

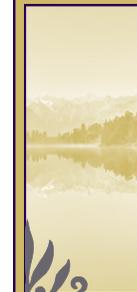
The ḥalāl market and how we can help

The ḥalāl market has been experiencing a continuous growth in the past decades. The ḥalāl food market is estimated to be worth \$1.173 billion by 2021, the ḥalāl travel sector to be worth \$243 billion dollars by 2021, modest fashion sector worth \$368 Billion by 2021 (Thomson Reuters & Dinar Standard 2016/17).

Halāl certifications are time-bound. Understanding ḥalāl practices has become the backbone of running a halal certified business. It is therefore paramount that customers understand the concept of ḥalāl practices to be successful in the ḥalāl commercial world.

To help our customers to gain knowledge and proficiency about the ḥalāl commercial world, the Halal Brand Hub offers consultancy, training and research in the ḥalāl sector.

Halal Brand Hub is able to provide its services all around the globe although it is a New Zealand company with its headquarters based in Auckland, New Zealand. It is a limited liability company registered under the New Zealand companies act.



Halal Brand Hub

www.halalbrandhub.com

Your timely source for
quality ḥalāl

- Consulting
- Research &
- Training

Halal Brand Hub

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What is ḥalāl?



The words ḥalāl and haram are the terms used in the Qur'an to differentiate between what is categorized as lawful/allowed and unlawful/forbidden.

Halāl lifestyle can include travel, finance, clothing, recreation, cosmetics, food/ diet and so forth. Therefore the ḥalāl market is truly big and wide and caters for both Muslims and non-Muslims i.e. for those who value and differentiate between what is categorised as ḥalāl and haram.



@ Halal Brand Hub

Our Vision

Our vision is to be the local and global leaders in delivering quality consulting services, research activities and training.

Our Mission

At Halal Brand Hub, we aim to deliver effective and efficient services according to an agreed and re-sourced corporate plan to include following major objectives:

- Raise ḥalāl awareness and associated commercial prospects.
- Promote Halal Brand Hub's capabilities to help public and private sectors to optimize their profits through opportunities in the ḥalāl market including ḥalāl lifestyle, ḥalāl food, ḥalāl fashion, ḥalāl tourism, ḥalāl services industry, ḥalāl supply chain and sustainable environment.
- Support local public and private sectors to develop strong collaborative links with the growing ḥalāl markets globally.
- Provide professional training to support the ḥalāl awareness and needs through customized training sessions.
- Undertake research informed professional activities.



Our Services

Consultancy

Halal Brand Hub is a one-stop consultancy firm, offering extensive and committed services to clients, located in any corner of the world. We specialize in providing local and international ḥalāl consultancy services for the food, tourism and hospitality management, fashion, life style industries, etc. Our aim is to create for a ḥalāl brand for our clients and facilitate obtaining of ḥalāl certification locally and internationally.

Research

It is worth noting where the ḥalāl business opportunities are being generated from and what is our level of preparedness to enter those markets? The strategic aim of our research is to connect our clients with trade opportunities in the ḥalāl industry sector with short and medium term expected objectives.

Training

Our aim is to help our clients to gain knowledge and proficiency about the ḥalāl commercial world. The Halal Brand Hub offers a variety of comprehensive tailor made training programs that are specifically designed, customized to fulfill the needs and delivered to ease the customer's transition towards the ḥalāl market segment.

