



Halal Market Strategy Seminar

-Urgent Proposal from a Buyer and a Marketer to Kick off -

【Details】

- Date** **1st June 2015 (Mon) 10:00~18:00**
Seminar: 10:00~16:00 (Lunch:12:00-13:00)
Trade/Exchange Party : 16:00~18:00 # 1
- Venue** **Hotel Springs Makuhari**
1-11 Hibino, Bihama-ku, Chiba-City, Chiba 261-0021
2 min walk from JR Keiyo line Kaihinmakuhari Station
- Entrance Fee** **10,000 Yen/Person (Max. 100 Person)**
※Free for Halal certified companies(Only one Person)
Please send your Halal certified products to NAHA before the day of seminar, which will be exhibited to the buyers during business meetings.
- Features**
- ◆Learn about how to overcome the three major challenges of Japanese companies CPL (communication, pricing, labeling)
 - ◆Learn about the successful stories related to the penetration to the test market of Singapore and China
- Organizers** **NPO Nippon Asia Halal Association**
Neox CO., Ltd .



【Speaker's Introduction】

Speaker : Mr. Ronnie Tan

Managing Director, Singapore (My Outlets Pte Ltd)

My Outlet is a platform which directly connects manufacturers to the suppliers and consumers and helps SMEs to increase its overseas exports. It has 9 stores in Singapore, 21 in China and actively cooperating to enhance its network in ASIAN countries including Japan. In this seminar, the test market results of Made in Japan Halal products achieved at My Outlet Singapore will be shared and effective market kick-off policy will be discussed.



Speaker: RJ. Liow M.S. International marketing (UK)

Founder and CEO (AYS Sdn Bhd Malaysia)

In addition to serve as a panel speaker in Asia Productivity Organization Japan, Mr. R J Liow delivers lecture on Halal and entrepreneurs on various international forums. He is a recipient of various awards such as "Best Halal Product" in World Halal Forum 2009, "Industry Excellence Award 2010: Halal Products & Services" from Ministry of Trade & Industry Malaysia. His signature book, "Marketing Halal: Creating New Economy. New Wealth," is a business best seller.



Dr. Saeed Akhtar (NPO Nippon Asia Halal Association)

Theme : World's famous「The features of Made in Japan Halal」

~A report from the last year overseas seminars~



1 [business meeting] The Business meeting will be held by My Outlet's speaker. The Halal products mailed to NAHA will be presented for business meeting. Please avail this opportunity.

【Application】

NPO Nippon Asia Halal Association info@nipponasia-halal.org

*Send your name , department ,email and address at above email