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Premiere at Anuga 2025: 1st Anuga Halal Forum organised by ICHS brings global market and expertise together

Anuga and ICHS bundle their forces +++ Focus on halal markets and international business opportunities +++ Target groups are among others manufacturers, dealers, investors and authorities +++ Keynotes, panels and masterclasses on the agenda

Anuga, the biggest and leading global trade fair for the food and beverage industry, and the Islamic Chamber Halal Services (ICHS), a global halal catalyst, are bundling their forces: Together they are initiating a new conference format for halal-related business themes. The partnership not only underlines the joint commitment for future markets, but at the same time also strengthens the role of Anuga as an international platform for knowledge, exchange and innovation within the global food industry.

In the scope of this cooperation, the first Anuga Halal Forum will take place for the first time at Anuga 2025. The forum offers a thematically focused platform for knowledge transfer, an industry exchange and the development of new business potential regarding the theme of halal. It addresses a broad trade audience, including the manufacturers and exporters of halal food, international importers and retailers, investors and trading agencies as well as certification bodies, regulatory authorities and government delegations from the global halal ecosystem.

Visitors of Anuga can participate in the first Anuga Halal Forum free of charge. It will soon be possible to apply via the [website of ICHS](#). The conference entitled "Halal Food: A Global Gateway To Growth" is scheduled to take place on 6 October 2025 from 10:20 a.m. to 4:25 p.m. in the Congress-Centrum Nord, Konrad Adenauer Saal. The high-quality agenda comprises of keynotes, panel discussions, masterclasses and a leaders talk.

"The Anuga Halal Forum is a logical and at the same time particularly valuable enhancement to our programme," said Jan Philipp Hartmann, Director Anuga. "As the leading global trade fair, we see ourselves as a community platform and knowledge leader of the international food industry. In this role we offer an orientation for key themes that are moving the markets - and these definitely include the theme halal. For our visitors it is the unique opportunity to gain insights, build networks and tap into new business potential."

"The launch of the 1st Anuga Halal Forum marks a significant step in reinforcing the role of halal within the global food industry. This partnership between two highly specialised entities – Anuga and ICHS – represents more than a collaboration; it is a



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www.anuga.com

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shared commitment to building a global halal ecosystem rooted in trust, innovation, and opportunity. Together, we are not just organising a forum – we are shaping the future of the halal trade and leadership on the world stage," said H.E. Mr. Yousef Hassan Khalawi, Secretary General, Islamic Chamber of Commerce and Development.

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Halal innovation driver: Regional dynamics meets global business opportunities

Anuga Knowledge Partner Innova Market Insights also shows how dynamically the halal segment is developing: According to this, Asia accounted for over 55% of all product innovations with halal claims in 2024, followed by Africa with 21%. The number of corresponding new product launches increased by around 10% over the last five years. The categories bakery products (15%), sauces & spices (13%), snacks (11%) and dairy products (9%) showed particularly strong growth. Sub-categories like sweets and poultry even recorded an average annual growth rate of up to 17% between 2020 and 2024.

The new conference format means that Anuga and the ICHS are making a sustainable contribution to the professionalisation and further development of this significant market segment. Companies profit from concrete impulses, the best practice examples of established players as well as practical tools for the development of successful halal business models.

About Islamic Chamber Halal Services (ICHS)

The Islamic Chamber Halal Services (ICHS) is the executive arm of the Islamic Chamber of Commerce & Development (ICCD) and asserts itself for the development of a high-quality, trustworthy and networked global halal market. Thanks to its comprehensive range of services, optimised certification processes, digital platforms, international B2B events and strategic consulting, the ICHS promotes a global halal ecosystem that corresponds with the highest standards of authenticity and compliance.

The key initiatives of the ICHS include among others the Makkah Halal Forum (MHF) - a pioneering, three-day event that sets new benchmarks in the section of halal events. Here, halal service providers and manufacturers from all over the globe meet up. The programme comprises of workshops, keynotes, discussion panels, live cooking demonstrations as well as manifold networking formats for cross-sector cooperations.

Further information at [1. Anuga Halal Forum - Internationale Plattform für Halal Food | Anuga](#)

Koelnmesse - worldwide trade fairs for the food industry and food production:

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM, and ProSweets Cologne, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including

Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production. Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

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The next events:

Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 20.08. - 22.08.2025

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2025

Anuga - The leading trade fair for the global food industry, Cologne 04.10. - 08.10.2025

Note for editorial offices:

Anuga photos are available on the Internet at <https://www.anuga.com/press/multimedia/image-database/>.

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