



**The Center of Standardization
and Certification of Consistency
"Halal" of Russian Muftis Council**

The system of voluntary certification "Halal" was created by Centralized Muslim religious Organization and represents the single for the Muslims of Russia certification standard "Halal", the single quality mark of Russian halal productions.

The system was registered in the Federal agency for Technical Regulation and Metrology, integrated in a unified register system of voluntary certification (№ РОСС RU.K560.04PX00, 02.03.2009)

The standard was worked out by group of scientists and specialists of Russian Muftis Council. Regulation on industrial organization, trade, verification on production and produce trading, allowed for use in food to Muslims- "Halal-ПНТ-СМР", second edition, was brought into action on December 29, 2004 after being considered by the Ministry of Agriculture, Federal Antimonopoly Service, Federal Supervision Agency for Customer Protection and Human Welfare, All-Russia scientific research institute of meat industry, All-Russia scientific research institute of poultry-processing industry, the heads of Muslim religious boards, including in the structure of Russian Muftis Council.

The text of "Regulation" is available on the official website of Centre for Standardization and Certification "Halal" (www.halalnur.ru), in shops and mosques kiosks.

Additionally used are the OIC (Organization of Islamic Conference) "Halal" standard, developed in Malaysia - MS 1500:2004 (Halal food-Production, preparation, handing and storage-General guidelines), a set of international standards for food products by the Codex Alimentarius , state regulations and standards for food products, as well as a number of federal laws of the Russian Federation. Products certified by the Council of muftis of Russia, are exported to Muslim countries and are recognized by foreign businessmen since 2004. Russian manufacturers of products certified "halal" are permanent participants of Russian and foreign specialized Halal exhibitions, as well as international food forums like WorldFood, ProdExpo, Golden Autumn, Agroprod mash etc.

Halal (Arabic: حلال, halāl; means lawful or legal) is a recognized global term for the goodness and usefulness for man in certain foods, beverages, cosmetics and perfumes, clothing, medical and any other goods and services, financial transactions, recreation, various kinds of actions and relationships between people.



**The Organizing committee
of Moscow Halal Expo 2011**

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**Attention to Moscow Halal Expo exhibitors:
in case of signing of the contract till
12/31/2010**

DISCOUNT IS OFFERED

10%

Halal in Russia is more than halal



Only 30 years ago mainly ethnic Muslims in Russia knew what "halal" is about and it meant to them only meat permitted by Islam. In the 90-s halal sausages appeared in the shops at mosques. Later, in 21st century, the Russians learned that the "halal" can be not only meat. Halal can be as well other food products, perfumery, cosmetics, clothes and medicines, equipment and services, and in general - anything, if it is beneficial and not harmful to the person and mankind as a whole, its physical, spiritual, intellectual, moral and social health. Nowadays the word "halal" is a sign for not only Muslims. Most supermarkets have special departments where you can find halal products. Russia became an active importer and exporter of halal goods and services.

What attracts Russian consumers in halal products? It is the same thing which is attracting their colleagues around the world: Products of this category are of high quality and safety guaranteed. "Halal" has become synonymous to the phrase "good food". Halal products are in great demand from among buyers of different denominations – for everybody who cares about health.

That is why we have the catch phrase "**Halal in Russia is more than halal.**" Halal has become not only a fashion, but a world-wide trend and a way of life for many people in Russia.



Moscow Halal Expo 2010 - the First Moscow International Halal Exhibition organized by the Russian Muftis Council, was successfully held in Moscow in June 2010. More than sixty companies from Russia, Belarus, Palestine, UAE, Indonesia, presented their foods, cosmetics and perfumes, clothes and books, industrial equipments and technologies. The wide range of services was presented (exhibited) by the travel and financial companies. Thousands of residents and guests, businessmen and consumers visited the exhibition.

The participants highly evaluated the forum "Halal Industry in Russia and the world", the conference "Islamic Finance: Development in Russia" and business meetings with representatives of the major Russian retailers held within the business program of the exhibition. During the three days period there was a large number of agreements signed on trade development, and on the supply of goods to new markets.

Throughout the exhibition, a wide range of topical issues, including development of a single global standard of halal production, training of professional personnel for the halal industry were discussed.

The main outcome of the first exhibition is the common opinion of specialists and representatives of business that the market of Halal products and services, both in Russia and abroad has huge potential, and certainly has great future.

Thus there is lot of work ahead for Moscow Halal Expo!



International conference
"Islamic finance: development in Russia"



Visitors of the exhibition



Exponents of the exhibition



One of the exhibition stand



Winners
of the Silver palm



Officials



Guests of the Exhibition



A lot of Russian and foreign companies producing goods and services that conform to the norms of Islam are invited to Moscow Halal Expo 2011, on the following thematic groups:

- Ready-to-eat products, beverages
- Agricultural products
- Semi-finished products, ingredients
- Canned foods
- Confectionery
- Catering (fast food, cafes, restaurants)
- Cosmetics, perfumes, health products
- Clothes, books, gifts and souvenirs
- Travel, tourism
- Financial and other services
- Industrial Equipment and Technologies
- Other goods and services

A worthy place in the exhibition program will be given to a professional tasting competition "halal product of the year 2011", the awards ceremony of "Golden Palm 2011" for achievements in business, carried out according to the norms of Islam, as well as competitions among exhibitors for the best booth, best showcases, best consultants etc.

Discount system proposed by organizers depending on the payment period and size of the booth allows the exhibitors and participants to optimize their expences.

Venue: International Exhibition Centre "Crocus Expo" - a modern complex of world-class infrastructure, located at 65-66 km of MKAD, metro station Myakinino.

We invite you to become a part of Moscow Halal Expo 2011 - the main event of the year in the halal-industry