

2ND EDITION

Halal
FESTIVAL

6TH & 7TH JULY

MOMBASA, KENYA

BACKGROUND | WHY ISLAM HALAL FESTIVAL?

After the remarkable achievement of the inaugural edition, the Islamic community, representing the second-largest religious affiliation within Kenya, remains a significant market for commercial entities. The forthcoming second edition of the Islam Halal Festival, spanning two consecutive days, is poised to leverage the accomplishments of its predecessor. Scheduled to take place on the 6th & 7th July 2024 within Mombasa, Kenya, this festival will encompass a diverse array of products and services, including financial institutions such as banks and savings and credit cooperatives, insurance providers, manufacturing enterprises, apparel retailers, food and beverage establishments, healthcare facilities, and more.

The primary objective of this festival is to further the promotion, advertisement, and exhibition of commercial enterprises that cater specifically to the Muslim community. In doing so, it provides an invaluable platform for attendees to acquire knowledge, establish connections, and procure Halal-certified products and services.

EVENT OBJECTIVES

The main objectives of the “Islam Halal Festival” are to

- Showcase businesses to a niche market.
- Promote businesses within the community.
- Bring the community together and appreciate available opportunities.
- Educate the community on Halal and Haram products.
- Showcase the range of Halal products available.

PURPOSE OF THIS SERVICE PACKAGE

The main purposes of this service package are:

- Ensure that there is ample knowledge of halal products, making Muslims aware of their availability.
- Promote local businesses and other corporates.
- Showcase services that are provided by the Muslim community.



ORGANIZATION

This event will be organized by PLI EVENTS.

SET UP

The event will be held in an open space, with the exact location to be announced. The target is to have over 1000 attendees present. The organizers will focus on ensuring a wide variety of activities and products are available. The official opening ceremony will be held at 9:00 am on the 6th of July 2024

Date	6th July 2024	7th July 2024
6:00 am - 9:00am	Set up of selling stalls.	Set up of selling stalls
10:00 am -6:00 pm	Operating hours	Operating hours
7:00 pm	Event Closes	Event closes

GROUP DEMOGRAPHIC

The festival targets the working class, aged between 20 - 50, with fun activities for kids.



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