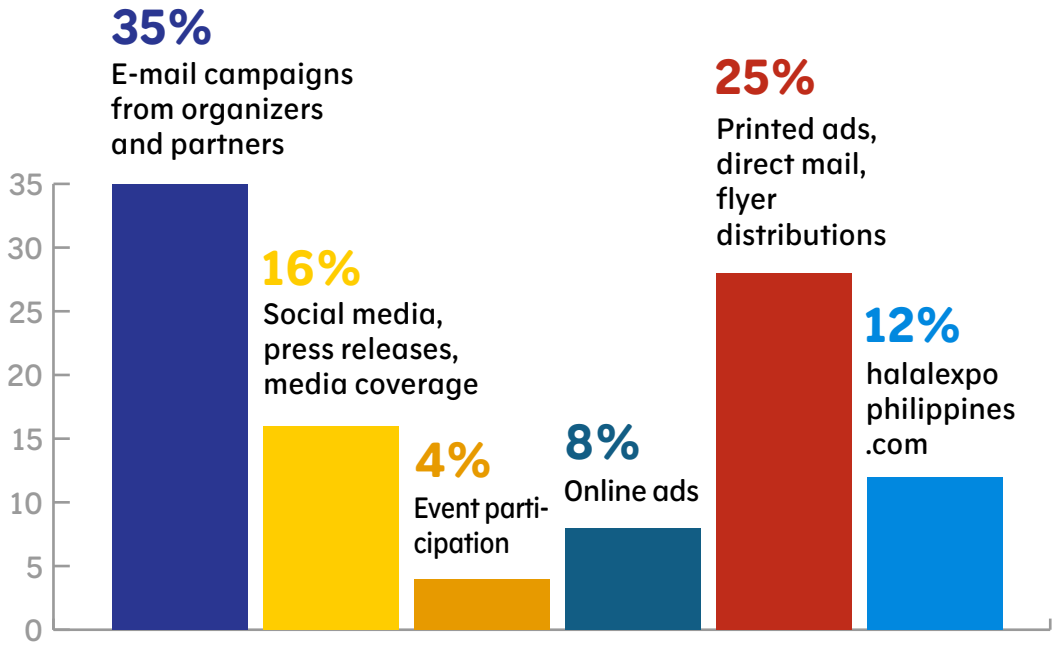
6
Media Partnerships

38
Email campaigns sent out

12
Press Releases

How did you hear about HEP?





A Platform for New Halal Brands & Certified Products

More than 107 halal brands participated—ranging from established names to new companies entering the halal space for the first time with their freshly certified products. Exhibitors showcased an impressive array of high-quality and innovative halal-certified items across food, beverage, health, wellness, cosmetics, personal care, and lifestyle categories.

The surge of new brands embracing halal certification reinforces the Philippines as an ideal environment to incubate, develop, and scale halal options, driven by rising local awareness and expanding regional demand.

International Growth & Expanding Influence

The first edition set the stage for even greater expansion. Halal Expo Philippines is already poised for significant growth, supported by stronger partnerships with local and international organizations from seven different countries.

The next edition will introduce an expanded conference program featuring renowned halal industry experts from both the Philippine market and the global halal community. This will further raise the expo's value as a comprehensive platform for knowledge-sharing, industry development, and international collaboration.

Conclusion

The 2025 edition of Halal Expo Philippines delivered an impactful and highly successful gathering—uniting government agencies, foreign embassies, industry leaders, global buyers, and established as well as emerging halal brands. This year's event strengthened the Philippines' position as a rising player in the global halal landscape.

The outcomes of this year's edition clearly show that:

- The Philippines is emerging as a strategic halal hub in ASEAN.
- Local demand for halal-certified products is steadily rising.
- Global buyers see strong potential in Philippine-made halal goods.
- Government–private sector collaboration is accelerating halal industry growth.

Growing participation and global support are positioning **Halal Expo Philippines** as a key Southeast Asian halal platform. This year's success sets the stage for an even stronger, more connected edition ahead.

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A division of: **Deeb Global Marketing Inc.**

Contact us:

Grace Aguilar
Show Director

grace.aguilar@expohut.ca
+63 996 073 2151
+63 945 149 6099

Yiling Zhang
Project Manager - Canada

yiling.zhang@expohut.ca
+1 (647) 248 6616

Nasser Deeb
Consultant

nasser.deeb@expohut.ca
+1 647 219 6331 (Canada)
+63 945 149 6099 (Philippines)

Chloe Cervantes
Project Manager - Philippines

chloe.cervantes@expohut.com
+63 966 073 2151

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ASEAN Region Office:

UB- 111 Paseo de Roxas Building, Legaspi Village
Makati City 1229, Philippines
+63 966 073 2151 | +63 917 308 3914
info@halalexpophilippines.com

North America Office:

1310 Dundas St. East, Office No. 225 Mississauga, ON L4Y2C1, Canada
+1 905 232 6331 (main) +1 905 232 6332 (direct)
+1 647 219 6331 (mobile)
nasser.deeb@expohut.ca