



Mega Halal 2025: Peace is the Pathway to Profits

A Special Report
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Mega Halal 2025: Peace is the Pathway to Profits

- ▶ The MEGA HALAL BANGKOK 2025 was held between July 16-18, 2025, at BITEC Bangna International Convention Center to showcase products, innovations and services of the growing global Halal ecosystem, especially in Thailand.
- ▶ It was organised by the Central Islamic Committee of Thailand, in collaboration with World Dex G.E.C. Ltd. and ComAsia Ltd., in collaboration with numerous other groups such as the Thai Muslim Trade Association. Delegates had an opportunity to meet and exchange cooperation with more than 60 international halal organizations that have halal partnerships with Thailand, and over 200 leading Thai halal business organizations.
- ▶ **However, it was much more than just a regular trade show.**
- ▶ This Special Report offers some special insights on its real value.



The Power of Peace

Nothing is possible without peace. This speaker reminded his audience of the Diplomatic Breakthrough of the Decade – the Thai-Saudi rapprochement in January 2022, following the visit to Saudi Arabia by Thai Prime Minister Prayut Chan-ocha. It is thanks to this historic ending of a 32-year rift between the two kingdoms that relations between Thailand and the Islamic world are booming..



Creates new opportunities to diversify Thailand's export markets and underpin national security

Presiding over the International Halal Forum, former Prime Minister Srettha Thavisin, who pioneered the vision of Thailand Halal Industry Center as the country's all-inclusive command and operation center in driving the Halal Industry forward, bluntly told delegates in his opening speech that businesses hit by the punitive U.S. tariffs should shift their focus to the Islamic markets.

Rebalance Thailand's visitor source-markets

Thailand is realising the risk of over-exposure to China, Russia and India as its primary tourism source-markets. The Islamic world, especially the high-value countries of the Gulf region, are perfect for diversifying that base. They are long-stayers, high-spenders and help fill up rooms in the monsoon months, the so-called Low Season.





Nation building: Creates jobs for young people and redistributes income

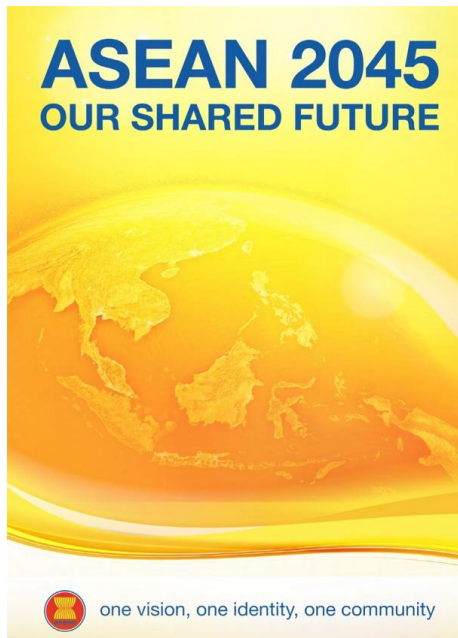
The exhibitors at the Mega Halal show are all sources of jobs for young Thais, especially in their own home provinces. This helps one of the primary national economic goals, viz., to better redistribute income nationwide and narrow the rich-poor inequality gap.

One Humanity. Many Cultures.

UNAOC aims to improve understanding and cooperation among nations and peoples across cultures and to reduce polarization at local and global levels. It helps develop more inclusive societies, in which diversity is experienced as an asset.

Promote an Alliance of Civilisations

Unlike Myanmar, also a Buddhist-majority country with equally good natural and cultural heritage, Thailand treats its Islamic minority as equal citizens. Recognising and uplifting their status over time could also contribute to a settlement of the simmering low-grade conflict in South Thailand, which is nowhere as intense as Myanmar's suppression of its Rohingya minority.



**ASEAN COMMUNITY VISION 2045
“RESILIENT, INNOVATIVE, DYNAMIC,
AND PEOPLE-CENTRED ASEAN”**

Socio-Cultural

29. A Community that is people-centred, people-oriented, and interconnected with seamless movement of peoples, goods, and services with a shared ASEAN ownership and identity.
30. A caring Community that will ensure the full potential and improve the quality of life for its peoples that is participative, inclusive, sustainable, and promotes social cohesion, hereby ensuring shared prosperity, especially among vulnerable groups, and leaving no one behind.
31. A Community that is able to optimise its demographic bonus to, among others, make ASEAN the epicentre of growth and innovation through inclusive, comprehensive and transformative education in a conducive learning environment to develop a highly skilled and competitive labour force, and the creation of decent work and high-quality jobs.

Promote ASEAN integration across all three pillars – economic, socio-cultural and security

ASEAN has just approved a new 20-year roadmap called the Vision 2045, entitled “Our Shared Future”. The Mega Halal show is in line with all three.



Promotes the Sustainable Development Goals

People, Planet, Prosperity, Peace and Partnership.

All come together under one roof at the Mega Halal show.

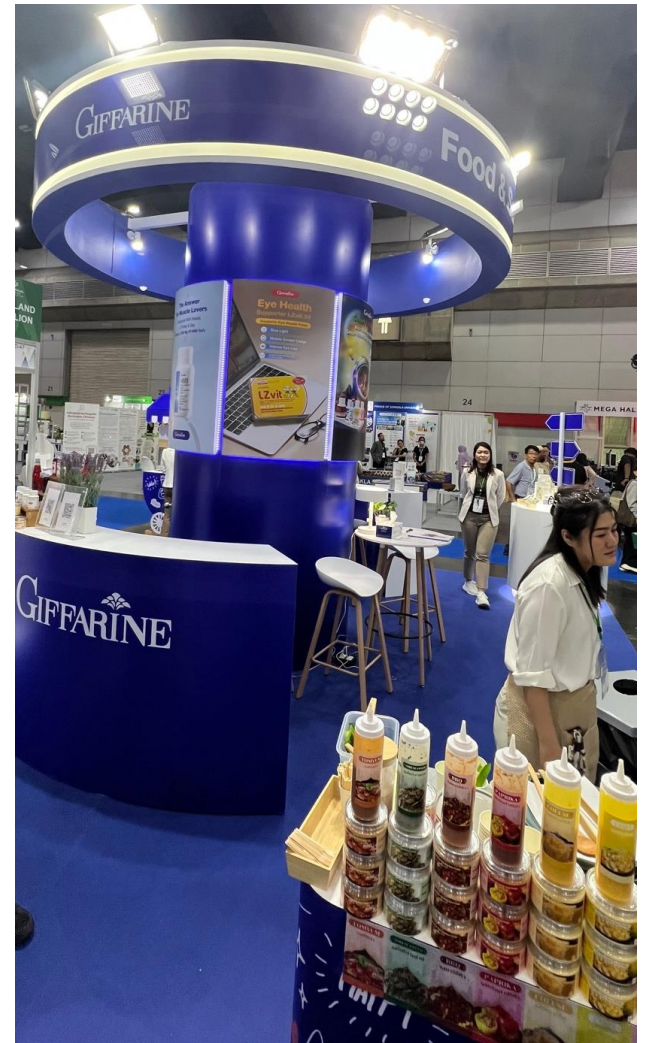
The Quality and Diversity of the Exhibitors

Food

Thailand is a food-secure country.
The Islamic countries of the Middle
East and North Africa are not.
A perfect business match.











Travel

Growing number of travel companies are catering to Islamic cultural requirements.







Health

Thai Health & wellness facilities are renowned in many parts of South Asia and the Middle East. One herbal company had a prominent poster entirely in Arabic.





Jewellery

Thai expertise and creativity
in the gems and jewellery
sector makes this one of the
most promising product lines





Fashion and Apparel

Nice to see the Thailand Textile Institute at the show. This is also in line with the TAT's 5Fs strategy (Fashion, Food, Film, Fight, Festivals)



Education

This is one of the most recent and fastest growing areas – research and academic facilities to expand the knowledge base, promote cross-cultural understanding and shared values.











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معهد حلال بجامعة الأمير سونكلا
HALAL INSTITUTE PRINCE OF SONGKLA UNIVERSITY



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General

Visitors from all walks of life were at the show to get more information, explore opportunities and better understand the markets.







Yala Province

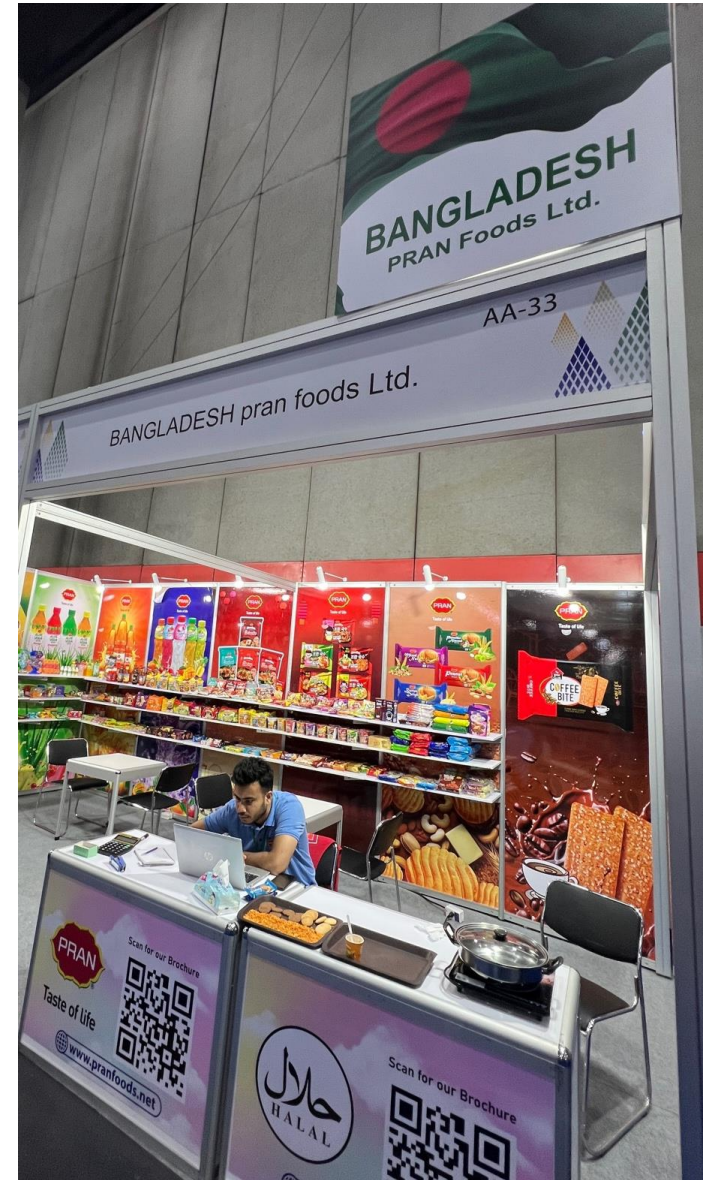
The southern Thai province of Yala had a prominent presence. The diversity and creativity of the display products showed clearly how rapidly these provincial destinations are adapting their designs and product range to tap local, regional and global markets.



International pavilions

The world of business should truly be borderless. Several Muslim-majority countries also showcased their products.







Business Assistance

Raising finance, understanding the bureaucratic procedures, how to set up a business – these booths were there to help.




A Halal Clinic was set up just outside the main exhibition halls for businesspeople to get further information and have private discussions.




This journal, which I came across for the first time, has a comprehensive bilingual content. The article on Page 55 on Chinese Fusion cuisine, was particularly fascinating.



	
วารสารอิสลามแห่งประเทศไทย THAILAND ISLAMIC JOURNAL ปีที่ 1 ฉบับที่ 2 กรกฎาคม-ธันวาคม 2567	
บทความวิจัย	
แนวทางการพัฒนาคุณภาพการบริการของผู้ประกอบการอาหารฮาลาลในเขตกรุงเทพมหานคร การุณ สาสะกุล, ปริญญญา ประหยัดทรัพย์	07
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This restaurant is taking culinary creativity to new heights with an Alliance of Culinary Civilisations between Halal and Chinese food

MANDARIN
HOT POT & DIM SUM





NO.1 HALAL HOT POT


BRAND FROM THAILAND!


Now Expanding Globally!


**START YOUR FRANCHISE
WITH MANDARIN**


Store Design & Build
 Modern Oriental theme with complete store construction, signage, lighting, and decor by HQ design experts.

Central Kitchen & Supply
 Receive first stock of GMP, FDA, and Halal-certified products direct from our centralized facility—ensuring unified taste and quality.


Equipment & POS System
 We provide a fully equipped kitchen and integrated POS system to handle orders, stock, sales, and accounting with e-payment support.


Operations & SOP System
 Access our complete franchise manual, SOPs, and digital tools for smooth daily operations, reporting, and scheduling.


Comprehensive Staff Training
 On-site training at model store with live practice in cooking, POS usage, and customer service—HQ trainers guide your launch.

Marketing & Business Support
 We handle your launch campaign, provide ongoing promotional materials, and ensure smooth supply chain and operations support.


**FROZEN
DIM SUM**
Expand Your Product Range


High-Quality, Halal Certified
 Offer your customers delicious, premium frozen dim sum – meticulously prepared to Halal standards. Ideal for retail, catering, or as a value-added offering to your existing food businesses.


Convenience & Consistency
 Our ready-to-use frozen range ensures easy preparation without compromising on taste or quality.

Attractive Margins
 Diversify your menu and unlock new revenue streams with competitive wholesale pricing.

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Halal product shows are expanding worldwide, opening more opportunities for Thai Halal products to go global. The Philippines, another ASEAN country with a sizeable Muslim minority, also sees it as an opportunity to build peace and socio-cultural integration via business and commerce.



MEGA HALAL BANGKOK 2026

Organizers :



Co-Organizer :



PURITY WAY OF LIFE

The Premier Sourcing Platform
for Halal Products and Services



15 - 17 July 2026
at Hall 101-102
BITEC, Bangkok, Thailand

Mega Halal Bangkok 2026

Mega Halal Bangkok 2026 is the platform for halal products, services, OEM manufacturers, certifiers, and logistics providers to showcase their capabilities and connect with global buyers in the worldwide halal market.



3.1 trillion US\$
market value in 2027
2.05 billion muslims
in 2025
younger
than the world
median age of 23 vs global 28

Unlock Thailand's Halal Market Potential
at Mega Halal Bangkok 2026

- The global halal market is projected to **reach \$3.1 trillion by 2027**, driven by rising Muslim populations and spending power.
- Halal food and beverages dominate (59% of the halal market), **expected to hit \$1.89 trillion by 2027**.
- Thailand **exported \$7.13 billion** of halal food to OIC countries in 2024, ranking 10th globally.
- Thailand's top halal exports include **rice, canned tuna, sugar, pet food, and seasonings**
- **Thailand is one of ASEAN's largest halal OEM manufacturing hubs**, offering scalable, certified production for global brands seeking to supply halal consumer markets worldwide.

Mega Halal Bangkok 2026

International
Premier Halal
Sourcing Platform.

Save the
date for
the
2026
event