

## 1. What is Halal Market?

Mercado Halal (Halal Market) is the name by which the project Mercado Halal: resilience of markets to new tourism trends' is known, which was approved in the second call of the Interreg V-A Spain-Portugal Program (POCTEP) 2014-2020, an operational program that seeks, among other purposes, to improve the competitiveness of small and medium-sized companies by optimizing the conditions for the appearance of new business initiatives, guaranteeing their sustainability and promoting their growth.

'Mercado Halal', therefore, is located within the scope of actions related to business development and the promotion of quality employment, the promotion of entrepreneurship and entrepreneurship in SMEs, and its main objective is to generate competitive advantages for products and services of companies in the cooperation area, by adapting them to criteria defined as 'Muslim friendly'.

This is a cross-border cooperation project with financial support from the European Regional Development Fund (ERDF) of the European Union.



Partenariado:



[mercadohalal.tresculturas.org](http://mercadohalal.tresculturas.org)

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## 2. Who makes up the team?

As a cross-border cooperation project, Mercado Halal is made up of partners from the regions of implementation of the POCTEP program: Alentejo and Andalusia.

On the Portuguese side are the **Comunidade Intermunicipal do Baixo Alentejo (CIMBAL)** and the **Associação Empresarial do Baixo Alentejo e Litoral (NERBE / AEBAL)**, while the Spanish representation falls on the **Central Supply Markets of Córdoba (MERCACÓRDOBA)** and the **Three Cultures of the Mediterranean Foundation**, which acts as Principal Beneficiary and project leader.

## 3. What are its goals?

The following specific objectives are added to the general objective of helping companies in the cooperation area to adapt to the criteria defined as 'Muslim friendly':

- Adapt the offer in the strategic sectors of tourism, commerce, crafts, services and hospitality to the halal market.
- Favour the adaptation of products and services with export potential and generate new jobs.
- Strengthen business cooperation mechanisms and public entities aimed at SMEs and micro-enterprises as a means of sustainable economic promotion.



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## 4. What actions entails?

The actions planned in the Mercado Halal project belong to three main axes:

- 1. Activities related to supporting the promotion of competitiveness in companies.**
- 2. Joint actions of promotion and business marketing in halal matters.**
- 3. Activities aimed at creating a halal cross-border information system.**

The activities of the first axis will develop a joint strategic plan for the internationalization and adaptation of SMEs to the halal market, analyzing its trends; they will also create an interactive guide to the adaptability of SMEs / micro-enterprises to the trends and needs of the halal market.

The actions of the second group include the design of pilot tourist micro-routes and a Hispano-Portuguese Halal Card, in addition to business meetings (B2B) and attendance at fam-trips and international fairs to promote internationalization.

In the third axis of activities, the creation of a virtual platform for the sale of online products and the development of halal business services stand out, as well as the launch of an application for millennial Muslim tourists (MMTs) linked to pilot halal itineraries.

## 5. Who is it for / who can benefit

Apart from the partners directly involved in the management of the project, it has the participation of a series of key agents in the tourism, hospitality, trade and crafts sectors, as well as competent authorities in business promotion and internationalization policies.

The aforementioned agents, as well as **SMEs and micro-businesses interested in offering new products and services geared towards the halal market, as well as the Chambers of Commerce, Associations and Confederations of Entrepreneurs of the cooperation space**, can benefit from the results of the project.

Likewise, the project goes one step further involving **companies, tour-operators and travel agencies** and from other European contexts, fundamentally thanks to their participation in online actions and in those promoted through the project's digital platform.

If you are interested in participating, all the information related to the Mercado Halal project is available on the Tres Culturas Foundation website:

[mercadohalal.tresculturas.org](http://mercadohalal.tresculturas.org)