

JPA ITALIA AT TUTTOFOOD

On May 10th, JPA Italy's team attended "**Halal distribution channels in Italian and European markets**" conference, held on the occasion of TUTTOFOOD -Milano World Food Exhibition. The conference was organized by Whad-World Halal Development, an Italian halal certification body, along with E-platform, a global B2B trading platform, and Etnocom, a marketing consulting and ethnic communication agency. During the conference, numbers, and trends at the international and European level as well as the on-line and off-line halal sales channels we analyzed.

Among others, the chairman of WHAD Annamaria Aisha Tiozzo and Etnocom CEO Filippo Ielmini explained how to communicate and engage with the Muslim target. During the conference, the E-Platform Chairman Giovanni Scacciaferri, Malek Mattar of My Outlet Singapore (halal hypermarkets) and other operators of European and Italian distribution operators (GDO, HoReCa, ethnic distribution, etc) have shared their experiences.

JPA Italia, in partnership with ISFIN, the world's first platform specialized in Islamic Finance and Halal Industry, has long been committed to supporting the internationalization of Italian companies towards new promising markets, including Turkey, Morocco, and the United Arab Emirates.

