

 **BSI**  
International  
Expo 2025

**JUNE 26-29, 2025**

**HALL A & B  
JAKARTA INTERNATIONAL  
CONVENTION CENTER**



# ENGAGING INDONESIA IN THE GLOBAL HALAL INDUSTRY

EXHIBITION  
SEMINAR & ENTERTAINMENT  
BUSINESS MATCHING

BRAND PARTNER :



## Overview

Following the remarkable success of BSI International Expo 2024 – which welcomed over 52,000 visitors and recorded more than Rp2 trillion in transactions – the event garnered global attention, featuring participants from 20 countries including Malaysia, Bangladesh, Nepal, Japan, Australia, Egypt, Türkiye, the Philippines, Brazil, the UAE, Tunisia, and Saudi Arabia.



Business matching activities generated Rp290 billion across 63 deals, with buyers from Egypt, Saudi Arabia, the UAE, the Philippines, and Lithuania. Backed by massive media exposure, this success further reinforces BSI's position as a key player in the global halal ecosystem.

Building on this momentum, we're thrilled to bring you an even bigger and better Halal International Expo 2025. With this year's theme, **“Engaging Indonesia in the Global Halal Industry,”** we're setting the stage to push boundaries, create limitless opportunities, and expand the horizons of the global halal ecosystem. This event is designed to connect businesses, investors, entrepreneurs, and consumers with the latest innovations and trends in the halal industry, Islamic finance, and ethical trade.

# About BSI International Expo 2025

## EXHIBITION

01

The exhibition will feature integrated activities from pre-event to main event, with more engaging strategies, increased transactions through live selling sessions, and the incorporation of the Asta Cita program into the showcase.



## SEMINAR & ENTERTAINMENT

02

The seminar and entertainment segment will offer more variety and creative presentations from speakers, raise awareness about the green halal ecosystem, and create a festive atmosphere with multiple stages.



## BUSINESS MATCHING

03

Business matching will involve more participating countries, highlight last year's success stories, and adopt a customer-centric approach.



Event Date:  
26 - 29  
June 2025

Venue:  
Hall A & B,  
Jakarta International  
Convention Center

Expected Visitors:  
55.000+





“Indonesia must strengthen its role in the global Islamic economy by developing a robust halal value chain and enhancing economic cooperation. As one of the largest Muslim-majority nations, we have the potential to lead in Islamic finance, halal industries, and sharia-compliant innovations. By reinforcing our economic networks and fostering sustainable growth, we can position Indonesia at the forefront of the global Islamic economic landscape.”

**Prabowo Subianto**

President of the Republic of Indonesia



"Indonesia has significantly strengthened its position in the global Islamic economy, currently ranking third worldwide. With its large Muslim population, the country holds immense potential to lead the halal industry. BSI plays a key role in this vision through continuous innovation and digital transformation. The launch of BYOND by BSI reflects the bank's commitment to enhancing digital services, providing seamless financial, social, and spiritual solutions. This initiative supports BSI's ambition to rise from its current position as the ninth-largest Islamic bank globally to the sixth, reinforcing Indonesia's leadership in the global Islamic financial sector."

**Erick Thohir**

Minister of State-Owned Enterprises

## Why should you attend?



Whether you're an entrepreneur, business owner, investor, or consumer, BSI International Expo 2025 offers a unique opportunity to explore new markets, expand your network, and stay ahead in the ever-evolving halal industry.



Exposure to the Indonesian Muslim Community



Engage with International Visitors



Business Matching with International Buyers



Access to International Trends and Innovations

ENGAGING INDONESIA  
IN THE GLOBAL HALAL INDUSTRY

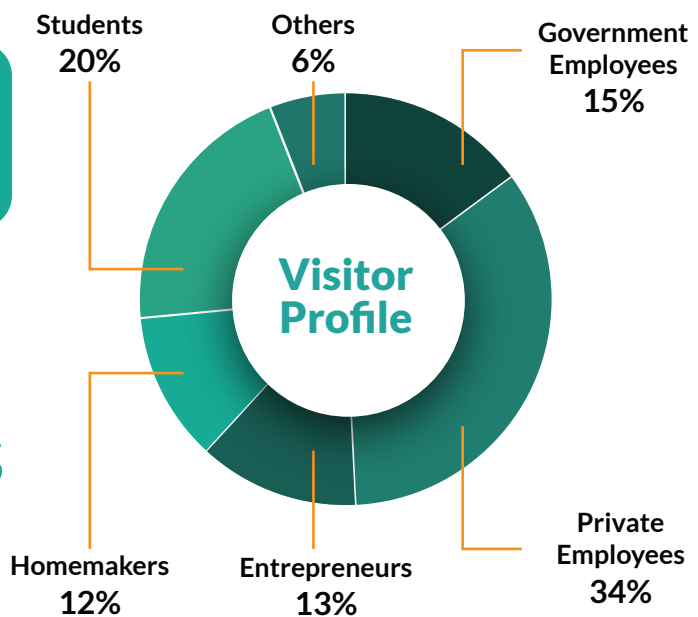
EXHIBITION  
BUSINESS MATCHING  
SEMINAR & ENTERTAINMENT

# BSI International Expo 2024 in numbers



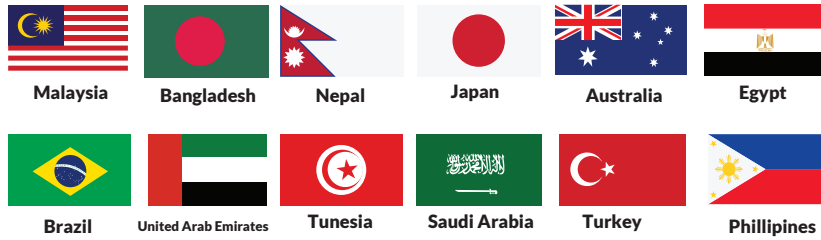
**2024**  
**52.000 VISITORS**

**2025**  
**55.000**  
**TARGET VISITORS**



# Participating Countries in the BSI International Expo 2025\*

## Participating countries in 2024



## Expanding Global Reach: 47 Countries Targeted for 2025\*



## Visitor Category

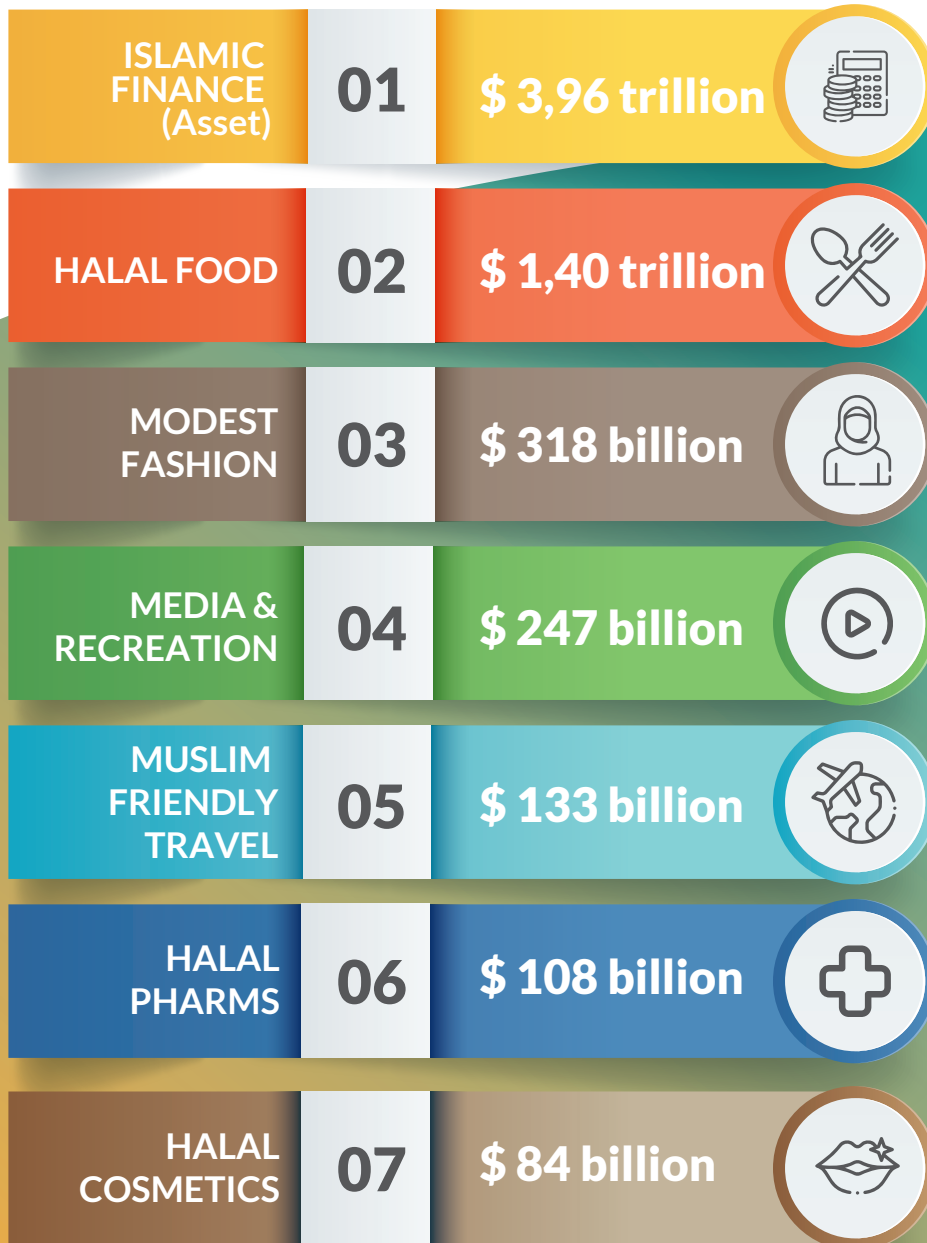
**Business**

- Managing Director
- Purchasing & Procurement
- Entrepreneurs
- Business Development
- Suppliers and Retailers
- Investors
- Sales & Marketing
- Private & State-Owned Corporates
- Exporters & Importers
- Hotels & Resorts
- Food & Beverage Manufacturers
- Chamber of Commerce

**Public**

- Association
- Universities
- Families
- Consultants
- Distributors
- Traders
- Agencies
- Islamic Organization
- Public Societies
- Communities
- Brand Marketing & Contents
- Developers

## The Global Islamic Economy



Source: State Of Global Islamic  
Economy Report 2023/2024

# Special Features of BSI International Expo 2025

- BYOND Stage & BYOND Space bring a vibrant mix of mainstage programs and mini stage sessions.
- Immersive Tunnel & AI Photobox offer a futuristic digital experience where visitors can walk through an engaging visual tunnel and capture moments with AI-generated photos.
- Strategic Talks & Halal Seminars present fresh insights from local and international experts.
- Business Matching Hub connects curated Indonesian MSMEs with global buyers across sectors such as food and beverage, fashion, crafts, agribusiness, and health and beauty, driving meaningful international deals.
- Cultural & Immersive Opening Ceremony opens the event with a symbolic act combining Indonesia's rich cultural identity and the spirit of global halal synergy through holographic and LED storytelling.
- Family & Kids Experience adds a playful and educational touch to the event.

## Industry Category Highlight





# BSI<sup>★</sup> International Expo 2025

Contact us  
for more information

+62 821 8000 4532  
[info@bsiinternationalexpo.com](mailto:info@bsiinternationalexpo.com)

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[@banksyariahindonesia](https://www.instagram.com/banksyariahindonesia)  
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Be Part of the Future of  
the Global Halal Industry  
at BSI International Expo 2025!