

New body to promote SA Halaal products

The South African Halaal Export Forum (SAHEF) has been established to promote South African Halaal products to global Halaal market.

The global Halaal market, worth around US\$500bn, presents a largely untapped market for the export of South African Halaal products. Many Halaal manufacturers in South Africa are unaware of the potential that exists or how to reach this market. The South African Halaal Export Forum (SAHEF) has been established to promote South African manufactured Halaal Certified food products into the global Halaal market focusing primarily on the European Union, United Arab Emirates and Saudi Arabia.

The UK, France and Germany have a combined Muslim population of over 10 million representing huge opportunities for these products. Tesco Supermarket in the UK plans to import more than 60 million kilograms of Malaysian Halaal products over the next five years while many supermarkets in Europe have dedicated Halaal sections to serve the Muslim community.

The Middle East and in particular the United Arab Emirates and Saudi Arabia, which imports 80% of their food requirements, represents the greatest potential market for South African Halaal Certified products.

SAHEF plan to host an Export Workshop on *Accessing the Gulf States with South African Halaal Products* to help local manufacturers realise this potential. Some of the topics to be presented include:

- Import requirements of the Gulf
- Opportunities for SA Halaal products
- Market overview of the Gulf
- Route to market

The founding members of SAHEF are:

Derek Reed of Deney's Reitz Inc. - Chairman

Maurice Gerrits of Hellmann Logistics

Mufti Zubair Bayat of Al Ihsan Islamic Centre

Noel Pumphrett of Pakco

Riaz Jalal of Mc Bean Foods - Treasurer

Ismail Rawat of South African Halaal Marketing Consultants - Secretary

Membership is open to all certified Halaal manufacturers, export agents, freight companies and others.

For information, contact Ismail Rawat on 082 793 4494.