



POST EVENT REPORT

**WORLD '21
HALAL DAY**

DURBAN SOUTH AFRICA **22-24 MAR 2022**

EMERGE

ENRICH

EMPOWER

Organized by:



KWAZULU-NATAL PROVINCE
ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



**Trade &
Investment**
KwaZulu-Natal
YOUR KNOWLEDGE PARTNER IN BUSINESS



**United World
Halal Development**
Business with Faith

IMPRESSIONS



We need to develop Durban port as the halal hub. Together we will build and progress as a nation.

**Honourable Premier
Sihle Zikalala**

Kwazulu-Natal, South Africa



Through this Indaba, we expect a significant contribution to the province's GDP. The hotel occupancy rate is also expected to rise, an important contribution towards resuscitating the tourism industry, which has been among the worst hit by the outbreak of COVID-19. Our relationship with the United World Halal Development will lead to more export

Mr. Ravi Pillay

*MEC for
KZN EDTEA*



Thank you for the organization and technical support. We will be glad to see all participants in Kazan!

**Honourable
Rafael Fattakhov**

*Deputy Minister of
Agriculture and Food
Tatarstan*

IMPRESSIONS



KwaZulu Natal is positioned to be a manufacturing gateway for niche halal products to supply the growing US\$6.3 trillion market in Africa and across the rest of the world.

We have other opportunities also from central Asia and European countries, where post event, there will be a lot of opportunity for the South African product.

“Halal is not only for Muslims, but mankind. The halal industry is expanding”.

Mr. Mohamed Jinna

Chairman
United World
Halal Development



We are looking forward to the opportunities that this will bring into Durban and SA and we welcome the jobs that this will create.” South Africans now understand the halal concept better and are more optimistic in being a part of the halal industry.

Mr. Neville Matjie

CEO, TIKZN



Covid-19 has taught us the importance of nutrition to fight diseases. The other pillar that was appealing for me was how Halal placed the importance of social responsibility being part and parcel of the production of nutritional foods where the manufacturer has to take into account that they are part of a social good that should benefit all.”

Madame Ela Gandhi

KZN Food Bank Ambassador



The Halaal industry’s partnership with the KZN government was indicative of President Cyril Ramaphosa’s aspirations to bring in new business.

Phumzile Langeni

The Presidential Investment
Envoy for South Africa

KWAZULU-NATAL TRADE & INVESTMENT INDABA AND WORLD HALAL DAY

With the theme of “EMERGE, ENRICH & EMPOWER”, the event was provided a unique view of the industry and provide a gateway for Halal to the rest of the continent.

TO EMERGE

The key objective of the event was hosted in South Africa to provide a platform from which local businesses as well as the Halal Industry can emerge into the local and international Halal markets.

TO ENRICH

World Halal Day has mostly provided the springboard for local business and entrepreneurs to realise the potential & opportunity available in Global Halal Industry.

TO EMPOWER

The event was also aimed at empowering business knowledge, resources and opportunities to engage with potential investors and partners.





ABOUT THE EVENT

EDITION

8

FREQUENCY

ANNUAL

DURATION

3 DAYS

ORGANIZERS



KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



**Trade &
Investment**
KwaZulu - Natal
YOUR KNOWLEDGE PARTNER IN BUSINESS



**United World
Halal Development**
Business with Faith

PARTNERING COUNTRIES

SINGAPORE

MALAYSIA

SOUTH KOREA

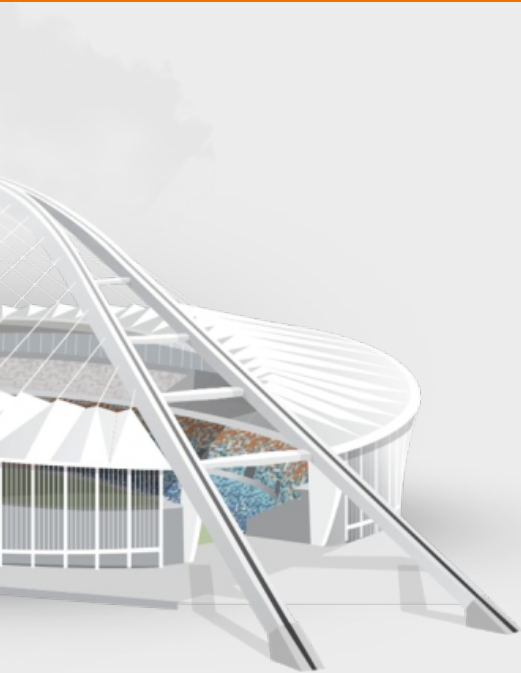
INDIA

KWAZULU-
TRADE & IN
INDABA AN
WORLD HA

WORLD
HALAL DAY

DURBAN SOUTH AFRICA

NATAL INVESTMENT INDABA AND WORLD HALAL DAY



WORLD HALAL DAY '21

AT 22-24 MAR 2022



CONFERENCE

*Panel Discussions
Presentations*



B2B NETWORKING



EXHIBITION



INVESTORS MEET



GALA DINNER

*Special Addresses
Awards Ceremony
Cultural Programme
Key Handover Ceremony*

“ IN ESSENCE OF, HALAL IS A LIFESTYLE THAT MAY BE THE GUIDELINE PRINCIPLE OF EVERY MUSLIM, BUT THAT CAN BE PRACTICED BY EVERYONE ”



INSIGHTS

- The KZN Trade & Investment Indaba incorporating World Halal Day 2021 took place on 22-24 March 2022 at the Durban International Convention Centre, South Africa.
- The event forms part of the province's destination promotion campaigns aimed at presenting KwaZulu-Natal as a premier investment and trade destination. In consideration of the Global Covid19 Pandemic, the event was postponed from its original date in November 2021.
- Pre-marketing of the event included extensive direct marketing to the TIKZN and stakeholder database as well as engagement and leveraging of SA Chambers of Commerce, the DTIC Foreign Economic Representatives across all markets, Foreign Missions, Entities, and Stakeholder organisations.
- Extensive online engagement took place on various social media platforms. Delegate boosting online workshops were also targeted North Africa & the Middle East; Africa and Asia.
- The Media Conference hosted on 17 March 2022 kicked off an aggressive above the line media campaign that included print, radio, television and online engagement.
- KZN Investment Indaba was hosted in a Hybrid-Online format.
- The 3-day event consisted of a conference, exhibition, and gala dinner, gathering physical and online attendees from across Africa and Leading Global Halal Markets, focusing on promoting Halal Investment and Inter-African Trade.
- The event included meetings, conversations and panel discussions focused on investing in the halal sector, leveraging the Africa Continental Free Trade Area as well as opportunities, regulation and compliance in the sector.
- Delegates were offered a range of infrastructure and industrial site visits as well as an opportunity to visit the Inanda Heritage route (incl. the Ghandi Settlement) and the Mandela Capture Site.

CONFERENCE

An International Halal Conference that strives to provide a distinctive and precise understanding of the Halal concept as an ethical and responsible way of living.

The aim is to create a dynamic impact on individuals, society and the nation to sustain and stimulate global economic and social growth.

The Assembly serves as a platform for knowledge sharing and constructive discussions, mutual collaborations for Research & Development initiatives, and will be attended by Halal Certification bodies, Government Agencies, State Certification Agencies, Diplomatic missions, Islamic Financial Institutes, NGOs, Food Research and Development Centres, Trade Development Agencies, Travel & Tour Agencies and International & Local business.

To increase investment, grow trade and showcase KZN and Trade & Investment KZN

TOTAL NUMBER OF PARTICIPANTS

PHYSICAL



500+

VIRTUAL



5K+

NO OF SPEAKERS



51

COUNTRY OF PARTICIPATION



22+

ONLINE & PRINT MEDIA COVERAGE



R10M

(ROI)



KEY NOTE



Mr. Mohamed Jinna
Chairman
United World Halal Development



**Honourable Premier
Sihle Zikalala**
Kwazulu-Natal, South Africa



**Honourable
Rafael Fattakhov**
Deputy Minister of Agriculture and Food
Tatarstan



Ms. Ekaterina Kamalova
General Director of the
Directorate of International
Programmes, TIDA, Tatarstan



Mr. Ravi Pillay
MEC for
KZN EDTEA



Ms. Ina Cronje
Chairperson of the
Board for TIKZN



Mayor Cllr Mxolisi Kaunda
Ethekwini



Ms. Phumzile Langeni
Presidential Investment Envoy
South Africa



Mr. Nhlakanipho Nkontwana
HOD EDTEA
Programme Director



Mr. Neville Matjie
CEO, TIKZN



Mr. Hamish Erskine
CEO, Dube TradePort



Mr. Ebrahim Patel
CEO, Magellan Management



Mr. Sihle Mkhize
DDG EDTEA



Madame Ela Gandhi
KZN Food Bank Ambassador

VIP



Mr. David Tan

Chairman, SFMA,
Singapore (F&B) Industry Role Players



Mr. Shafeeq Ahmad Nathersa

Managing Director
Shafeeq Shameel & Co. India



Mr. Fazal Bahardeen

CEO, Crescentrating/Halal Trip
Singapore



Mr. Solly Suleman

Chairman
Minara Chamber of Commerce
South Africa



Dr. Ali Abd Elrazing Ali Lutfi

Secretary General
Sudanese Halal Council, Sudan



Mr. Ronnie Faizal Tan

Vice President
International Trade Partners of
HAO mart Pte Ltd



Mr. Zafer Soylu

Chairman
Turkey Halal Certification Organization



Mr. Tonny Hendriawan

Director of Indonesian Trade and
Promotion Center, South Africa



Dr. Grant Webber

President
Ghana South Africa Chamber

SPEAKERS



Ms. Nusrat Munir
Director
Regenesys Ltd, Mauritius



Moulana MS Navlakhi
Theological Director
SANHA, South Africa



Moulana Wookay
CEO
NIHT, South Africa



Prof. Dr. Faridah Hj Hassan
Vice President
World Academy of Islamic
Management/
Chief Editor Scopus MAJCAFE,
Professor INQKA, Malaysia



Mr. Zubair Mughal
CEO, Alhuda CIBE
Pakistan



Mr. Nizam Kalla
CEO
Amka, South Africa



Mr. Sihle Ngcamu
Executive Manager
Investment Promotion TIKZN



Ms. Thulisile Galelekile
Executive Manager
Strategy & Operations (TIKZN)



Mr. Hermant Nandrajog
Head of Organisation Transformation
CCI BPO



Ms. Tracy Swart
Head Harambee



Ms Saskia Hill
CEO
Connect BPO



Mr. Robin Hoekstra
CEO
Outworx



Mr. Amman Muhammad
CEO
FNB Islamic Banking



Mr. Ameen Hassen
National Head
Shari'ah Banking, Standard Bank



Mr. Sadiq Dindar
Middle East Events & Marketing
South African Tourism

SPEAKERS



Mr. Ricardo Isaacs
Cargo Terminal Manager
Dube TradePort



Mr. Wali Kashvi
Director
Economic Trade Organisation, India



Ms. Shaazia Kolia
Director
Minnies Foods



Mr. Muhd Hairi Zainul Abidin
Trade Commissioner Malaysia,
South Africa



Mr. Muhammad Osman
Director
Iqlaas Foods



Thishalen Archary
Key Accounts Manager
Heartland Foods



Mr. Mthokozisi Mkhwanazi
Director
Isivuno Food Company



Mr. Yogan Naidoo
Regional Coordinator
BPESA



Mr. Nicholas Tindale
Head
Heartland Foods

CONFERENCE





IMPRESSIONS

“

“I would like to express my heartfelt thanks to the people of South Africa for the warm hospitality.

It is very fortunate that forum brought together a wide profile of business people to secure mutual economic benefits.

The real-world observations show that there is a need for Halal industry to adapt to the new realities and achieve its earlier projected growth. Instead of relying on traditional ways of doing business, a broader and more systematic approach is needed at this time. I think that regional entrepreneurs around the globe must come together to rethink how to stay focus on the desired results that can help this industry to grow even beyond what we expected.

I am confident that our discussions will provide valuable insights on the role of halal industry in enhancing global trade and investments within the Republic of Tatarstan on one hand and with the African countries, on the other hand. Perfect organization, honest and authentic speakers of incredible high level.

We made a number of promising contacts and were pleased to be among such a dynamic people.”

Ms. Ekaterina Kamalova

General Director of the
Directorate of International
Programmes, TIDA, Tatarstan



Mr. Solly Suleman

President
Minara Chamber of Commerce

“

Halal-based pharmaceuticals represent 20% of the global pharmaceuticals market, resulting in great opportunities for companies wanting to enter this market.

“

Halal certification is guaranteed with halal accreditation. Countries have different halal accreditations.”

Zafer Soylu

Chairman
Turkey Halal Certification Organization



IMPRESSIONS



Mr. Shafeeq Ahmad Nathersa

Managing Director
Shafeeq Shameel & Co. India

“

“WHD Durban was a meeting of minds with enthusiasm and simplicity to open ethical opportunities for the entire business community!”

“

There are huge and significant manufacturing opportunities for South African companies in Ghana. But, sovereign risks must be taken into account when approaching new markets. We are proud as a Chamber to serve as a gateway for people who wish to enter these markets.

Dr Grant Webber

President
Ghana South Africa Chamber



Mr. Mthokozisi Mkhwanazi

Director
Isivuno Food Company

“

“I got invitation from TIKZN to take part, It is great for past 2 days and I am also a speaker on the last day event. I am a fresh fruit exporter in South Africa. I hope this expo will create huge opportunity for exporters like us from the other part of world through this event. I am also willing to take part as a exhibitor to the next WHD - Kazan. Being around here doing the same thing and same people, I think this creates new business, meeting new people, learn new prospects and new market. Its really a eye opener event”

“

“An interesting event indeed. Topic on post pandemic Islamic tourism & strategies were addressed in different parts of the continent including sop, authority support, self-kit evidences and national concerns. More research will be undertaken n presented for future directions.”

Prof. Dr. Faridah Hj Hassan

Vice President
World Academy of Islamic
Management/
Chief Editor Scopus MAJCAFE,
Professor INQKA, Malaysia



Mr. Waliuddin Zaki Kashvi

Director
Economic Trade Organisation, India

“

“The event was organized very well. It was good to see that since some of us could not make it to the event, the virtual discussion was handled so flawlessly - from follow-up to the event, conducting the discussion and even post work. All aspects were handled very professionally. Good work UWHD team!”

IMPRESSIONS



Ms. Nusrat Munir

Director
Regenesys Ltd, Mauritius

“

“A very unique experience at Trade and investment kzn world halal day celebration. We wish to thank kzn govt for their support in providing us the best ambience and right platform. So good to see Africa on world Halal Trade map!”

“

The South African Muslim community is well established, it has been here for four centuries.

Moulana MS Navlakh

Theological Director
South African National Halal Authority



“



Moulana Wooka

CEO
National Independent Halaal Trust

The UAE stipulates the requirements for certification bodies. Halal certification bodies have to assist their halal-certified clients. There are also complaints committees that are there to take complaints regarding halal and resolve them.’

“

“A very warm welcome and great organisation! As well as a lot of networking opportunities. Thank you very much for this excellent time”

Ms. Alina

Program Director
TIDA, Russia



“



Ricardo Isaacs

Manager
Dube TradePort Cargo Terminal

At least four countries in Africa have more than 99% of their population being Muslim. Rail networks in some countries work, but there are opportunities to improve them. E-commerce in Africa must be positioned to benefit from e-commerce.

IMPRESSIONS

“

“This Conference is wonderful and far exceeded our expectations, I think that the conference solidifies our response to how we develop halal sector in south africa. We actually created national awareness as well as global awareness of south africa's role going forward in the Halal sector. Its a tremendous opportunity for us and huge success for us in terms of the conference.”

Fathima Amra

TIKZN



Mr. Claude Moodley

Executive manager export development and promotion
Trade and Investment KwaZulu-Natal

“

There are numerous benefits to be accrued from increasing intra-Africa trade, one of them being the growth of the economy and jobs created through strengthening relationships, a key driver to poverty reduction. Also, when African countries trade with (one another), they exchange more manufactured and processed goods, have more knowledge transfer and create more value.

“

“We are really happy to be a part of this event. Here we get international recognition for our products. These type of conference give us a gateway to world Halal Industry where there is a huge demand for cosmetic products. We also learnt that we require a Halal certification for our cosmetics. We are very much sure that we will be reached with potential market opportunity in near future. Thank you everyone”

Ms. Lisa

LisaLona Cosmetics



PANEL DISCUSSION



PANEL DISCUSSION 1

Topic:

Global Halal Future Trends

1. Prof. Dr. Faridah Hj. Hassan, Vice President, World Academy of Islamic Management, Malaysia (virtual)
2. Nusrat Munir, Director, Regenesys Ltd, Mauritius (Tourism)
3. Mr. Solly Suleman, Chairman, Minara Chamber of Commerce, South Africa (Medical)
4. Mr. Nizam Kalla, CEO Amka, South Africa (Beauty & Cosmetics) (Virtual)



This session was aimed to discuss the scenarios of The Global Halal Market and how it unfolds in the future. The experts from different industries like Tourism, Cosmetics, chamber of commerce and Academy point of view were covered in the panel discussion. The leading experts discussed the current & future trends and opportunities in Global Halal Industry to help the industries in enhancing their marketability.



PANEL DISCUSSION 2

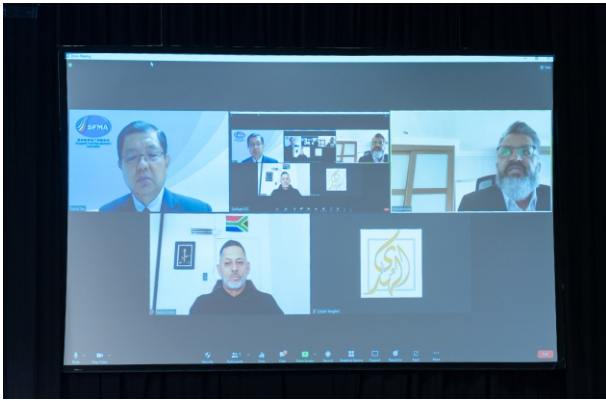
Topic:

Positioning KwaZulu-Natal as the next Geography for Global Business Services

1. Mr. Sihle Ngcamu, Executive Manager : Investment Promotion TIKZN : Significance for Foreign Direct Investment and Government Support for Sector Growth
2. Ms. Thulisile Galelekile, Executive Manager – Strategy & Operations (TIKZN): Access to Markets, KZN Route Development Support of Foreign Direct Investment
3. Mr. Hemant Nandrajog – Head of Organisation Transformation – CCI BPO: Transformation, Succession and Upskilling
4. Ms. Tracy Swart: Head Harambee – Impact Sourcing and KZN Skills Pull
5. Ms Saskia Hill, CEO, Connect BPO : KZN GBS Sector Resilience During a Global Crisis
6. Mr. Robin Hoekstra, CEO, Outworx : Should Investors Consider KZN as their Next Location?



The geographical advantage of KwaZulu Natal, South Africa is located in such a way that it has created multi-million dollars of businesses globally. The experts stated that the ports and the self-sustainable owned products, the very own natural resources, and of course the human resources of the region are the keys to bringing in new businesses to develop the region, invest and also gain mutually which could be a great upsurge in the economy & infrastructure of the region.



PANEL DISCUSSION 3

Topic:

Investing In the Halal Sector

1. Mr. Amman Muhammad, CEO FNB Islamic Banking (Virtual)
2. Mr. Ameen Hassen, National Head Shari'ah Banking, Standard Bank
3. Mr. Sadiq Dindar, Middle East Events & Marketing, South African Tourism (Virtual)
4. Mr. Zubair Mugal, CEO, AlHuda Centre of Islamic Banking & Economics, Pakistan (Virtual)
5. Mr. David Tan, Chairman, SFMA, Singapore (F&B) Industry Role Players (Virtual)



The session presented for investors to understand the unique opportunities in halal sectors and help them to comprehend the investing prospects. The experts offered a range of investment solutions to suit the actual financial needs & goals.

PANEL DISCUSSION

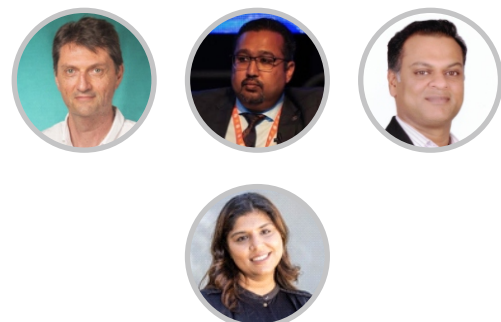


PANEL DISCUSSION 4

Topic:

Leveraging Halal Trade through the Africa Continental Free Trade Area

1. Dr Grant Webber, President, Ghana South Africa Chamber (virtual)
2. Mr. Ricardo Isaacs, Cargo Terminal Manager: Dube TradePort
3. Mr. Wali Kashvi, Director, Economic Trade Organisation, India (Virtual)
4. Ms. Shaazia Kolia, Director, Minnies Foods (South Africa)



This discussion has brought about the key takeovers that would bring in a mammoth change and opportunities in the African region. The Trade ports, the harbors, and the industries in South Africa leverage on the announcing Africa or KwaZulu natal as the free trade area, which could bring in multi-million dollar businesses to the region, was the key take over from this session.

PANEL DISCUSSION



PANEL DISCUSSION 5

Topic:

Unpacking the Halal Export Market

1. Mr. Zafer Soylu, Chairman, Turkey Halal Certification Organization (Virtual)
2. Mr. Tonny Hendriawan, Director of Indonesian Trade and Promotion Center, South Africa
3. Mr. Shafeeq Ahmad Nathersa, Managing Director, Shafeeq Shameel & Co. India
4. Mr. Muhd Hairi Zainul Abidin, Malaysia Trade Commissioner, South Africa



This Session proved to be one of the most important & underlying real time possibilities, that could create a self-sustainable growth & income for the region itself, and it is the right time to develop the local industries and export management through the halal market. Whereby all the products & services that can be manufactured could be certified and can easily reach the global international market, which could create a great demand all over the world whereby bringing in FDI worth of billions and trade upliftment.



PANEL DISCUSSION 6

Topic:

Halal Regulatory Environment and Infrastructure

1. Moulana MS Navlakhi, Theological Director, SANHA, South Africa
2. Moulana Wookay, CEO, NIHT, South Africa
3. Dr. Ali Abd Elrazing Ali Lutfi, Secretary General, Sudanese Halal Council, Sudan



The fundamental principles of halal management, industries, and environments were discussed by the industry players. The experts highlighted the integrity of halal regulations and infrastructure to the influence of demographics, socioeconomics, and the impacts discussed by experts.

1. Mr. Muhammad Osman, Director, Iqlaas Foods
2. Thishalen Archary, Key accounts Manager, Heartland Foods
3. Mr. Mthokozisi Mkhwanazi, Director, Isivuno Food Company
4. Mr. Ronnie Faizal Tan, Vice President, International Trade Partners of HAO mart Pte Ltd (Virtual)



The Halal Success events were the evidence and a clear indication as to how to make use of and win in this global halal market, this session showcased that young entrepreneurs could leverage the underlying halal business opportunities by following the regulations were revealed in this discussion.



HALAL SUCCESS CASE STUDIES

B2B ENGAGEMENTS

- PAIRING OF INTERNATIONAL INVESTORS WITH LOCAL OPERATORS AND INDUSTRY PLAYERS
- MANUFACTURER & BUYERS, TRADERS, DISTRIBUTORS
- JOINT VENTURE DISCUSSION & INVESTORS
- SECTORS
FOOD & BEVERAGE
AGRO-PROCESSING
LEATHER
TOURISM







PARTNERSHIPS
6 MOU'S - \$447 MILLION - 8 INDUSTRIES

A platform for manufacturers, traders and business leaders to promote and expand their business in the global Halal markets, through B2B networking with the regional & international buyers and Expo exhibitors.





***Tatarstan Investment Development Agency
and Trade & Investment KwaZulu Natal***

*(Agro, Minerals, Food Import & Export between
Regions)*

Worth of Apx. \$100-\$200 Million

***Shafeeq Shameel & Co. And Trade &
Investment KwaZulu Natal***

*(Leather Industry Setup - Consultation,
Technology & Finished Products)*

Worth of Apx. 50-100 Million



United Holdings Inc and Bravo Foods

*(Frozen Pre Cooked Foods - Singapore &
Malaysian Market)*

Worth of Apx. \$2 Million

***CityGreens and Department of Agriculture
KwaZulu Natal***

*(Vertical Farming - Consultation, Technology &
Support Services)*

Worth of Apx. \$75- \$125 Million

***United Holdings Inc and 27four Investment
Managers (Pty) Ltd***

(Vegetables & Agro Products – ASEAN Market)

Worth of Apx. \$20 Million

***United World Halal Development and Trade
& Investment KwaZulu Natal (Incubation)***

(Food Park - KwaZulu Natal)

Worth of Apx. \$200 – \$250 Million



EXHIBITION

The KwaZulu-Natal Trade & Investment Indaba and World Halal Day Expo is a three-day International Halal Trade exhibition with a unique concept of B2B with B2C for the Global Halal industry to meet the key players of African Halal market, providing a comprehensive business platform to connect the trade & industry with the trillion dollars Global Halal market.

EXHIBITION AREA

3150 sqmt

EXHIBITORS

76

STAKEHOLDERS

16

VISITORS

2000+





TIKZN PAVILION

Invest DBN
Tourism KZN
eThekweni Municipality
Transnet
DBN Tourism
ACSA/KSIA
Standard Bank
KZN Wildlife
NAFCOC



INVEST SA PAVILION

EDTEA (EIA)
CIPC
Agency for Food Safety
RBIDZ
DTP
SANHA
National Independent Halaal Trust

IMPRESSIONS – EXHIBITORS

"I managed to get answers on what is required for our garments to be accepted in the Halal Industry"

Silungile Mokoena
Sulvin Designs



"We are looking for a fashion hub or big boutique, some competitors were interested to work with us"

BRIGHT SHADOW

Sthandiwe Hlongwane Sokhela
Bright Shadow

"Water also requires Halal Certification is what we understood from this WHD – Will acquire a certification soon"

Zesti Life

zest!life

"A Lot of Companies showed interests in Halal Certification (We explained the application procedure)"



NIHT

GALA DINNER & CULTURAL PROGRAMME







THE KEY HANDOVER CEREMONY

- Honourable Premier Sihle Zikalala
- Honourable Rafael Fattakhov, Deputy Minister of Agriculture and Food, Tatarstan
- Ms. Ekaterina Kamalova, General Director of the Directorate of International Programmes, Tatarstan Investment Development Agency, Tatarstan

Message of Support &
Introduction of Premier:
Mr. Ravi Pillay, MEC for KZN EDTEA

Keynote Address:
Honourable Premier Sihle Zikalala



MEDIA & PR COVERAGE

10+ MEDIA PARTNERS 08 LOCAL 02 REGIONAL 03 INTERNATIONAL



INTERNATIONAL

12

PUBLISHED PR'S



EXECUTIVE SUMMARY

TIKZN generated a total of 78 traditional media items during January – March 2022. Of these articles, 42% (33 articles) were on print media, 42% (33 articles) were from online media and 12 (16%) broadcast media clips were captured during the quarter. Of these articles, 3% (2 articles) were neutral, and 97% (66 articles) were positive, no negative coverage recorded.

TIKZN hosted its trade Indaba on World Halal Day celebrating the halal industry. Speaking at the opening of the event, TIKZN CEO, Neville Matjie said the term “halal” was no longer a concept confined or restricted to the slaughtering of animals for consumption by Muslims. Matjie added that the halal industry is estimated to be worth about \$7,2 trillion and is one of the fastest-growing consumer segments in the world. He said it encompassed products and services of the highest quality to meet the ever-increasing awareness and needs of consumers in a demanding global market. Matjie said the halal sector offered a new horizon of investment opportunity as it was a fast-growing sector. He said the purpose was to highlight the investment opportunities within the sector and other economic sectors for KZN.



PERFORMANCES – MEDIA



SCORE BOARD – MEDIA

Media Type	Volume	Positive	Neutral	Negative	AVE's	Reach
Broadcast	11	11	–	–	R 517 586	13 108 293
Print	23	23	–	–	R 633 591	601 406
Online	29	29	–	–	R 752 097	29 347 854
Total	53	53	–	–	R 1 903 274	43 057 553

MEDIA – SOURCE TABLES

ONLINE COVERAGE

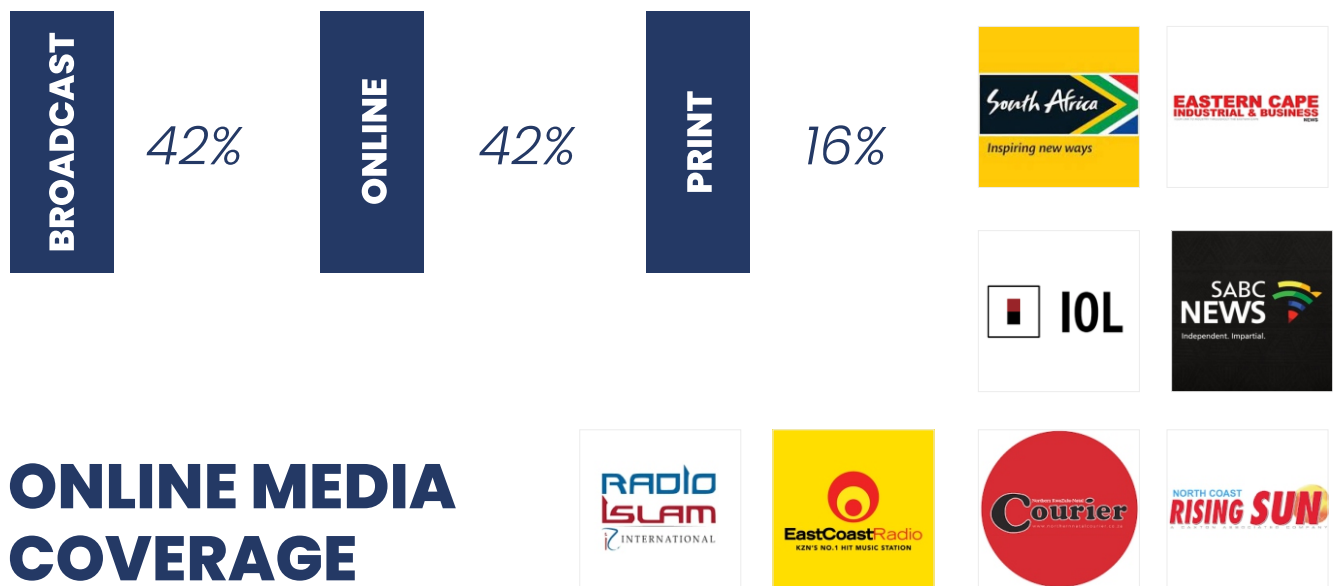
Brand South Africa | Eastern Cape Industrial and Business | Engineering News | Polity | Mining Weekly
Independent Online (IOL) | Sowetan Live | Freight News | East Coast Radio | Independent Online (IOL)
Zululand Observer | Eye Witness News | MSN | Buy PE | My PR | Freight News | SABC News | Business
Live | The Kimberly Prospector | Business Events Africa | News24 | News Portal | North Coast Rising Sun
| Eyethu News

PRINT COVERAGE

Northern KwaZulu Natal Courier - Supplement (Misc) | Zululand Observer | Engineering News & Mining
Weekly | Sunday Tribune | The Witness | Sowetan | Sowetan KwaZulu Natal | Rising Sun - Mid South
Coast Mail - Supplement | Eyethu uMgungundlovu | Rising Sun - North Coast | Daily News | The Mercury
| Phoenix Tabloid | Rising Sun - Merebank | Rising Sun - Chatsworth | Eyethu Msunduzi | Public Eye |
Maritzburg Sun | Eyethu uMgungundlovu | The Sunday Independent | Eyethu Msunduzi | eThekwini
Times | Village Talk

BROADCAST COVERAGE

East Coast Radio | Radio Islam | Intokozo FM | Ukhozi FM | SAfm 702 | CapeTalk 567 AM | SABC News



ONLINE MEDIA COVERAGE

OVERVIEW *Key Word – Promotion*



34

R 360 185 56



08

R 38 699 26



07

R 8 918 66301



49

R 9 317 54785

ummid.com
India
World
Politics
Education
Business
Life & Style
Health
Science & Technology
Views & Analysis
Search
Search

Welcome Guest! You are here: Home » Business & Economy

Ela Gandhi leads ‘Food Bank’ launched at World Halal Day in Durban, SA

United World Halal Development (UNWHD) launched first of its kind ‘Food Bank’ in Durban South Africa last Saturday Tuesday April 5, 2022 5:24 PM, ummid.com News Network

Like 0
Tweet
Share
4

KwaZulu-Natal (South Africa): United World Halal Development (UNWHD) launched first of its kind ‘Food Bank’ in Durban South Africa last Saturday.

SHOP @ LOOT
PERSONAL FINANCE
ISOLEZWE
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Halaal-inspired KZN trade and investment indaba key to transformation

Written by
Thobani Dlamini

KZN MEC for Economic Development, Tourism and Environmental Affairs Ravi Pillay during a press conference about halaal investments at the Kingsmead Business Park in Durban. Picture: Theo Jephtha/African News Agency (ANA)

Published Mar 21, 2022

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There are occasions marked in our country's calendar that present the perfect opportunity

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MEC Ravi Pillay checks the frozen section in a supermarket.

Thousands of jobs could be created in KwaZulu-Natal through the manufacturing niche of Halal products, which are in high demand both in the African and global markets.

This emerged at the three-day engagement currently being hosted by Trade and Investment KwaZulu-Natal, in collaboration with The United World Halal Development (UWHD), in Durban.

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KZN trade, investment indaba seeks to position Durban as SA's Halaal economic hub

23 March 2022, 11:28 AM | Tashan Naidoo | @SABCNews

Image: Facebook - Trade & Investment KwaZulu-Natal

A vendor showcasing her Halaal products is seen at the KwaZulu-Natal Trade and Investment Indaba on March 22, 2022.

Organisers of the 8th edition of World Halaal Day in conjunction with the KwaZulu-Natal government want to create a springboard for local businesses to explore the lucrative international Halaal market.

KwaZulu-Natal Trade and Investment Indaba and World Halaal Day conference have discussed how to position Durban as the country's economic hub of Halaal products.

The United World Halaal Development, an organisation that focuses on the development of the Halaal industry globally, estimates that the global Halaal economy is worth some seven trillion dollars.

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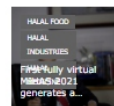
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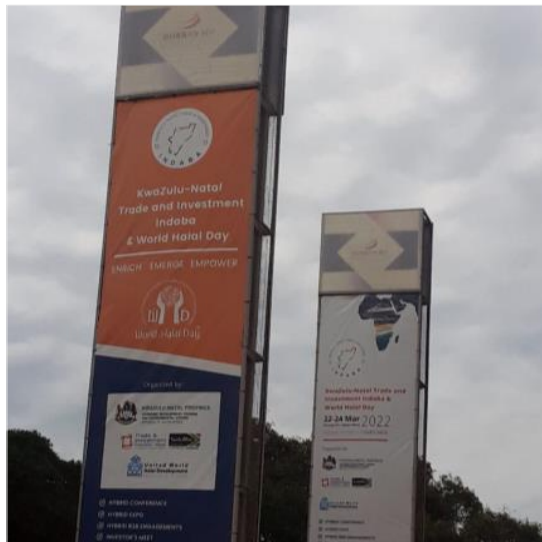
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Durban: The 8th World Halal Day which took place in South Africa as a collaboration between United World Halal Development (UNWHD) and Trade and Investment KwaZulu-Natal (TIKZN), Government of KwaZulu-Natal was deemed a success by both parties.

The three day event was a major step forward in developing the halal sector in Durban, SA and Africa. The conference had guest speakers from across the world who shed light on all things halal and how the halal sector has contributed significantly to their country's economy. There were speakers from India, Turkey, Indonesia, Malaysia, Russia, Mauritius, Singapore, Tatarstan, Pakistan, Sudan and Ghana.

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