



Corporate Profile

Halal Products Trade & Distribution

Global Export Program & Trade Consultancy · Capacity Training

Halal Products Trade & Distribution

Global Export Program & Trade Consultancy

Capacity Training

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

"Halal is for Everyone"

Who We Are



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 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

GHA ECOSYSTEM SUPPORT

Digital, HalTrade, HalTrust

Our Leadership Team



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."



Dr. Annie Woo

Co-Founder & Director

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



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."

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

HALTEX Group

Halal Value Chain Management · Singapore



MY

Glohex Group

Export Program & International Trade Shows



SG

Haltrade Exchange

Halal B2B Marketplace



IND

Haltex Prius

Trading House



SG/MY

IHF Academy, Intl Halal Labuan Foundation

Halal Training & Audit, halal standards and finance body



SG

Futuresoft

IT Development and R&D



What GHA Membership Delivers for HalOk's Clients

→ Verified halal trade networks across 57 OIC countries

→ HalTrade e-commerce platform and HalTrust verification system

→ Halal Councils-aligned certification ecosystem

→ Government-to-government (G2G) trade linkage capability

halok.org/gha-partnership/

What We Do

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.

- **Fresh tropical fruits**
rambutan, mangosteen, dragonfruit, pineapple, papaya, soursop, snake fruit
- **Condiments**
Sarawak GI white & black pepper, Coconut Nectar, Gula Apong, Lemongrass & Borneo ginger paste
- **Specialty**
Sarawak Liberica coffee, Arabica capsules, formulated Borneo botanical herbal teas
- **FMCG**
Frozen ready-to-eat satay, seafood, snacks, local pastries, canned beef, ayam pansuh
- **Essentials**
Sarawak Laksa noodles, Bario heirloom rice, assam laksa, kolo mee

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

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 programmes 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 workshops**
halal category management
- **Corporate halal awareness**
programmes for non-Muslim market teams
- **Trade shows & exchange programs**
cross-border 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.

01 Build the Rotterdam EU hub

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.

02 Scale across 5 EU markets

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

03 Build a two-way trade corridor

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.

04 Become the EU halal knowledge centre

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

05 Activate the GHA network

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

06 Build for the EU-Malaysia and other FTAs

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, and 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 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, 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.

Our Client Profile



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, private label development and supplier compliance documentation.

Product sourcing · Private label development · Supplier auditing & 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.

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 & 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

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 & 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

EMAIL

sales@halok.org

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