



The HALAL Food, Beverage & Confectionery

*personalized*

**TRADE MISSION**

To

**Dubai**

January 13<sup>th</sup> – 17<sup>th</sup>, 2019

A very specialized and very focused Trade show in Dubai for our very special clients.

**400+ Million in North Africa & The Middle East**

The HUGE Middle East Food, Beverage & Confectionery market is craving for NEW 'HALAL' Products from the U.S.A. - AND the market is widely 'Untapped'.

*Dear Future Client,*

We have unearthed this 'hidden gem' called the 'HALAL Consumer Market'. A niche market that we wish to conquer and **KBDC** has resolved to become pioneers in this arena world-wide.

**KBDC's** business model is designed precisely and solely for the purpose of 'unlocking' this market for our clients by offering comprehensive 'Turn-key' service to them, starting from assistance with 'Halal Certification' to sales leads across Global Markets.

This segment is untapped and top players in the Middle East and African markets are vigorously and expeditiously looking for new **Halal Certified Food, Beverage & Confectionery Products** specially from America.

Thus, **KBDC** is seeking manufacturers like yourself who have the aspiration to take the lead in your industry and establish your name and brand at the earliest possible stages of a new era.

Our first **TRADE MISSION** is scheduled to be held in **Dubai from January 13<sup>th</sup> to 17<sup>th</sup> 2019**. It would be an honor for us to have you on board as our client and join us in this exciting venture.

Please sign up for the 'HALAL Certification Process' at your soonest, as we would like to be ready and prepared well in time and enjoy the adventure.

Thank you for time.

[Initiate Process](#)

Sincerely,

*Shahed Khan*

**Shahéd Khan**

President & CEO

[Meet The CEO](#)



**Who would benefit  
the most from the  
TRADE  
MISSION:**

- 1) **Manufacturers of 'Unique' products**
- 2) **Contract Manufacturers**  
& their
- 3) **'Brand Clients'**

who would like to sell the 'HALAL' version of their successful products to **The Middle East, Africa, The Indian Sub-Continent & The Far East.**

**Multi-million dollar business opportunity awaits you.**

## The Turn-key Package

Our comprehensive services will glide you through the entire journey, starting from '**Halal Certification**' process to right in front of the **Middle East's MAJOR;**

- Buyers
- Distributors
- Agents
- Representatives
- Joint venture partners

**Mingle with the cream in the business from that region.**

## The Meetings & The Venue

Dubai has awesome hotels and our meetings will be held at a leading 4 or 5 Star Hotel, which will be decided in the last week of November depending upon the final count of our clients joining the Trade Mission, ready with their 'HALAL' certifications.

**Dubai is one of the best liked cities in the world for doing business.**

## The 'HALAL' Certification

We urge you to at least obtain the '*HALAL Certifications*' for one of your locations and for a few top selling products in order to minimize your initial expense.

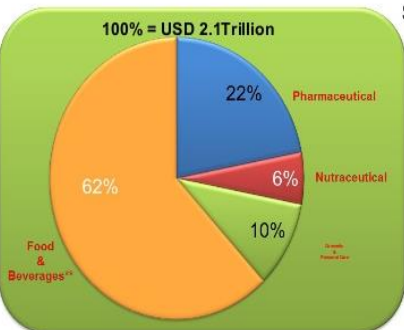
Initiate  
Process

This will by no means restrict you from presenting other products that are not yet CERTIFIED to the potential clients and can be quickly certified later if required.

### Global Market for Halal Products



Sales

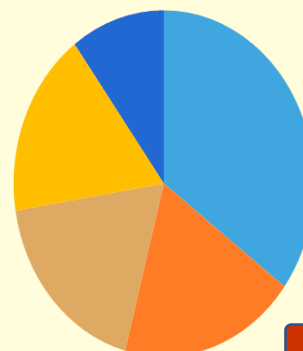


More market information

#### FMCG sector

- The Halal market has been quantified as the target market that can potentially be captured
- Approximately 67% of these Halal-potential products are categorized as **fast moving consumer goods (FMCG)**
- FMCGs in the **primary meat and food sectors** account for 62% of the market

### Global Halal Food & Beverage Market: Market Share (%), by Geography



- Middle-East and North Africa
- South Asia
- East Asia
- Central Asia
- Sub-Saharan Africa

More market information

**Your chance to capture the market at the very initial stages.**

**Dubai is an amazing city and you will have to see it to believe it.**



**It will not only be business.**

**In addition,**

**KBDC will make sure that you receive a full doze of the Middle Eastern hospitality, cultural tours, dinner on the cruise, safaris camel rides, and much more.**

**The beaches are lovely as well.**

We will take care of EVERYTHING



**The Dubai weather in January is awesome.**

# The Program, Process & Expense



## By Deadlines + Tentative Dates

Step #	Step	Expense Payable to		Purpose	Stage of The Process	Total Amount	Deadline (Tentative Dates)
		KBD Company	Certifying Agency/ Other				
1	HALAL Certification	2,000		50% of Flat Fee for Halal Certification Assistance	At Signing Agreement (Non-refundable)	2,000	Sept. 30 <sup>th</sup> , 2018
		1,000		Airfare, Hotel stay for KBDC Rep. (At Cost)	Just before Plant Visit	1,000	Oct. 15 <sup>th</sup> , 2018
			2,000	Airfare for 2 auditors from HALAL Certifying Agency (At Cost)	Just before Plant Visit	2,000	Oct. 15 <sup>th</sup> , 2018
			2,500	Flat Fee per year per location	Only in case of Successful Certification	2,500	Nov. 15 <sup>th</sup> , 2018
			2,500	\$500 Avg./product (assuming 5 products)	At successful Certifications	2,500	Nov. 15 <sup>th</sup> , 2018
			2,000	50% Balance of Flat Fee for Halal Certification Assistance	ONLY at Successfully obtaining HALAL Certification for the client	2,000	Nov. 15 <sup>th</sup> , 2018 (Within 7 days of receiving certifications)
		<b>TOTAL</b>	<b>5,000</b>	<b>7,000</b>			<b>12,000</b>
2	TRADE MISSION	1,500		1 <sup>st</sup> Installment of 50% Fixed Fee for Trade Mission	At successful Certification	1,500	Dec. 1 <sup>st</sup> , 2018
		1,500		2 <sup>nd</sup> Installment of 50% Fixed Fee for Trade Mission	Before Leaving for Dubai	1,500	Jan. 1 <sup>st</sup> , 2019
	<b>TOTAL</b>	<b>3,000</b>				<b>3,000</b>	
3	SALES & EXPORTS MANAGEMENT	1,000 (Per Month)		Fixed monthly cost for monitoring Sales process for 5 Months	Upon confirmed interest from buyers	5,000	1 <sup>st</sup> of each Month starting from Feb. 2019
	<b>TOTAL</b>	<b>5,000</b>				<b>5,000</b>	
<b>GRAND TOTAL (Spread over NINE Months – Please See next page)</b>						<b>20,000</b>	

# The Program, Process & Expense



## By Monthly Expense + Category

Step #	STEP	2018				2019					TOTAL
		MONTH	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
1	HALAL Certification										
	TOTAL	4,500	3,000	4,500							12,000
2	TRADE MISSION										
	TOTAL				1,500	1,500					3,000
3	SALES MANAGEMENT										
	TOTAL					1,000	1,000	1,000	1,000	1,000	5,000
<b>GRAND TOTAL</b>		<b>4,500</b>	<b>3,000</b>	<b>4,500</b>	<b>1,500</b>	<b>2,500</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>20,000</b>

## Some Terms

1. KBDC will not collect the balance 50% of the fee for 'HALAL Certification' assistance in case the application is not successful. However, the first installment of 50% down is non-refundable.
2. KBDC takes no responsibility for winning any contracts for its clients and makes no guarantees that the client will secure any business through the TRADE MISSION or any other efforts made by KBDC.
3. All negotiations and settling terms of agreement will be the client's responsibility.
4. Airfare, hotel accommodation, meals, local transportation, entertainment and all other personal expenses will be 100% responsibility of the clients and will be borne by them.
5. KBDC has the right to cancel the TRADE MISSION for any number of reasons including but not limited to low number of companies showing interest, and any other unforeseen circumstances. However, KBDC would still be more than willing to offer services for promoting exports for our clients through marketing and sales efforts on a 'one-on-one' basis.

Request a copy of  
the agreement

## Contact



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