



VIETNAM INTERNATIONAL HALAL EXPO & FORUM

VIHEF 2027

22–24 APR 2027

Vietnam Exposition Center (VEC),
Tu Lien Bridge Road, Dong Anh, Hanoi, Vietnam

*Where Vietnam
Meets the Global
Halal Economy*

VIHEF is Vietnam's dedicated trade show for the halal economy, connecting local suppliers with international halal buyers, brands, and institutions as Vietnam emerges as a rising halal market in Asia. From food and ingredients to beauty, fashion, finance, and tourism, VIHEF brings the breadth of the halal ecosystem together under one roof.

**BOOK A
STAND
NOW!**

100+

Expected Exhibitors

3000+

Expected
Trade Visitors

20+

Countries
& Regions

5000

SQM Gross
Exhibition Area



VIETNAM
INTERNATIONAL
HALAL EXPO & FORUM

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VIHEF

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2027



IN
VIETNAM



IN
ONE PLACE

WHY EXHIBIT AT VIHEF



Direct Access to Vietnam's Growing Halal Market

Vietnam is emerging as a key halal production and export base in ASEAN.

One Show, Every Sector

All industries represented, from Food & Beverages to Health & Wellness, under a single roof.

Buyer-Focused Programme

Hosted buyer invitations, business matching, and forum sessions built to connect exhibitors with qualified trade buyers.

MARKET OPPORTUNITY

\$2,43T

Global Halal Economy
2023 baseline, projected to reach \$3.36T by 2028

\$608B

OIC Halal Imports
Projected 2028 value, up from \$407.8B in 2023

\$1,43T

Halal Food Spending
2023 figure, projected to reach \$1.94T by 2028

49%

Import Growth
Projected OIC halal import expansion 2023–2028

THE GLOBAL HALAL ECONOMY

A USD 3.36 TRILLION TRADE FRONTIER

EXHIBITOR PROFILE

KNOWLEDGE & ENABLERS

Education
Services & Enablers
(logistics, certification, hubs)

TRAVEL, MEDIA & FINANCE

Muslim-Friendly
Hospitality & Tourism
Media & Recreation
Islamic Finance & Fintech

PHARMACEUTICALS & MEDICALS

Medicine
Vaccine
Supplements
Nutraceuticals
Raw Materials

BEAUTY & PERSONAL CARE

Wellness
Makeup foundations
Skin care
Hair care
Fragrances

FOOD & INGREDIENTS

Food & Beverages
Food Technology & Packaging
Halal Ingredients

LIFESTYLE & RETAIL

Modest Fashion & Lifestyle
E-Commerce
Retail & Franchise
Islamic Arts & Crafts

VISITOR PROFILE

MANUFACTURING

Process technology
Filling and packaging
Packing materials
Labelling Solutions
Automation data processing
Safety and Analytics
Refrigeration and air-conditioning
Food Service Equipment

MODEST FASHION

Ready-to-wear
Footwear
Accessories
Textile
Contract Manufacturers

FOOD

Meat/Poultry
Halal Ingredients
Confectionery
Frozen Foods
Dairy Products
Preserved/Canned Food
Bakery Products
Sauces and Paste
Spices and Condiments
Ice Cream/Sorbet
Grain and Cereals
Fresh & Frozen Seafood
Dry Noodles

BEVERAGE

Coffee
Concentrates/Cordials
Energy Drinks
Health & Herbal Drinks
Chocolate
Juices
Malt Beverage
Milk/Dairy Drinks
Mineral & Spring Water
Soft Drinks

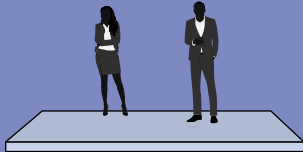
FRANCHISE

Bakery/Snacks
Beauty/Spa
Beverages/Ice Cream
Consultancy Services
Convenience Stores
Fast Food/Restaurants
Retail Equipment & Technology
Online Services

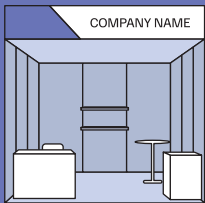
PHARMACEUTICALS & COSMETICS

Pharmaceuticals
Medicine
Vaccine
Supplements
Nutraceuticals
Cosmetics
Raw Materials
Personal Care /Wellness

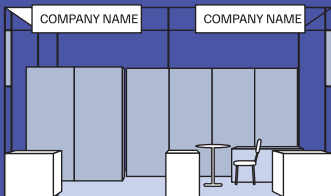
EXHIBITION PACKAGE



USD 350/ M2
SPACE ONLY



USD 415/ M2
STANDARD PACKAGE



USD 435/ M2
PREMIUM PACKAGE

ABOUT INFORMA MARKETS



Informa Markets is part of Informa PLC, a leading international events, intelligence, and scholarly research group.

Informa Markets organises B2B exhibitions across industries in over 40 countries, connecting businesses with the customers and markets that matter most to them.

