

## About ASEAN Halal Pavilion



## Who We Are

The **ASEAN Halal Pavilion** is a platform designed to showcase and promote halal products and services across the ASEAN region. It aims to connect halal producers, traders, and service providers, fostering collaboration and leveraging the untapped potential of the halal industry. The pavilion also features three key online platforms: HalalHolidays.asia for Muslim-friendly travel packages, NilaiMart.com for regional halal product sales, and a halal logistics aggregator.

### Key aspects of the ASEAN Halal Pavilion:

#### Collaboration and Synergy:

The pavilion emphasizes the need for collaboration and synergy between different stakeholders within the ASEAN halal industry to develop the halal economy.

#### Flagship Products:

**HalalHolidays.asia:** An online platform offering Muslim-friendly holiday packages in Indonesia, Malaysia, Thailand, Vietnam, and China.

**NilaiMart.com:** An e-commerce platform for regionally produced halal products.

**Halal Logistics:** A logistics aggregator ensuring adherence to halal principles in transportation and delivery.

#### Regional Focus:

The pavilion focuses on showcasing halal products and services from various ASEAN countries, including Indonesia, Malaysia, Thailand, Vietnam, and China.

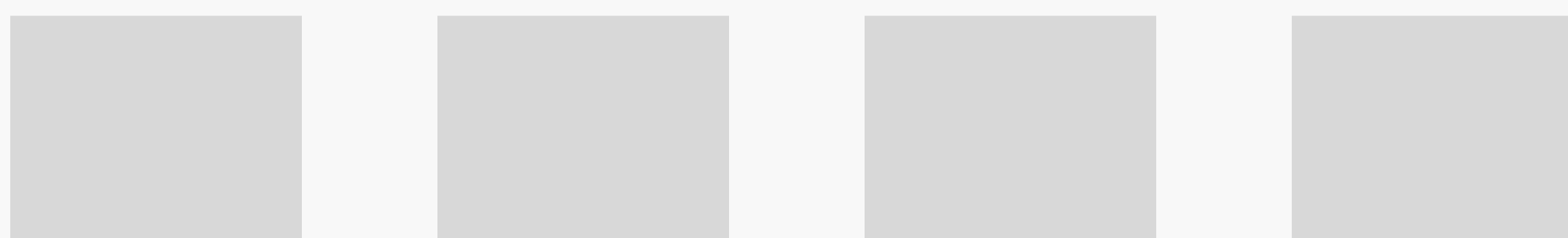
#### Digital Platform:

The pavilion leverages digital platforms to connect businesses and consumers, offering e-commerce opportunities and promoting halal products online.

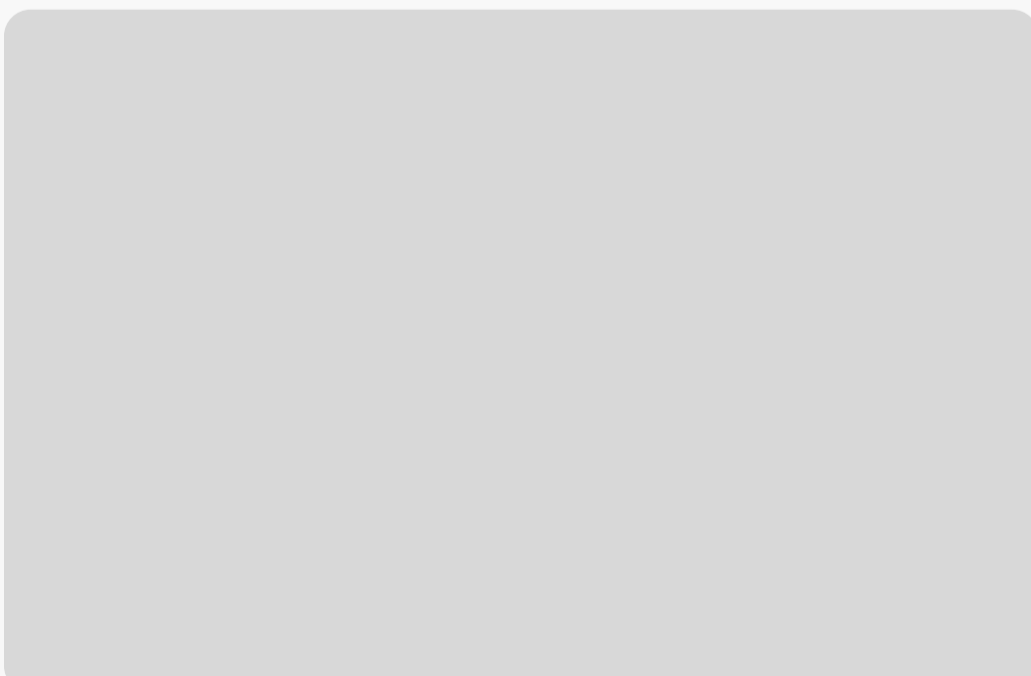
#### Expansion into China:

The pavilion also aims to expand into the Chinese market through platforms like JD.com to reach a large consumer base, says The Malaysian Reserve.

## Our Partners



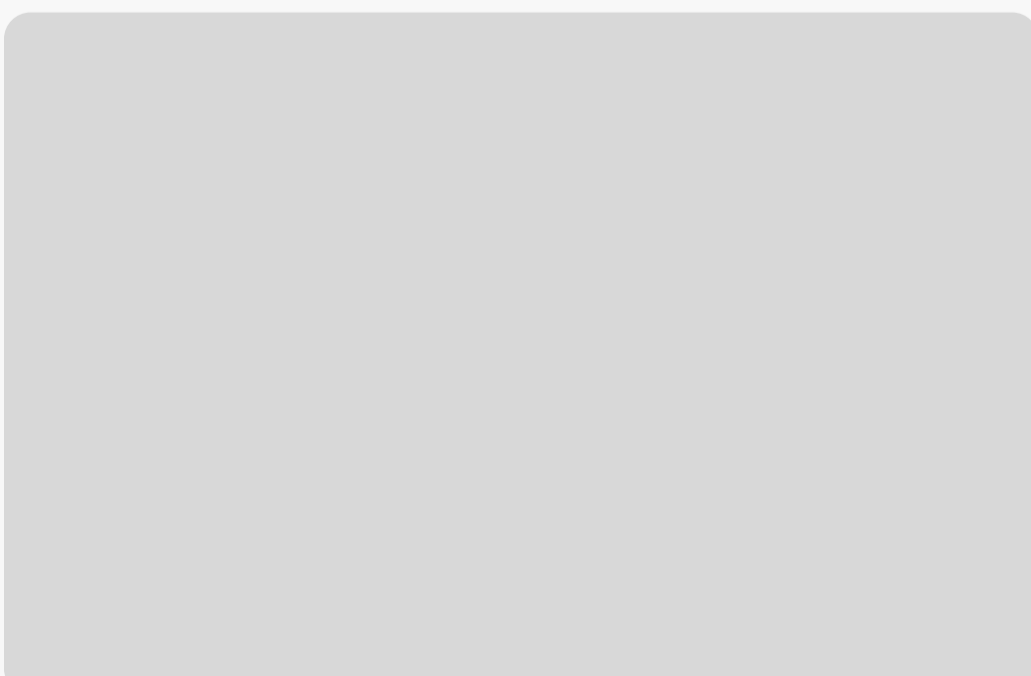
## Latest news



### Datuk Seri Dr. Ahmad Zahid Hamidi Unveils Tahira Group's ASEAN Halal Pavilion at MIHAS 2024

The unveiling of the ASEAN Halal Pavilion by Tahira Group at the Malaysian International Halal Showcase (MIHAS) 2024 marks a significant step in fostering collaboration within the ASEAN halal industry...

Author: Hafiz M.Ahmed

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### Indonesian Muslim Entrepreneurs Community launches ASEAN Halal Pavilion, strengthening regional halal industry

Tangerang, Banten (Indonesia Window) – The Indonesian Muslim Entrepreneurs Community (locally known as its abbreviation KPMI) in collaboration with Tahira Group from Malaysia, Halal International China ...

Author: Indonesia Window

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