

# WORLD HALAL BUSINESS CONFERENCE

C O N F E R E N C E

*Circuit*

## Malaysia's 1st World Halal Business Conference Circuit at Melbourne, Australia

The annually held **World Halal Business Conference (WHBC)** is highly regarded by the global Halal fraternity as the exclusive platform for pioneering Halal thought leadership and knowledge on Halal economy. In its 14th edition and running, **WHBC Circuit Melbourne Australia 2022** will be held on 1st – 2nd September 2022 at Pullman Albert Park, Melbourne, Australia. This WHBC Circuit Australia 2022 will be for the first time organized outside Malaysia and hosted by the Ministry of International Trade and Industry, Malaysia (MITI Malaysia) and supported by the Australian Trade and Investment Commission (AUSTRADE) and State Government of Victoria with the theme; **"Halal Opportunities in a Borderless World"**.

Australia is selected to be the first hosting country for WHBC Circuit 2022 as it has reputable Halal industry standards supported by influential and dynamic Muslim communities backed by its matured Halal ecosystem.

## World Halal Business Conference

CIRCUIT (WHBC), AUSTRALIA

# 2022

***Halal Opportunities  
In A Borderless World***

1st - 2nd September 2022

WHBC Circuit Australia 2022 will comprise of a select group of local and international industry representatives keen on accelerating the pace of development, WHBC Circuit will gather government leaders and representatives, captains of industry, business and trade councils as well as civil society leaders to deliberate on high level and thought provoking platform focusing on challenges inspire wealth creation from technological breakthroughs and innovation as well as promote the Halal business opportunities valued at USD3 trillion globally.

For registration and enquiries, the WHBC Circuit 2022 Secretariat can be contacted at Hotline: +603 7965 5444 (within Malaysia) or +603 7965 5400 (outside Malaysia) between 8:30am to 5:30pm, Malaysia local time (GMT+8), Mondays to Fridays, or email to [whbc@hdcglobal.com](mailto:whbc@hdcglobal.com).

Organized by:



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY



Halal Development Corporation



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