



# Corporate Profile

*Singapore · Rotterdam Free Trade Zone*

Halal Products Trade & Distribution

Global Export Program and Trade  
Consultancy

Capacity Training

*A member company of the Global Halal Alliance (GHA) ecosystem*

***"Halal is for Everyone"***

## HalOk Pte. Ltd.

*Halal Trade Gateway · Bilateral Asia  Europe*

HalOk is a Singapore-incorporated halal food trade company built to bridge Asia's world-class halal food production ecosystem with Europe's rapidly growing halal consumer market. Through its wholly-owned European subsidiary, HalOk BV, registered in Rotterdam's Free Trade Zone, it provides a credible, fully-certified trade gateway from the most established halal-producing region to the EU's 27 member states.

Founded by three senior professionals whose combined expertise spans strategic advisory, corporate governance, and over decades of senior management across Asia, HalOk operates with institutional-grade credentials and the stewardship of the Global Halal Alliance — a global integrated halal ecosystem platform.

The company operates across three lines of business:

- **Trade** – Import and distribution of certified halal products from Asia into Europe. Export of European halal products to Asia.
- **Global Export Programs and Trade Consultancy** – Events, advisory and consultancy.
- **Capacity Training** - Training services across the halal trade ecosystem. Exchange and internships.

Incorporation

**Singapore with UEN 202625808M**

EU Hub

**Rotterdam BV · Free Trade Zone, Netherlands**

Structure

**HalOk Pte. Ltd. (SG) → 100% → HalOk BV (NL)**

Alliance

**Member of the Global Halal Alliance (GHA)**

Products

**Halal food, nutraceuticals, health & bio, cosmetics portfolio**

Services

**Distribution · Consultancy · Training**

Support from GHA Ecosystem Platform

**Digital, HalTrade, HalTrust**

# Our Leadership Team



EM

## Emanuele Marelli

*Co-Founder & Director*

- Italian entrepreneur · 20+ years of continuous Asia experience
- 9 years Shanghai · 4 years Singapore · 8 years Jakarta
- Managing Director, PT Sys Franindo Group (Jakarta) — multi-sector conglomerate
- Global Executive MBA (GEMBA) — INSEAD Singapore Campus
- Singapore Management University — advanced business studies
- EU citizen (Italy) — unrestricted EU establishment and operations

*"My 20 years across Asia give me both the cultural depth to source from this region and the European credibility to open its markets."*

AW

## Dr. Annie Woo

*Co-Founder & Director*

- Co-Founder, Global Halal Alliance
- Group Director of International Projects, Haltex Group based in Singapore
- Owner of P8 Vantage (Singapore) and Co-Founder of Page 8 Sdn Bhd (Kuching)
- 30+ years in Development, Real Estate and Business strategy, Economics, Project Delivery & Management and Investment Advisory
- Page 8 and GHA are currently partner to Ministry of International Trade, Industry and Investment for the Sarawak Export Program.
- Former Regional Director & Head of IREAS Asia, Savills Singapore
- Former Consulting Division Head, CBRE Singapore

*"Halal is no longer a niche — it is now a \$7 trillion global economy. HalOk is positioned at its most strategic growth corridor."*

DH

## Danny Hew

*Co-Founder & Director*

- Veteran Singapore corporate leader with broad board and directorship experience
- Director across multiple Singapore-incorporated companies spanning financial services, investment and trade
- Deep institutional knowledge of Singapore corporate governance frameworks
- Strategic network across Singapore's business and investment community
- Key pillar of HalOk's Singapore corporate infrastructure and investor relations

*"Singapore is the world's most trusted halal hub. HalOk leverages that standing to create a credible bridge into the European market."*

# Strategic Affiliation: Global Halal Alliance



The **Global Halal Alliance (GHA)** is the world's first integrated halal ecosystem platform, launched in Singapore. It unites public and private sector partners across governments and industries to build infrastructure, remove trade barriers and link markets globally. HalOk operates **within the GHA ecosystem**, granting it immediate access to institutional networks, government relationships and global market access capabilities.

## GHA Founding Partners

SG	<b>HALTEX Group</b> Halal Value Chain Management · Singapore		MY	<b>Glohex Group</b> Export Program & International Trade Shows	
SG	<b>Haltrade Exchange</b> Halal B2B Marketplace		IND	<b>Haltex Prius</b> Trading House	
SG/ MY	<b>IHF Academy, International Halal Labuan Foundation</b> Halal Training & Audit, International halal standards and finance body		SG	<b>Futuresoft</b> IT Development and R&D	

## What GHA Membership Delivers for HalOk's Clients

- Verified halal trade networks across 57 OIC countries
- Halal Councils-aligned certification ecosystem

- HalTrade™ e-commerce platform and HalTrust™ verification system
- Government-to-government (G2G) trade linkage capability

01

## Import & Distribution

*Asia → Europe / Europe → Asia*

HalOk imports premium certified halal food products from Asia into the European market through its Rotterdam BV hub. It also facilitates the export of quality European halal food products to Asian markets. The full import-to-shelf supply chain is managed from the Rotterdam Free Trade Zone. Examples of products:

- **Fresh tropical fruits:** rambutan, mangosteen, dragonfruit, pineapple, papaya, soursop, snake fruit, etc
- **Condiments:** Sarawak GI white and black pepper — world's most prestigious pepper appellation, Coconut Nectar, Gula Apong — low GI and healthier white sugar alternative, Lemongrass and Borneo ginger paste
- **Specialty:** Coffee (Sarawak Liberica, Arabica capsules, beans and others) and formulated Botanical herbal teas (indigenous Borneo crops – laboratory tested & research verified)
- **FMCG:** Frozen ready-to-eat beef/chicken/mutton satay, seafood, snacks and ethnic delights, local pastries (matcha, pandan, assam manis lapis cake etc), canned beef with local spice, ayam (chicken) pansuh, ikan (fish) nangka (green jackfruit)
- **Essentials:** Sarawak Laksa noodles, Bario heirloom rice, assam laksa, kolo mee
- **Others:** A wide range of products, fresh produce from South-East Asia Region.

02

## Trade Consultancy

*Market Entry · Strategy · Compliance · Programs*

Expert advisory to food manufacturers, exporters, investors and institutions navigating the halal food trade ecosystem between Asia and Europe. Drawing on the team's expertise in EU regulatory compliance, halal certification pathways and GHA network access.

- EU halal certification roadmap
- European market entry strategy and distribution channel development
- Rotterdam FTZ customs advisory: EORI, NVWA, phytosanitary compliance
- EU food labelling compliance (Regulation 1169/2011)
- EU grant application support: DTIF, DGGF, ERDF and EIT Food programmes
- G2G trade facilitation via Global Halal Alliance institutional network
- Trade shows and events management

03

## Training & Capacity Building

*People · Organisations · Ecosystems*

Professional training programmes building halal trade competency at every level — from frontline food handlers and logistics operators to C-suite executives and government trade agencies. Exchange and internship programs roll out.

- Halal supply chain management for food industry professionals
- EU market entry masterclasses for Asian exporters
- Halal compliance training for European food businesses
- Retail buyer and halal category management workshops
- Corporate halal awareness programmes for non-Muslim market teams
- Custom programmes co-delivered with the GHA ecosystem
- Cross border exchange and immersive programs

# Our Vision, Goals & Commitment



## VISION

*To be Europe's most trusted gateway for Asian halal food — making the world's finest certified halal products accessible to European consumers while building lasting, transparent trade bridges between Asia and Europe.*

### Build the Rotterdam EU hub

01

Establish HalOk BV as the reference EU entity for Asia halal food imports — the most credible, fully-certified halal trade operator at Europe's largest port.

### Scale across 5 EU markets

02

Enter Netherlands, UK, Germany, France and Italy within 3 years through a disciplined distributor-first model, building consumer demand before direct retail engagement.

### Build a two-way trade corridor

03

By Year 3, develop a commercially significant reverse flow — exporting quality European halal food products to ASEAN including Malaysia, Singapore and Indonesia via the GHA trade platform.

### Become the EU halal knowledge centre

04

Position HalOk as the go-to advisory partner for Asian companies entering Europe and European companies seeking halal certification and market access.

### Activate the GHA network

05

Connect European distributors and buyers directly with verified halal suppliers across ASIA and the GHA ecosystem covering 57 OIC countries.

### Build for the EU-Malaysia and other FTAs

06

Position HalOk to capture the structural commercial benefits of the EU-Malaysia FTA (relaunched 2025, target completion 2027) — including tariff reductions across all product categories.

*Our commitment: full regulatory transparency, supply chain integrity, and the institutional accountability of the Global Halal Alliance.*

# Value Proposition & Strategic Positioning



01

## EU import and distribution platform benefiting from GHA stewardship & governance

No other European halal food importer operates within the Global Halal Alliance — whose partners include governments of Malaysia, New Zealand and Singapore, public listed groups.

02

## Rotterdam FTZ — optimal EU logistics gateway

Rotterdam handles 450M+ tonnes annually, the primary entry point for Asian food into Europe. HalOk BV's FTZ registration enables customs duty suspension, port-zone storage and access to Europe's most sophisticated cold-chain infrastructure.

03

## Sarawak GI products — commercially differentiated

Sarawak white and black pepper carries one of the world's most prestigious Geographical Indications. Following the 2024 global pepper price spike (+69%), HalOk's Sarawak sourcing is a directly relevant commercial differentiator.

04

## EU-Malaysia FTA and other FTAs — structural growth positioned

The EU-Malaysia FTA was formally relaunched in January 2025, target completion in 2027. When concluded, it will reduce or eliminate tariffs on Malaysian halal food exports to all 27 EU member states — a structural market expansion.

05

## HalTrust Platform — reliable and digital mechanism

Quality Assurance driven by a reliable approach - A food safety and Halal verification/monitoring platform developed by the HALTEX Group. It is embedded in the e-commerce supply chain to provide authentication in the Halal market ecosystem

06

## Dual-direction two-way trade model

HalOk operates both import (Asia → Europe) and export (Europe → Asia) flows. This two-way model provides revenue diversification and positions HalOk as a genuine bilateral trade partner.

01

## European Food Retailers

Supermarket chains and specialty food retailers across the EU seeking to develop or expand halal product ranges across fresh produce, frozen food, condiments and specialty foods. HalOk provides sourcing of Halal-certified products, private label halal product development and full supplier compliance documentation.

*Product sourcing · Private label development · Supplier auditing and certification management*

02

## EU Halal Food Distributors

Established European halal food distributors and specialist ethnic food wholesalers seeking to expand product portfolios with premium, differentiated Asian halal products. In consultation with GHA, HalOk offers distribution agreements and co-investment in market launch activities.

*Distribution agreements · Product education · Launch co-investment*

03

## Foodservice, Hospitality & Catering

Hotels, restaurant groups, airline caterers, cruise liners and institutional foodservice providers serving Muslim consumers in Europe — requiring certified halal ingredients, ready-to-eat products and supply chain assurance documentation.

*Halal frozen meals and snacks · Specialty condiments · Supply chain provenance documentation*

04

## Halal Certification & Training Bodies

European halal certification organisations and vocational training institutions seeking a knowledgeable, GHA-affiliated partner to co-develop training content and professional development programmes on halal trade.

*Training curricula co-development · Industry case studies*

05

## Asian Exporters

Food manufacturers and exporters in Asia with Halal certified products who need an established EU entity with market knowledge, regulatory infrastructure and distribution networks.

*EU market entry strategy · EU certification pathway advisory · Distributor management · GHA platform and best practices*

06

## Government Agencies & Trade Bodies

Trade promotion agencies, certification authorities and government bodies seeking to facilitate bilateral halal food trade, G2G trade linkage programmes and halal ecosystem development between Asia and the EU.

*G2G trade facilitation via GHA · Policy advisory · Halal industry briefings and workshops*



*"Halal is for Everyone"*

HalOk Pte. Ltd. · Incorporated in Singapore  
HalOk BV · Rotterdam Free Trade Zone · Netherlands

**Singapore**

HalOk Pte. Ltd.

**Netherlands**

HalOk BV · Rotterdam FTZ

**Alliance**

Global Halal Alliance

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*Member of the Global Halal Alliance · Collaborative Work with Halal Councils in the World · HQC · HFCE certified halal importer*