



International B2B Halal Exhibition
The 3rd Jakarta Halal Expo & Conference
28 - 30 August ICE BSD City, Tangerang Indonesia

1.1 About

Jakarta Halal Expo and Conference (JHEC) is a major international B2B platform focused on halal trade, innovation, and strategic partnerships. Held in conjunction with the B2C exhibition Muslim Life Fest, the event aims to connect global halal industry players with Indonesia's vast halal market.

1.2 Theme

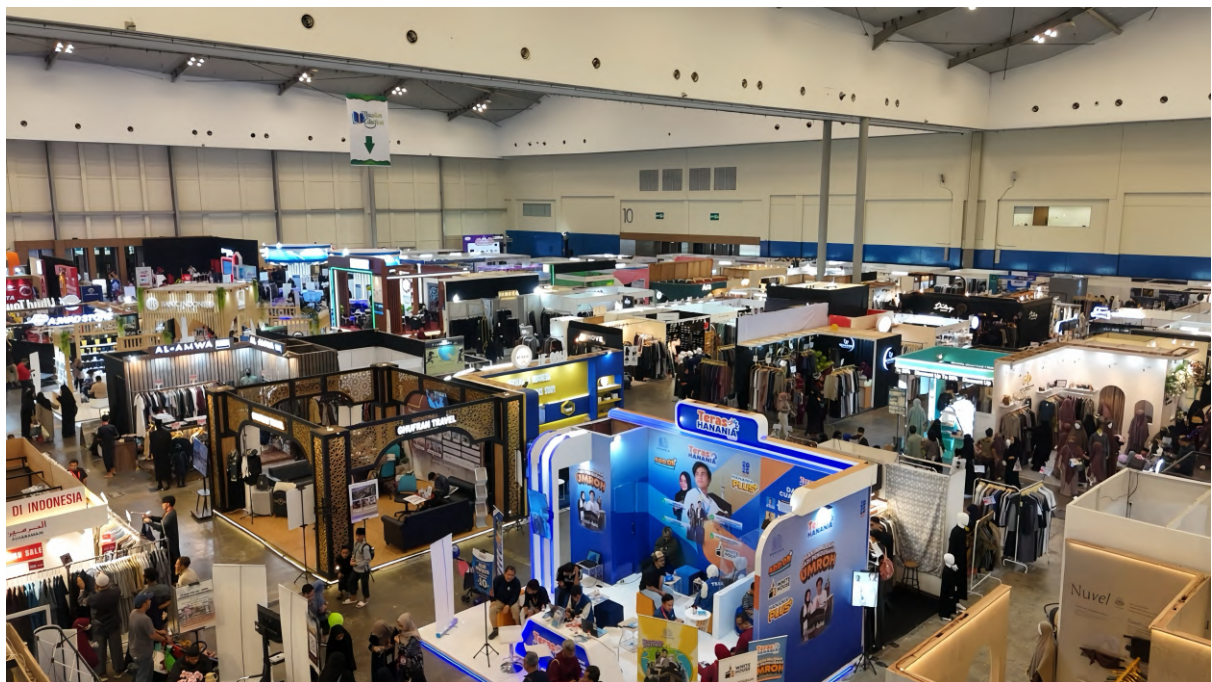
Leading The Integration of Global Halal Ecosystem

1.3 Date

Event Dates: Friday – Sunday, 28 – 30 August 2026

1.4 Venue:

- **Venue:** ICE BSD, South Tangerang, Indonesia
- **Total Exhibition Area:** ±460 sqm (Hall 10)
- **International Exhibitor Area:** Dedicated B2B zone for country participation



Hall ICE BSD, South Tangerang

1.5 Exhibition Zoning

The event is divided into dedicated B2B and B2C areas, as illustrated in the floorplan.

- **Muslim Life Fest (B2C Area):** Open to public visitors from Friday to Sunday.
- **JHEC – B2B & International Exhibitor Area:** Primarily designated for business and trade visitors.



Floor Plan

**Note: On Sunday, visitor profiles will be mixed between B2B and B2C across the exhibition areas, and exhibitors are permitted to conduct retail sales on Sunday; however, large-volume transactions are not allowed. Exhibitors may sell product samples brought to the event.*

1.6 Key Sectors:

- Food & Beverages
- Beauty & Personal Care
- Health & Pharmaceuticals
- Fashion & Garments
- Education
- Halal Tourism
- Business Solutions
- Sharia-Compliant Finance
- Property
- Furniture

1.7 Our Program:

- Exhibition
- Conferences
- Business Matching
- Product Demo
- Halalpreneur Pitchfest
- Networking Area

2.1 Exhibition

2.1.1 Exhibition Package

- Booth Price: **USD 369/sqm (IDR 6.000.000/sqm)** *Exc. Tax 11%
- Minimum Space: 9 sqm

2.1.2 Shell Scheme Facilities:

- Fascia name (max. 30 letters)
- Carpet flooring
- Booth panel wall (R8 system)
- Reception desk + 2 folding chairs
- 2 Amp / 1 phase electricity socket per 9 sqm
- 2 fluorescent lamps
- Pre-arranged B2B meetings (upon request)



Booth JHEC 2026

2.1.3 Special Booth Pricing & Incentive Scheme

To support your country's participation, we are pleased to offer a **special package**, as follows:

Number of Booths	Discount	Free Booth
1 - 4 booths	35%	-
5 - 9 booths	35% on total payment	1 free booth
10 - 20 booths	40% on total payment	2 free booths



2.1.4 Exhibitor Support & Operational Guidelines

To ensure smooth participation, the following guidelines are provided for international exhibitors:

A. Visa Application Guidelines

1) Invitation Letter

JHEC will provide an official invitation letter for all confirmed international exhibitors. This letter serves as proof of participation and is required for the visa application process at the Indonesian Embassy/Consulate or via the e-Visa portal. Please visit <https://evisa.imigrasi.go.id/>

2) Duration:

Valid for 60 days and extendable up to a maximum of 6 months.

3) Eligibility:

Applicants must provide an official invitation letter from JHEC

4) Application Process:

Applications may be submitted online through the Indonesian e-Visa portal or via the nearest Indonesian Embassy/Consulate. Required documents include:

- Passport with minimum 6 months validity
- Invitation letter from the Jakarta Halal Expo and Conference organizer
- Proof of financial means (e.g., recent bank statement)
- Recent passport-sized photograph

5) Estimated Cost:

Approximately USD 100 (subject to prevailing regulations).

6) Processing Time:

Approximately 5–7 working days.

7) Permitted Activities:

Visa holders may attend exhibitions as exhibitors, conduct business meetings, and participate in networking activities, provided no employment or income-generating work in Indonesia is undertaken.

**Please be aware that visa regulations may change at any time. We recommend checking the official website of the Indonesian Directorate General of Immigration or*



contacting the nearest Indonesian embassy or consulate to obtain the latest information. Please visit <https://www.imigrasi.go.id/custom/view?type=wna-category>

B. Shipment & Freight Forwarding

Exhibitors can choose between two shipment options:

1) Hand Carry (recommended for convenience)

- Exhibitors personally carry their items when traveling to Indonesia.
- Suitable for small, urgent items such as product samples or documents.
- Must comply with airline rules and Indonesian Customs regulations.

2) Freight Forwarding

- JHEC works with five appointed freight forwarders covering different regions.
- Forwarders assist with logistics, customs clearance, and delivery to the exhibition venue.

C. Customs Clearance Procedures

1) The importer or exhibitor prepares the main documents, including:

- Commercial Invoice
- Packing List
- Bill of Lading / Air Waybill
- Certificate of Origin (if required)

2) Pre-Arrival Notification

Shipment details are sent to Indonesian Customs in advance for risk assessment. This includes:

- HS Code
- Value of goods
- Country of origin
- Importer details

3) Submit Customs Declaration

The forwarder or importer submits a customs declaration to Indonesian Customs.

4) Customs Verification & Inspection

Indonesian Customs may perform:

- Document checks
- Physical inspection of goods (if needed)
- Verification of classification and value

5) Assessment of Duties and Taxes (If Applicable)

- Indonesian Customs may assess import duties and taxes.
- Exhibition goods entering under an approved temporary import scheme may be eligible for duty and tax exemptions, subject to current regulations.

6) Customs Release

After all checks are complete and any applicable payments are made, Indonesian Customs issues a release, allowing the goods to leave customs.

7) Delivery to Final Destination

The forwarder delivers the goods to the warehouse or exhibition venue.

D. Payment Information

Currently, payment can be made in cash or via bank transfer in USD or IDR.

*Detailed banking information will be provided upon confirmation.

E. Equipment Rental Information

Exhibition equipment are available for rent (**Exclude tax 11%**).

Item	Estimated Price (IDR)	Estimated Price (USD)	Notes
TV (43/45 inch)	IDR 700.000/day	USD 41.51	
TV Stand	IDR 850.000/day	USD 50.40	
Display Rack	IDR 500.000/event	USD 29.65	
Backdrop (Structure)	IDR 500.000/m ²	USD 29.65	*Include overhead lighting
Printing Table	IDR 400.000/unit	USD 23.72	
Reception desk	IDR 400.000/unit	USD 23.72	
Chair (Greatwall)	IDR 180.000/unit	USD 10.67	

3.1 Business Matching

3.1.1 About

Business Matching at Jakarta Halal Expo and Conference (JHEC) is a curated B2B platform designed to connect exhibitors with qualified buyers, distributors,



importers, and strategic partners from Indonesia and international markets. The program is conducted through:

- Pre-arranged one-on-one meetings
- Buyer–seller profiling and matching
- On-site facilitated meeting sessions
- Dedicated networking support

3.1.4 Import – Export Facilitation

JHEC supports cross-border trade by connecting global suppliers with Indonesian importers, distributors, and retail networks. The platform is designed to accelerate market entry into Indonesia while also opening export pathways for Indonesian products to international markets.

3.1.4.1 Strategic Distributor

JHEC collaborates with leading retail, distribution, marketplace, and food service players in Indonesia, including but not limited to:

- **Modern Retail & Supermarket Chains**

Foodhall, O'Save, Lotte Mart, Ranch Market, Alfamart, Griyapangan, Toko Mama, Tip Top, Aman Mart, Loka, Yogya, Hero, Superindo, Naga, Diamond, Transmart, and Kem Chicks.

- **E-Commerce & Online Grocery Platforms**

Blibli, Aladin, and Sayurbox.

- **Health, Pharmacy & Personal Care Retail**

Guardian, Watsons, Dandan, K24, Century, and Kimia Farma.

- **Food Service & QSR (Quick Service Restaurants)**

McDonald's and HokBen.

3.1.4.2 Strategic Import Partner

JHEC partners with **Malindo**, an import-focused company, to support international market expansion. Through this partnership, exhibitors gain access to export readiness insights, market intelligence, and potential international trade pathways to strengthen their global market presence.



3.1.7 Business Matching Sessions

- Participation in the Business Matching Program is free of charge for all confirmed exhibitors.
- For non-exhibitors (including visitors and independent participants) who wish to join the sessions, a participation fee of **USD 100** per person will apply.
- Hosted buyers included in our shortlisted program are **required** to sign a Letter of Intent (LOI) indicating their interest or potential commitment to purchase products following the business meetings.
- There is no minimum purchase requirement associated with the LOI.

3.1.8 Hosted Buyer

- The Hosted Buyer Program is available for qualified buyers who register in advance and submit their sourcing demand.
- Hosted buyers are required to attend all scheduled Business Matching sessions during the event
- There is no minimum transaction value requirement for Letters of Agreement (LOA) or business contracts signed during or after the event
- The Business Matching team will conduct continuous post-event follow-ups to monitor and support potential business outcomes and partnerships

4.1 Conference

4.1.1 Conference Participation

We warmly welcome the Embassy to nominate distinguished speakers to participate in the JHEC Conference.

- The conference theme may be aligned with your country's priority sectors and strategic interests.
- Should the Embassy wish to propose specific invitees or speakers, we would be pleased to accommodate the request.
- Kindly submit the CVs of proposed speakers for our review and curation. Selected speakers will be provided with **accommodation support**.
- The Embassy may also request the use of the stage for activities such as product launches, MoU signings, or other presentations. The stage can be arranged **upon request and free of charge**, with bookings kindly made at least three (3) days in advance.



- TVC promotion is also available **upon request** and **free of charge**, subject to slot availability.

5.1 Further Engagement

We remain fully open to:

- Arranging an online meeting with companies and key business players from your country
- Providing further detailed explanations if required by the relevant ministries or agencies in your country

6.1 Contact Us

For **Exhibition Participation** and **Partnership** inquiries, please contact:

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