

online EXECUTIVE COURSE

# Halal business opportunities.

Approaches and strategies to reach the growing Muslim consumer segment



**Blanquerna**

RAMON LLULL UNIVERSITY

Communication and  
International Relations



**BARCELONA  
HALAL SERVICES**

Excellence is the future





# Presentation

The global Muslim population exceeded 1.9 billion by 2022, and is expected to reach 2.2 billion by 2030, with around 60% below 30 years old. This growing population undoubtedly will bring notable changes in global consumption trends and substantial growth in business opportunities.

This culturally diverse and geographically dispersed market segment makes the halal economy worth \$2 trillion in 2021 across a wide range of lifestyle products and services. This consumption in sectors such as food, gastronomy, pharmaceutical, cosmetics, fashion, travel, finance and media/recreation is expected to grow at a healthy 7,5% until 2025, showing significant resilience in a context of uncertainty.

A post Covid-19 economy requires that companies develop new strategies that incorporate new sensitivities. Values are evolving, new channels of communication are booming, digitalization is omnipresent, multiculturalism is a new normal and new knowledge needs to be integrated in the decision making processes.

How does all this affect the Islamic economy and the Muslim consumers? What new visions, narratives and values should be embedded in the products and services targeting the halal Muslim consumption?

This executive course aims at understanding the growing heterogeneity and opportunities the global Muslim consumers represent. Throughout this course international experts will update the main data, tendencies and opportunities this global segment offers, as well as how to adequately reach this complex ecosystem.

**Duration:**  
20 hours

**Dates 2023:**  
May: 16-17-18; 23-24-25; 30-31

**Schedule:**  
16h – 18.30h  
[Spanish time]





# Information

## Who should attend

CEO and decision makers from Marketing, Communications, Product Development, Public Affairs, Commercial Departments.

Journalists and Business Media.

Executives from business support organizations

Think tanks, foundations and research centres with global scope.

Public Administration responsables dealing with international economic and business affairs.

## Objectives / skills to be acquired

- The aim of this executive course is to strengthen knowledge on the business potential and sophistication of the Muslim consumers in today's international business context.
- These sessions will allow the participants to acquire insights of the main figures and tendencies that are shaping and defining the decisions of a significant part of Muslim from an economic and business perspective.
- Participants will acquire the skills and knowledge to develop their own business and communication strategies to adapt to and approach to the diversity of Muslim consumers.
- This course will allow networking among the participants to enable further business and knowledge cooperation.

## In collaboration with:

- [PRODECA](#)
- [ANIMA](#)
- [CIHEAM](#)
- [HALAL TRADE ZONE](#)
- [ONEAGRIX](#)
- [WASABIH](#)
- [MUSLIM WORKNATION](#)
- [CAMBRA DE GIRONA](#)

## Registration Fee

1.400 €

## Organizers:

International Relations Grade Blanquerna.  
Universidad Ramon Llull  
Barcelona Halal Services.

Participants will receive a certificate of participation by the Blanquerna University at the attendance of a minimum of 80% of the sessions (equivalent to 16 hours).

## Registration:

**Onno Seroo**, director, GRIN-Blanquerna:  
**Javier Albarracin**, director, Barcelona Halal Services

**Contact email:** [halalfcri@blanquerna.url.edu](mailto:halalfcri@blanquerna.url.edu)

**Registration Deadline:** 30th April

**Minimum number of participants:** 10

**Maximum number of participants:** 40

[Link to register](#)





# Course Content:

## Tuesday 16th May

### Halal: a transversal concept with spillover business opportunities.

- Overview of the global Muslim friendly market: main demographic figures and main business geographies.
- Sectors involved and main concepts.
- Key publications and Muslim friendly business events in main markets

## Wednesday 17th May

### Halal business forecast

- Business Intelligence: what are the main drivers of halal business growth?
- New horizons of opportunities in the halal segment in the coming years in a context of uncertainty.

## Thursday 18th May

### Halal certification from a business perspective

- What is Halal certification and how does it differ from quality or food safety certification? How to use Halal certification/Halal ownership to communicate Halal trust
- How to seize opportunities or avoid threats with Halal Supply Chains growing wider and deeper

## Tuesday 23rd May

### Business opportunities in key Muslim consumer markets:

- Halal opportunities in Gulf countries: Saudi Arabia, United Arab Emirates and other regional markets.

### Business opportunities in non-Muslim countries with relevant Muslim communities:

- The cases of the key European markets: France, United Kingdom and Germany.

## Wednesday 24th May

### The journey to halal leads to innovation & opens new business opportunities: debate among innovative companies.

- How the effort to turn your products halal can lead to innovative solutions that open new business opportunities for your company.

## Thursday 25th May

### Digital tech and its impacts in the Muslim friendly business ecosystem I

- B2B & B2C platforms: reality, myths and challenges.
- Strengthening the international halal food supply chain harnessing technology.
- Diversification of food sources for Food security.
- A holistic approach in tackling the (Halal) Food security problems and fixing the food systems challenges.

## Tuesday 30th May

### Segmentation of the Muslim potential consumers:

- Addressing Muslim majority markets & markets with Muslim minorities: differences of the halal meaning.
- Categories of consumers and values pursued.
- Financial tendencies in the Islamic economy: Muslim patterns of consumption

## Wednesday 31st May

### Digital tech and its impacts on the Muslim friendly business ecosystem II

- Digital marketing & influencers in the Muslim digital world
- Advertising online for the Muslim consumers: challenges and opportunities
- Online communities of Muslim friendly professionals





Partners:

