

Enthuse

Educate

Entertain

Enjoy

Experience

Encounter

IslamExpo

A fascinating journey into culture, history & civilisation

6th – 9th July at Alexandra Palace - London

‘Promoting Inter-cultural dialogue & understanding’

IslamExpo is a unique celebration of the dynamism, diversity and depth of Islamic culture, history, civilisation and faith, which we hope will become an annual event.

Hosted in the picturesque Alexandra Palace, with stunning views across the whole of London, it is certain to attract a large and diverse audience from all ages and walks of life.

Over four consecutive days, our visitors will be inspired and entertained through an array of exhibitions and displays, films, concerts & live shows, lectures, workshops and much more.

In addition to the general public, the event will be attended by a multitude of honoured guests drawn from the international worlds of business, politics, sport, knowledge, culture and theology.

IslamExpo is a not for profit organisation based in the United Kingdom dedicated to enhancing understanding of Islam in Britain and building bridges between communities.

For the realisation of its mission, **IslamExpo** works in partnership with a host of high profile personalities and organisations both in the United Kingdom and across the world.

Mission Statements:

- Introduce the British public, Muslim and non-Muslim, to Islam as a global culture and faith that spans continents, races and languages.
- Shed light over the Islamic civilisation's great achievements in the various fields of knowledge; from science to technology and from art to literature.
- Combat the myths, misconceptions, and misunderstandings of Islam.
- Create stronger foundations for Muslims to understand their heritage and develop their identity as major pioneers of human civilisation, and an integral part of British society.
- Encourage positive interaction between Muslims and the different races and cultures of British society, working towards a more open, tolerant and pluralistic Britain.
- Promote multi-culturalism as an enrichment of British identity.

Main Features

- ❖ The Family Fun Zone: An exciting and diverse programme of games, amusing activities and live entertainment shows for families and children.
- ❖ The Knowledge Zone: An exciting, interactive journey through Islamic culture, history, and civilisation. Exploring a multitude of subjects that encompass art, botany, science, poetry, music and philosophy.
- ❖ The Global Village: A fascinating panorama of the colourful folklore, crafts, arts, and foods of the Muslim world from Morocco to Egypt, from China to India, and from Turkey to Nigeria.
- ❖ Live concert: Featuring the sounds of the Muslim world, ranging from the traditional to the modern, and performed by a host of prominent artists and entertainers.
- ❖ International conference: Attended by leading academics and experts on Islamic affairs and international politics; providing a forum for the discussion of the complex issues and challenges facing the Muslim World today.
- ❖ Film Festival: Screening some of the best films produced on Islamic culture, history and society bringing to life its diversity and richness.
- ❖ Financial forums: A financial conference encouraging economic co-operation between Britain and the Islamic world. To be attended by leading companies, businesses, and entrepreneurs from around the globe.
- ❖ Exhibits: A range of exhibitions highlighting Islamic arts, culture and science. A B2B showcase of organisations trading in the Islamic world. A shopping experience within a traditional souk (marketplace).

- ❖ IslamExpo is a unique, ommissible opportunity to promote your work, products or services.
- ❖ It is the only event of its kind, and will attract an exclusive mix of consumers and businessmen. As may as 50,000 visits to the full range of events are expected.
- ❖ Visitors will include both Muslims and non-Muslims, from home and abroad.
- ❖ It will be one of the UK's largest gatherings of Muslim consumers looking for opportunities to buy goods and services.
- ❖ Entrepreneurs from around the globe will attend looking for partnership and investment opportunities.
- ❖ IslamExpo represents the single most cost effective way of putting your message or product in front of a large and diverse community.

You can easily take part, organising a group, as an exhibitor or as a sponsor. Simply call 0845 108 5103 to discuss the range of options available to you.

