



Halal Expo Japan 2016

Post Show Report

Halal Expo Japan 2016 Organizing Committee
January 10, 2017

Index

I. Outline

1. Summery
2. Sponsor and Supporter
3. Timetable
4. Purpose

II. Exhibition

1. Guidelines for Exhibitors
2. List of Exhibitors
3. Number of Visitors
4. Seminar

III. Fashion Show

1. Summery
2. Brand
3. Stage Event

IV. Live Cooking

1. Summery
2. Sponsor
3. Performed Menu

V. Media Listing Information

1. Press Release and Pre-coverage
2. Coverage
3. Media Listing



I. Outline

1. Summary

| | |
|----------------------|--|
| Logo |  |
| Name of Event | HALAL EXPO JAPAN 2016 -Halal for All- ハラールエキスポジャパン 2016 -Halal for All- |
| Period | November 22 (Tue) and 23 (Wed, Public holiday), 2016 10:00-17:00 |
| Venue | Tokyo Metropolitan Industrial Trade Center Taito-kan 3, 4, and 8F 2-6-5 Hanakawado, Taito-ku, Tokyo 111-0033, Japan |
| Organizer | Halal Expo Japan 2016 Organizing Committee |

2. Sponsor and Supporter

| | | |
|------------------|---|---|
| Sponsor | MBIC Life Co., Ltd. | ADF Co., Ltd. |
| Supporter | Japan External Trade Organization (JETRO) Taito City Chiba City Beppu City Hioki City Tokyo Chamber of Commerce and Industry | Kinki District Transport Bureau Tochigi Prefecture Sano City Obihiro City Sumida City Obihiro Chamber of Commerce and Industry |

Halal Expo Japan 2016 Post Show Report

| | | |
|--|---|---|
| | <p>Sano Chamber of Commerce and Industry</p> <p>Yano Research Institute Ltd.</p> <p>Wire and Wireless Co., Ltd.</p> <p>Yamatogokoro Inc.</p> <p>The Japan Times, Ltd.</p> <p>SANKEI DIGITAL INC.</p> <p>Federation to Operate Special Event Planning in ASAKUSA</p> <p>Council of Local Authorities for International Relations</p> <p>Kobe Motomachi Inbound Committee</p> <p>Religious Corporation As-Salaam Foundation</p> <p>Chiba Beauty Business Cooperative</p> <p>Bunka Gakuen University</p> <p>Ryomo Muslim Inbound Promote Committee</p> <p>Osaka Muslim Inbound Promote Committee</p> <p>Kobe Muslim Inbound Promote Committee</p> <p>Kamakura Muslim Inbound Promote Committee</p> | <p>Singapore Malay Chamber of Commerce and Industry</p> <p>Japan Inbound Solutions Co., Ltd.</p> <p>MATCHA Inc.</p> <p>Television KANAGAWA, Inc.</p> <p>SANKEI SHIMBUN Co., Ltd.</p> <p>ariTV, Inc.</p> <p>Made in Japan Halal Support Committee</p> <p>Kyoto Convention Bureau</p> <p>Research Center for Muslim Affairs of Ritsumeikan Asia Pacific University</p> <p>The Indonesian Japan Muslims Society</p> <p>Tokushima Export Promotion Network</p> <p>Hokkaido Muslim Inbound Promote Committee</p> <p>Nara Muslim Inbound Promote Committee</p> <p>Kyoto Muslim Inbound Promote Committee</p> <p>Kagoshima Muslim Inbound Promote Committee</p> <p>PT Karisma Medika Utama (Indonesia)</p> <p>Total 44 organizations</p> |
| Special Supporter | <p>HALAL EXPO JAPAN 2016 Advisory Board</p> <p>(Composed by Halal Certificate Bodies in Japan and Overseas)</p> | |
| Fashion Show Partner | <p>Moslema in Style (Malaysia)</p> | |
| Special Supporter for Reception Party | <p>JAPAN SYSTEM INTEGRATION RESEARCH Co., Ltd. (SEKAI CAFE)</p> <p>W.M.Japan Co., Ltd. (Naritaya)</p> <p>Vision Share inc. (Kaemon)</p> | <p>TOKYO TOKUYAMA BUSSANN CO., LTD. (Yakiniku Panga)</p> <p>Daimura Co., Ltd. (Sushiken)</p> |
| Overseas Partner | <p>ATIYA MEDIA (Malaysia)</p> <p>DEKA ADIGUNA (Indonesia)</p> <p>Halal Incorp (UK)</p> | <p>Gaya Magazine (Malaysia)</p> <p>Halal Showcase In Europe Exhibition and Conference (UK)</p> |

3. Timetable

November 22 (Tue)

| | 4th Floor | 5th Floor | 8th Floor |
|-------|---------------------|--|---|
| 10:00 | | | “Inbound Tourism and Urban Development” (Mr. Yoshiaki Nakamura) “The Importance of Public-Private Cooperation in the Field of Halal” (Mr. Yoshiaki Nakamura, Mr. Shunsuke Takei, Mr. Takuji Kawai, Mr. Kunio Iijima) |
| 11:00 | | Fashion Show | |
| 12:00 | Live Cooking | | Press Conference |
| 13:00 | | Hijab Styling Session (Ms. BubbleGumHijab) Henna Art Session (Ms. Zai Miztiq) | Yano Research Institute Special Seminar “The Current Situation and the Future of Halal Certification in Indonesia” (Mr. Retno Supeni, Ms. Aya Kanbe, Mr. Lukmanul Hakim) |
| 14:00 | | Fashion Show | |
| 15:00 | Live Cooking | Talk Session (Ms. Shuhada Alauddin) | “Opportunities in the Global Halal Market for Japanese Entrepreneurs” (Mr. Razali Ramli) “Halal Tourism” (Mr. Sami Hamdi) |
| 16:00 | | Hijab Styling Session (Moslema in Style) | |

November 23 (Wed, Public holiday)

| | 4th Floor | 5th Floor | 8th Floor |
|-------|-----------|-----------|---|
| 10:00 | | | “From the Kitchen and the Dining Hall” |

Halal Expo Japan 2016 Post Show Report

| | | | |
|-------|---------------------|--|---|
| | | | (Mr. Yuki Yamada) |
| 11:00 | | Fashion Show | “Friendliness to Muslims Grown in Mixed Education and Mingling Towns” (Mr. Masaharu Imamura) |
| 12:00 | Live Cooking | | “Personnel Management Strategy that Utilizes Muslims for Maintaining and Expanding Business” (Mr. N. Kandel) |
| 13:00 | | Hijab Styling Session (Ms. BubbleGumHijab) Henna Art Session (Ms. Zai Miztiq) | “Muslim Inbound Tourism Seen by Big Data Analysis” (Mr. Teppei Kawanishi) |
| 14:00 | | Fashion Show | “Halal as a Bridge between the Local Community and the World, What We Learned with Muslims” (Mr. Dainari Goka) “The Product Development that Takes Global Market into Consideration” (Mr. Shigeki Shirasawa) |
| 15:00 | Live Cooking | Hijab Styling Session (Moslema in Style) | “Experience Halal Travel” (Ms. Raudha Zaini) |
| 16:00 | | | “Halal – The Safety of Food and Its Science” (Mr. Fahrul Irfan, Dr. Eiichi Tamiya) |

4. Purpose

HALAL EXPO JAPAN 2016 includes Trade Fair of Halal products and services from domestic

and overseas, and Seminars featuring domestic and international corporate stakeholders, Halal Experts, local governments, and etc. under the theme of “Halal for All”.

The number of foreign tourists visiting Japan reached nearly 20 million in 2015 and the resulting economic effect is attracting a great deal of attention. The number of tourists from Southeast Asian countries and visitors from the predominantly Muslim countries of Malaysia and Indonesia, in particular, is increasing significantly due to relaxed visa requirements, and numbers are expected to be bolstered further from the growing middle class in both countries.

At the same time Japanese companies of foods and service providers are becoming more interested in the Islamic countries as both inbound and outbound markets. In fact some food suppliers challenged export opportunities to the Islamic countries and also interested in the Halal markets that is rapidly growing in Japan.

HALAL EXPO JAPAN 2016 aims to contribute to the development of Halal environment and the cultivation of Islamic markets by both domestic and international companies.

II. Exhibition

1. Guidelines for Exhibitors

| | |
|--------------------------------|--|
| Application Period | Early-bird Application: June 1 (Wed)-July 15 (Fri), 2016 Regular Application: July 16 (Sat)-August 31 (Wed), 2016 |
| Size of Booth | Width 3 m and depth 3 m |
| Booth Fee | 1 booth 200,000 JPY (without tax) Early-bird Discount: 1 booth 150,000 JPY (without tax) |
| Target | Manufacturers of fresh foods, processed products, garments, cosmetics in Japan and foreign countries, importers, travel agencies, local governments, and other companies and organizations |
| Guidance for Exhibitors | September 21 (Wed), 2016, 14:00-16:00 Tokyo Metropolitan Industrial Trade Center Taito-kan 8F, 3rd Conference Room |

2. List of Exhibitors

The number of the booths was 116. 24 of them belong to the foreign exhibitors who came from 6 nations.

| Government/Region | |
|--|---|
| Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production | Embassy of Brunei Darussalam |
| 365ASAKUSA | Azurite Co., Ltd. (Muslim Recruiting Support) |
| Kansai Muslim Travel Association | Kyonan Town Job & Business Creation Council |
| Chiba City | OBIHIRO CHAMBER OF COMMERCE AND INDUSTRY |

Halal Expo Japan 2016 Post Show Report

| | |
|--|---|
| Taito city | HOKKAIDO MUSLIM INBOUND PROMOTE COMMITTEE |
| Ryomo Muslim Inbound Development Council | |

| Food | |
|--|---|
| CHAOBY ENTERPRISE CO., LTD. (CP CHEESE FACTORY) | CKT MARKETING SDN BHD |
| DANIX Inc. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | JA HITACHI (JA HITACHI, W.M.Japan Co., Ltd., Siddique Enterprises) |
| TECK LEONG COFFEE & TEA MERCHANT (M) SDN BHD | Ambika Trading Company |
| Kagoshima Foundation Muslim Welcome Project | Kanekomiso Co., Ltd. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) |
| Kewpie Corporation | KURABO |
| Choya Umesu Co., Ltd. | Heinz Japan Ltd. (Made in Japan Halal Support Committee) |
| MARUKOME CO.,LTD. | MUSO Co., Ltd. |
| Yotsuba Milk Product Co., Ltd. | Watami Co., Ltd. |
| Awa Henrosoba Bizan (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Awa Tourist Hotel (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) |
| IGAGOE Co., Ltd. | Made in Japan Halal Support Committee |
| Ishinomaki G.F.Center | KASAHARA Industry Co., Ltd. (Made in Japan Halal Support Committee) |
| Nishi Awa Beef Co., Ltd.(Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | NEWTON Corporation (Made in Japan Halal Support Committee) |

Halal Expo Japan 2016 Post Show Report

| | |
|--|---|
| Shikibidani Onsen Co., Ltd. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Kobe Bussan Co., Ltd. |
| TSUTAU Co., Ltd. (HALAL RECIPES JAPAN) | NINOMIYA Co., Ltd. |
| Yuzurikko Co., Ltd. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Funfair Co., Ltd. (Samurai Ramen Umami) |
| IMT Co., Ltd. | LR, Inc. (Taste & Discover Japan) |
| W.M.Japan Co., Ltd. (JA HITACHI, W.M.Japan Co., Ltd., Siddique Enterprises) | E Yuki Seikatsu Co., Ltd. (Made in Japan Halal Support Committee) |
| AAS Catering Co., Ltd. | MBIC Life Co., Ltd. |
| Kataoka Co., Ltd. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Global Corporation (MIRAZ FOOD INDUSTRY SDN BHD) |
| Sawa Co., Ltd. (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Siddique Enterprises (JA HITACHI, W.M.Japan Co., Ltd., Siddique Enterprises) |
| TUGBA TRADING Co., Ltd. | BAHARU CORPORATION |
| Hokubee Co., Ltd. (Made in Japan Halal Support Committee) | Kokusai Boeki Co., Ltd. TradeH&S |
| Nakayama Kichishoen Co., Ltd. | TOKYOTOKUYAMABUSSANN.CO.LTD (Yakiniku Panga) |
| Nisshin shokai Co., Ltd. | JAPAN SYSTEM INTEGRATION RESEARCH Co., Ltd. (SEKAI CAFE / Samurai Kitchen) |
| MINORI Co.,Ltd. | Ajishokuken Co., Ltd. (Made in Japan Halal Support Committee) |
| TAKAHASHI SAUCE Co., Ltd. (Made in Japan Halal Support Committee) | Bando Shokuhin (Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) |
| Ichiooka Seika Co., Ltd. (Tokushima Export | Tezuka Shoji Co., Ltd. (Made in Japan Halal |

Halal Expo Japan 2016 Post Show Report

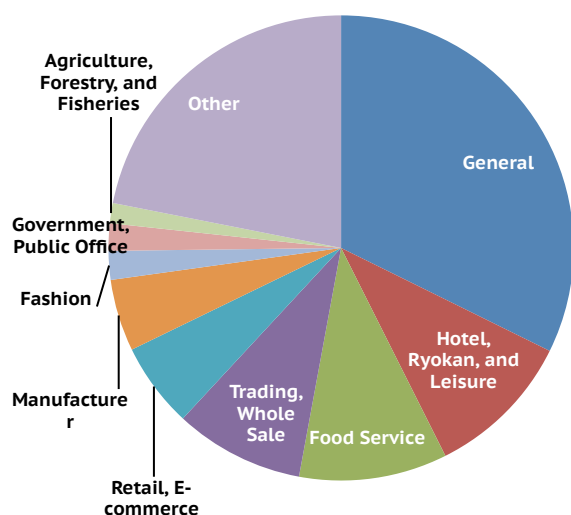
| | |
|---|---|
| Promotion Network for Agriculture Fisheries and Processed Food Production) | Support Committee) |
| Yukiwa Foods Co., Ltd. (Made in Japan Halal Support Committee) | Toa Food Industry Co., Ltd. (Made in Japan Halal Support Committee) |
| NANSATSU SHOKUCHO Co.,Ltd. | Region Food Industries Sdn. Bhd. |
| Mima Seimen Co., Ltd.(Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Production) | Shigeno Seimen Co., Ltd. (Made in Japan Halal Support Committee) |
| TATSUYA Co., Ltd. (Made in Japan Halal Support Committee) | WADA SUGAR REFINING CO., LTD. |

| Beauty/Fashion/Artwork | |
|--|---------------------------------|
| Amaltea Project | ART NOMURA |
| RIEKA INOUE GNU | office noco & hanna |
| HALAL NAIL TOKYO | Beverly Glen Laboratories, Inc. |
| ADF Co., Ltd. | MARNA COSMETICS CO., LTD. |
| chibajigyokuyoudoukumiai (chibabiyogigyokuyoudoukumiai) | Tokosangyo |
| HOYU BUSSAN Co., Ltd. | |

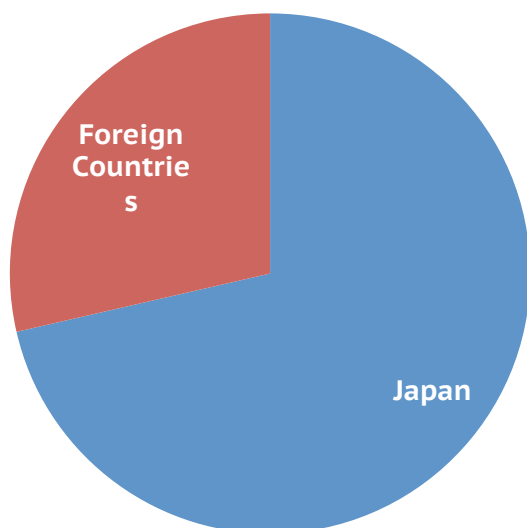
| Media/Service | |
|---------------------------------|---|
| Tokyo Iqra International School | Inbound Business EXPO Japan (NIKKEI Inc.) |
| Iridge Co., Ltd. | Wire and Wireless Co., Ltd. |
| Yano Research Institute Ltd. | MIXIDEA |

3. Number of Visitors

The number of the visitors was 6698. The event was visited by 2711 people on the first day and 3987 people on the second day. The foreign visitors came from 39 nations and regions.

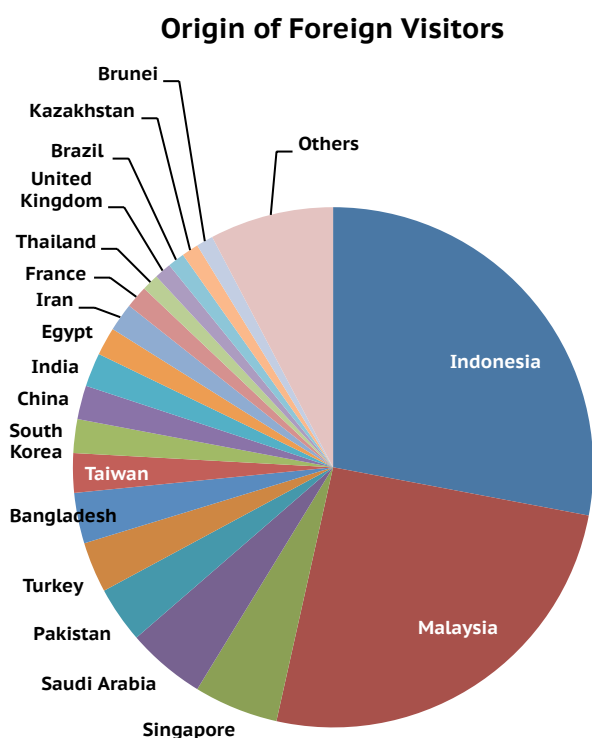
Industry of Visitors

The Rate of Industry (%)

| | |
|--------------------------------------|------|
| General | 32.3 |
| Hotel, Ryokan, and Leisure | 10.3 |
| Food Service | 10.3 |
| Trading, Whole Sale | 9.0 |
| Retail, E-commerce | 5.9 |
| Manufacturer | 5.0 |
| Fashion | 2.0 |
| Government, Public Office | 1.9 |
| Agriculture, Forestry, and Fisheries | 1.4 |
| Others | 21.9 |

Origin of Visitors

The Rate of Nation and Region (%)

| | |
|-------------------|------|
| Japan | 71.4 |
| Foreign Countries | 28.6 |
| Indonesia | 8.0 |
| Malaysia | 7.3 |
| Singapore | 1.5 |
| Saudi Arabia | 1.4 |
| Pakistan | 1.0 |
| Turkey | 0.9 |
| Bangladesh | 0.9 |
| Taiwan | 0.7 |
| South Korea | 0.6 |
| China | 0.6 |
| India | 0.6 |

Halal Expo Japan 2016 Post Show Report



| | |
|---|-----|
| Egypt | 0.5 |
| Iran | 0.5 |
| France | 0.4 |
| Thailand | 0.3 |
| United Kingdom | 0.3 |
| Brazil | 0.3 |
| Kazakhstan | 0.3 |
| Brunei Darussalam | 0.3 |
| Others (Canada, Algeria, United States, Philippines, Tunisia, United Arab Emirates, Morocco, etc.) | 2.2 |

4. Seminar

The number of the participants of the seminars was 747.

November 22 (Tue)

10:15-12:00

Keynote Speech “Inbound Tourism and Urban Development – Alongside Supporting Halal”

What is two-way tourism professed by the proponent of inbound 3.0? What is inbound tourism that concerns the government as a new way of life for Japan’s citizens? From the perspective of urban development and Halal support, the keynote addresses the theory of building the country through revolutionizing tourism.



Mr. Yoshiaki Nakamura
Representative Director, Japan Inbound Solutions Co., Ltd.

11:00-12:00

Panel discussion “The Importance of Public-Private Cooperation in the Field of Halal”

Tokyo’s Taito Ward is one of Japan’s most popular tourist areas. Yet how did this particular part of Tokyo city, which effortlessly attracts tourists from all over the world, also become one of Japan’s most Muslim-friendly town? The authorities will talk about several cases of successful public-private partnerships that led to creating mosques, and the prospect of further developments. Come and listen to the speech by the official from the municipal government endeavoring to find ways of revitalizing the region.



Mr. Yoshiaki Nakamura
Representative Director, Japan Inbound Solutions Co., Ltd.



Mr. Shunsuke Takei
Member of Parliament/Parliamentary Secretary for Foreign Affairs



Mr. Takuji Kawai
Sectional Chief, Tourism Division of Culture Industry Tourism Dept. of Taito City



Mr. Kunio Iijima
Assistant Manager of Secretariat, Asakusa Tourism Federation

Fee 3,000 JPY (tax included)

13:00-14:45

**Yano Research Institute Special Seminar
“The Current Situation and the Future of Halal Certification in Indonesia
– Obligation to Obtain Halal Certification in Indonesia”**

One of the world’s largest Muslim countries is currently undergoing a revolution. The Halal product certification law legislated two years ago has been rapidly increasing the number of Halal-certified in Indonesia. To grasp this movement and further implement it in other parts of Asia, it is necessary

to listen to the person from the country. Please come and listen to the information that is only rarely available even in Indonesia.

“The Feature of the Market of Indonesia and the Field Where Japan is Expected to Invest”

Mr. Retno Supeni

Councilor of Minister, The Embassy of the Republic of Indonesia

“Introduction of Halal and Its Strategies in Company – The Trend of the Market of Health Diet and Supplement in Indonesia”

Ms. Aya Kanbe

Primary Investigator, Yano Research Institute Ltd.

“The Present and the Future of Halal Certification in Indonesia – Obligation to Obtain Halal Certification in Indonesia”



Mr. Lukmanul Hakim

Director, LPPOM MUI (Indonesian Halal Certification Body)

Target

Businessman who is interested in business with Indonesia

Local government who is planning to support promoting export to Asian countries

Fee

5,000 JPY (tax included)

15:00-15:45

“Opportunities in the Global Halal Market for Japanese Entrepreneurs”

Among other non-Muslim countries, Singapore is one of the most Muslim-friendly nations, and Warees Halal is a Singaporean company that has been exporting its Halal certification to other countries. Having served as a Halal certifier for numerous central kitchens and restaurants in Japan, Warees Halal suggests new possibilities for Japanese companies with its extensive experience and knowledge of Japan's corporations.



Mr. Razali Ramli

Assistant Vice-president, Warees Halal Limited

16:00-16:45

“Halal Tourism – Expanding the Horizon and ‘Glocalising’ the World”

A UK-based press visits Japan for its first time to talk about the expanding Halal market and tourism. What is this globally localizing new trend? How should Japanese corporations cope with it? Come to familiarize yourself with the best practices in Europe and the Middle East.



Mr. Sami Hamdi

President and Editor in Chief, The International Interest

Fee

Free

November 23 (Wed, Public holiday)

10:15-11:00

“From the Kitchen and the Dining Hall – How we got many “Delicious” and “Thanks” from foreign customers and Muslims”

This seminar focuses on what is necessary to tell Muslim customers that Halal dishes are being offered in the restaurant, such as Halal certification and ingredient descriptions written in English. In addition, participants can gain the knowledge of what taste is preferred by foreign customers.



Mr. Yuki Yamada

Representative Director, Meisei Co., Ltd.

Fee

Free

11:15-12:00

“Friendliness to Muslims Grown in Mixed Education and Mingling Towns”

Half of Ritsumeikan Asia Pacific University (APU)’s 6,000 students are international students from over 80 countries. The hot spring city Beppu in Oita Prefecture is currently one of the most noteworthy forefront for exchange students. What connects the city’s universities with the area? What were some of the difficulties and solutions? Come and listen to a full-scale practice theory meant for Japan in an ultra-aging era with an extremely low birth rate.



Mr. Masaharu Imamura

Vice-president, Ritsumeikan Asia Pacific University

Fee

Free

12:15-13:00

“Personnel Management Strategy that Utilizes Muslims for Maintaining and Expanding Business – How to Employ Muslim and What We Should Know”



Mr. N. Kandel

Foreign Student Support Dept., Tomonokai Co., Ltd.

Fee

Free

13:15-13:45

“Muslim Inbound Tourism Seen by Big Data Analysis”

Japan’s biggest provider of WiFi access with over 200,000 WiFi Spots, Free Wi-Fi App “Japan Travel Wifi”, introduces the current trend of Muslim inbound tourists. The seminar offers detailed instructions on how to use and interpret the data, as well as the currently hot Big Data in easy terms for beginners.



Mr. Teppei Kawanishi

Assistant Manager, Service Promotion HQ of Wire and Wireless Co., Ltd.

Fee

Free

14:15-14:45

“Halal as a Bridge between the Local Community and the World, What We Learned with Muslims – Japanese Food is a Source of Dissemination”

Ramen has become a world-famous Japanese dish. The seminar is hosted by both Nikkouken and Samurai Ramen, both of whom have developed ramen that can be eaten by Muslims. Come and find out how the two restaurants coped with the ever-diversifying global food cultures and their specific endeavors in revitalizing the city.



Mr. Dainari Goka

Owner and Chef of Nikkoken, Chairman of Ryomo Muslim Inbound Promote Committee

“The Product Development that Takes Global Market into Consideration – The Story of Samurai Ramen UMAMI”



Mr. Shigeki Shirasawa

CEO of LADHIZEN, LLC., Director of Funfair Co., Ltd.

Fee

Free

15:00-15:45

“Experience Halal Travel – Understanding the Muslim Travel Psyche”

The Muslim market is valued to be worth an estimated \$150 billion, and is expected to reach \$200 billion by 2020, according to Mastercard-CrescentRating Global Muslim Travel Index (GMTI). Muslim travel for the same reasons as any other tourist – to explore different destinations and experience unique cultures. However, they do not wish to compromise on their beliefs and faith based needs. We go behind the scenes to understand the Muslim Travel Psyche and the strategic steps destinations can adopt in attracting this growing segment.



Ms. Raudha Zaini

Marketing Manager, CrescentRating & HalalTrip Pte Ltd

16:00-16:45

“Halal – The Safety of Food and Its Science”

Are the foods you eat everyday really safe? Especially when the world is so preoccupied with food safety, an expert will share his professional knowledge in easy terms to talk about food safety. The seminar offers insight into the very essence of food, suitable for both non-Muslims as well as Muslims interested in Halal certification.



Mr. Fahrul Irfan

Member of Shariah Board, NPO Japan Halal Association



Dr. Eiichi Tamiya

Vice-president, Japan Halal Research Center

Fee

Free

III. Fashion Show

1. Summery

| | |
|----------------------|---|
| Logo |  <p>The logo for the Tokyo Modest Fashion Show. It features the word 'TOKYO' in a black, sans-serif font. Below it, the word 'MODEST' is written in large, bold, red capital letters. At the bottom, the words 'FASHION SHOW' are written in white capital letters inside a black rectangular box.</p> |
| Name of Event | ToKyo Modest Fashion Show 2016 |
| Slogan | <p>Beauty is an eternal theme for women in the East and West alike. Of course it is no different for Muslim women, or Muslimahs. For centuries, Muslimahs have pursued their own kind of beauty by hiding rather than emphasizing their bodies. In Tokyo, the center of Asian culture that has always created new trends, Japan's first ever Muslimah Fashion Show will take place this autumn.</p> |



2. Brand

| Name of Brand | Origin | Number of Styles |
|----------------------|-----------|------------------|
| Rina Salleh Clothing | Malaysia | 10 |
| Tuty Adib | Indonesia | 10 |
| Shahara Shawl | Singapore | 4 |
| Fatimah Morsin | Singapore | 4 |
| Alia Anggun | Singapore | 2 |
| Rieka Inoue GNU | Japan | 10 |
| Alia Anggun | Singapore | 2 |
| Sufyaa | Singapore | 4 |

Halal Expo Japan 2016 Post Show Report

| | | |
|-------------|-----------|----|
| Azni Samdin | Singapore | 4 |
| Lia Afif | Indonesia | 10 |

3. Stage Event

| | |
|--|--|
| 22nd and 23rd 13:00-13:30 | Hijab Styling Session Hijab stylists from the United Kingdom and Malaysia performed the popular styles in the West and the East. Ms. BubbleGumHijab Lifestyle Blogger on YouTube Ms. Zura Ahmad Representative, ATIYA MEDIA |
| 22nd and 23rd 13:30-14:00 | Henna Art Session A Henna artist from Singapore performed henna art on the stage.  <div> Ms. Zai Miztiq Founder, MiztiQ Henna and Body Art </div> |
| 22nd 15:00-16:00 | Talk Session "Self Discovery Through Colours" The lecture was aimed at clarifying the personality through colors and contributing its development and self-enrichment.  <div> Ms. Shuhada Alauddin Founder of MYRYL, Expert of Color Therapy </div> |
| 22nd 16:00-17:00 23rd 15:00-16:00 | Hijab Styling Session Designers who participated the fashion show performed the styles of wearing hijab on the stage. |

IV. Live Cooking

1. Summery

Singaporean celebrity chef cooked with Halal certified products to demonstrate the deliciousness of them.



Mr. Muhammad Kamal

Representative, Singapore Halal Culinary Federation

2. Sponsor

| Name of Company | Product |
|----------------------------|--|
| Nisshin shokai Co., Ltd. | Halal Rice Bran Oil Halal Pressed Sunflower Oil ARBELLA Vegetable Bouillon ARBELLA Chicken Style Bouillon ARBELLA Beef Style Bouillon |
| Tokushima Prefecture | Halal Deer Meat (Shikibidani Onsen Co, Ltd.) Halal Certified Organic Miso (Kanekomiso Co., Ltd.) Sudachi Marushibori Juice (Bando Shokuhin) Yuzu Marushibori Juice (Bando Shokuhin) Yuko Marushibori Juice (Bando Shokuhin) Ita Konnyaku (Kataoka Co., Ltd.) Kitou Yuzu Yuzu Tea (Yuzurikko Co., Ltd.) |
| Simply Halal International | Gilda Tomato Sauce |

3. Performed Menu



Steamed Yuzu Cake

A simple and fuss-free healthy cake for all to enjoy. Full of goodness yet versatile as it can compliment any sweet sauce, honey or even berries compote.



Steamed Fish with Yuzu-soy Sauce

Steaming dedicate seafood with healthy oil and citrusy YuKoSu mix to enjoy all the benefits for that perfect Umami.



Eggplant and Tomato Soup

A rich, hot smoky yet mildly sweet soup with all the goodness in one bowl.



Curry Gizzard and Liver with Vegetables

A rich Southeast Asian style curry packed with micronutrients and minerals for greater sustenance.



Chicken Cabbage Roll

A simple yet well-balanced savory light bite packed with high fiber and protein.



Konnyaku Noodles with Prawn Singgang

A classic combination of East and South-East Asian spice mix to create a well-balanced palate along many anti-viral properties.



Tuna Tataki with Miso Aioli

The Japanese and Mediterranean fusion inspired Aioli sauce creates a perfect balance of freshness.



Deer Semur

A traditional Indonesian meat stew with a twist by adding deer meat with a spice-sweet goodness.

V. Media Listing Information

1. Press Release and Pre-coverage

| Date | Press Release | Number of Receivers |
|-------------------|--|----------------------------|
| June 1, 2016 | 今年の秋、浅草の街全体がハラール展示商談会場に！『ハラールエキスポジャパン 2016』の出展受付を開始 | 248 |
| August 30, 2016 | 東京発、ムスリムファッションの最新トレンド。『TOKYO MODEST FASHION SHOW 2016』が今秋開催決定！ | 298 |
| November 15, 2016 | 複数のハラール認証団体が「ムスリムフレンドリーレストラン認定」を策定、国内ムスリム対応基準統一へ | 272 |

| Date | Article | Name of Media |
|-------------------|------------------------------------|----------------------|
| August 30, 2016 | 日本初のムスリムファッションショー、11月に東京で開催 | Fashionsnap.com |
| September 1, 2016 | ムスリムファッション＝黒じゃない。そして、こんなにお洒落だったんだね | GLITTY |

Halal Expo Japan 2016 Post Show Report

| | | |
|-------------------|---|--------------------------|
| November 12, 2016 | Tokyo fashion show takes a modest approach to style | The Japan Times (Japan) |
| November 15, 2016 | イスラム教徒向け「ハラール」基準統一へ、飲食店が対象 | Sustainable Brands Japan |

2. Coverage

| Type | Name of Company | Name of Media |
|------------------|--|------------------------------|
| Television | NHK | Ohayo Nippon |
| Television | NHK | NHK Shutoken News |
| Television | NHK | NHK World |
| Television | Risala Media | Risala Media |
| Television | REUTERS | REUTERS |
| Television | TOKYO BROADCASTING SYSTEM TELEVISION, INC. | Asachan! |
| Television | Minaminihon Broadcasting Co., Ltd. | Minaminihon Broadcasting |
| Television | Kagoshima Television Station Co., Ltd. | Kagoshima Television Station |
| Radio | NHK | Radio Japan |
| National Paper | The Yomiuri Shimbun Holdings | Yomiuri Shimbun |
| Foreign Paper | Singapore Press Holdings | The Straits Times |
| Local Paper | Tokachi Mainichi News Paper, Inc. | Tokachi Mainichi News Paper |
| Local Paper | Minaminippon Shimbun.Co.,Ltd. | Minaminippon Shimbun |
| Industrial Paper | THE JAPAN AGRICULTURAL NEWS | THE JAPAN AGRICULTURAL NEWS |

Halal Expo Japan 2016 Post Show Report

| | | |
|------------------|---------------------------------|------------------------------|
| Industrial Paper | Kankokeizai News Corporation | Kankokeizai News Corporation |
| Industrial Paper | Suisan Shinbun | Suisan Shinbun |
| Magazine | Ace Dentsu | HALAL LIFE |
| Magazine | K.K.Kyodo News | Kyodo Weekly |
| Magazine | Asahi Shimbun Publications Inc. | AERA |
| Website | CAMIYU Inc. | NIKKEI STYLE |
| Website | ariTV,inc. | ariTV |
| Website | The Halal Food Blog | The Halal Food Blog |
| Website | Moeslema.com | Moeslema.com |
| Website | Creative Link Corporation | AFPBB News |
| Website | TV Asahi Corporation | favclip |

3. Media Listing

| Date | Article | Name of Media |
|-------------------|--|-------------------------------------|
| November 22, 2016 | Tokyo fashion show takes a modest approach to style | The Japan Times (Japan) |
| November 22, 2016 | ムスリムへの理解深めビジネスチャンスつかんで ハラルエキスポジャパン 2016 が開幕 | JAPAN style Honichi Business Eye |
| November 22, 2016 | 都内でムスリムファッションショー、ウエディングドレスも | AFPBB |
| November 23, 2016 | Lenggak-lenggok Model dalam Peragaan Busana Muslim Pertama di Jepang | Liputan6 (Indonesia) |
| November 23, 2016 | Promosikan Produk Halal, LPPOM MUI Berpartisipasi dalam Halal Expo Japan 2016 di Tokyo | detikcom (Indonesia) |

Halal Expo Japan 2016 Post Show Report

| | | |
|-------------------|---|---|
| November 23, 2016 | Tokyo gelar peragaan busana muslim pertama | ANTARA News (Indonesia) |
| November 23, 2016 | Tokyo holds its first fashion show for Muslim women | AL ARABIYA (Saudi Arabia) |
| November 23, 2016 | イスラム最新ファッション紹介 | NHK |
| November 23, 2016 | ハラール認証団体などが飲食店向けの統一審査基準策定へ 訪日ムスリムの信頼確保目指す | JAPAN style Honichi Business Eye |
| November 23, 2016 | 日本で初、“イスラム教徒向け”ファッションショー | TBS |
| November 24, 2016 | Japan's first fashion show for Muslim women lit up Tokyo. | Al Jazeera Media Network (Qatar) |
| November 24, 2016 | Tokyo holds its first fashion show, featuring Singaporean designers, for Muslim women | The Straits Times (Singapore) |
| November 24, 2016 | イスラム教徒向けファッションショー、日本で初 | REUTERS |
| November 25, 2016 | Brunei participates in Japan Halal Expo | Borneo Bulletin (Brunei Darussalam) |
| November 25, 2016 | 日本発“ムスリムファッション”最前線 | NHK |
| November 30, 2016 | Covering up with Japanese Textiles | NHK WORLD (Japan) |

Halal Expo Japan 2016 Post Show Report



Feature Article

AFPBB NEWS 動画 ニュース 経済・サイエンス ライフスタイル スポーツ 動画 とびれ基 資料 ランキング

100万円の投資から 2億円の資産をつくる 勝利の方程式とは? 詳しくはこちら

動画：都内でムスリムファッションショー、ウエディングドレスも

2016年11月22日 18:22 発信地：東京

AFPBB NEWS

都内でムスリムファッションショー、ウエディングドレスも Must...

【11月22日 AFPBB News】日本初のムスリムファッションショー（Tokyo Modest Fashion Show）が22日、東京・台東区で開催され、マレーシア、インドネシア、シンガポールなどの各国のブランドが、イスラム教の戒律にのっとった最新ファッションを披露した。色鮮やかできらびやかなものからスタイリッシュなものまでデザインは幅広く、中には純白のウエディングドレスも登場した。

インドネシアのデザイナー、リア・アフィフ（Lia Afiff）さんは、今回のショーのために来日。「ムスリムファッションを世界に知ってもらうことが大切。素敵で心地よいも

トップストーリー

米NY市、トランプ氏の警備で連邦政府に40億円の見直し要請

リビアのISに打撃 最後の主要拠点、政府軍が奪還

ガーナで偽の「米大使館」10年運営 ギャングがビザ偽造

ネット「ママ値」ビザ店で発掘…偽ニュースの危険性、米で懸念増大

シャベコエンセのスタメリカーナ優勝が決定、対戦相手にはフェアプレー賞

November 22, 2016, AFPBB

Halal Expo Japan 2016 Post Show Report



November 23, 2016, ANTARA News

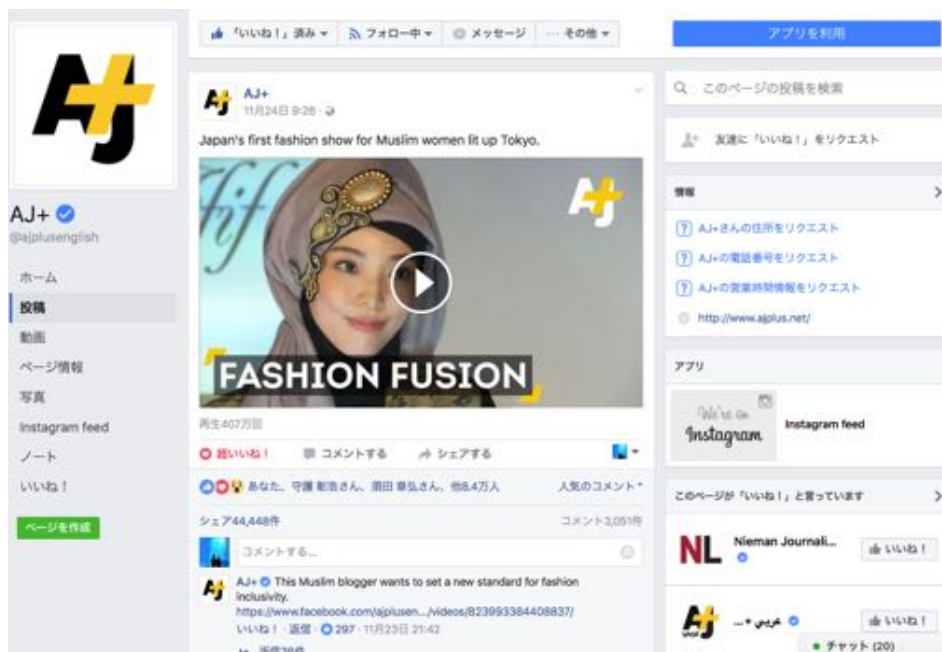


November 23, 2016, AL ARABIYA

Halal Expo Japan 2016 Post Show Report



November 23, 2016, JAPAN style Honichi Business Eye



November 24, 2016, Al Jazeera Media Network

This video has been viewed 4 million times for two weeks and shared 40 thousand times.



Tokyo holds its first fashion show, featuring Singaporean designers, for Muslim women



ST VIDEOS

November 24, 2016, The Straits Times

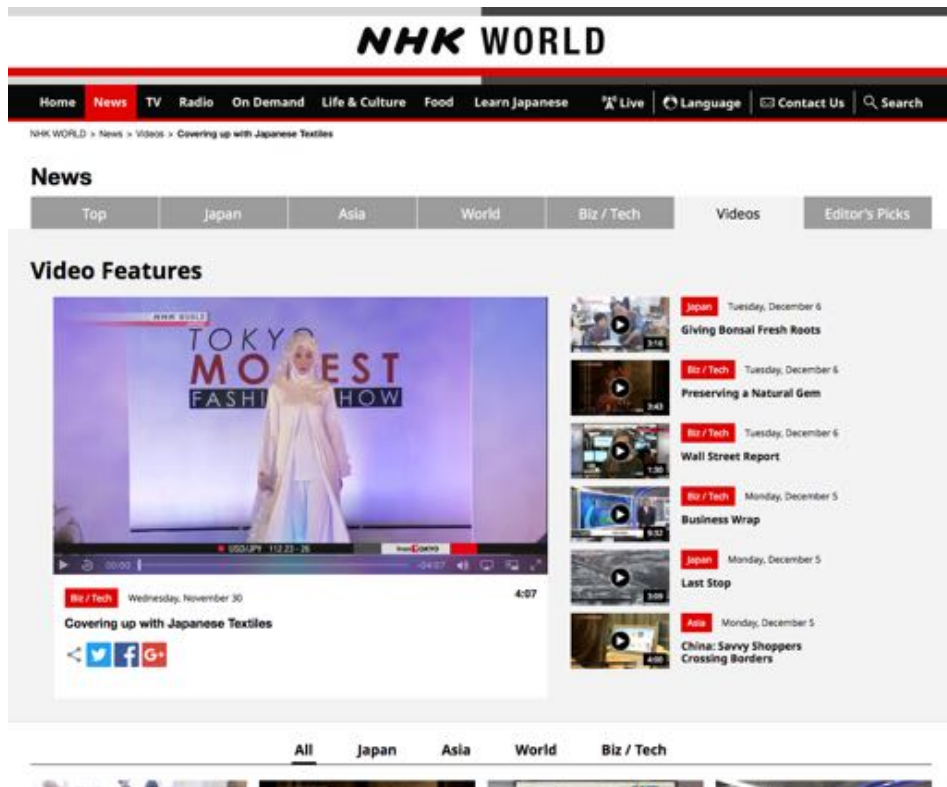


November 24, 2016, REUTERS

Halal Expo Japan 2016 Post Show Report



November 25, 2016, NHK



November 30, 2016, NHK WORLD

Halal Expo Japan 2016 Organizing Committee

RKF Ebisu Bldg. 5F, 2-1-2 Ebisu-minami, Shibuya-ku, Tokyo 150-0022, Japan

<http://expo2016e.halalmedia.jp>