

# 19<sup>th</sup> MIHAS

Malaysia International Halal Showcase

12 - 15 Sept 2023 | MITEC, KL



## Paving The Way of Halal

[www.mihhas.com.my](http://www.mihhas.com.my)

 [mihhas\\_malaysia](https://www.instagram.com/mihhas_malaysia)  
 [mihasmalaysia](https://www.facebook.com/mihasmalaysia)  
 [mihhas-malaysia](https://www.linkedin.com/company/mihhas-malaysia)



#ThinkHalalThinkMIHAS

Hosted By



Organised By



In Association with



Managed By



**MIHAS 2023** Is Back!

**A Momentous Marketplace**

Joined by international brands

Connecting buyers and sellers

Offering insightful trends

Expanding the **Halal** industry

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# MIHAS // Overview

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**MIHAS** is a must attend annual trade show for businesses catering to Islamic and Halal consumer market.

From F&B, Cosmetics, Halal Ingredients, Tourism, Finance, Logistics to Digital.

**MIHAS** covers the entire spectrum of the Islamic lifestyle demands.

With over 20,000 visitors to MIHAS each year from nearly 80 countries, MIHAS delivers an unbeatable world stage for Halal products and services.

Malaysia is the natural gateway to the Halal markets of Asia Pacific. Its Geographical location and more importantly, its position as the foremost Halal economy provides an ideal backdrop for MIHAS.

Since its inception in 2004, MIHAS has become an event for local and foreign businesses to thrive in the Halal trade and to contribute significantly to the global Halal economy.

“ MIHAS this year was indeed bigger and better thanks to our hybrid approach. Moving forward, the business community, especially micro, small and medium enterprises (MSME) needs to think regional or international even if they are newly established. Businesses must realise the vast opportunities available in international markets and make a move to capitalise on them. MATRADE is ready to help ”

**Datuk Mohd Mustafa Abdul Aziz**  
CEO, MATRADE



# MIHAS 2022 // By The Numbers

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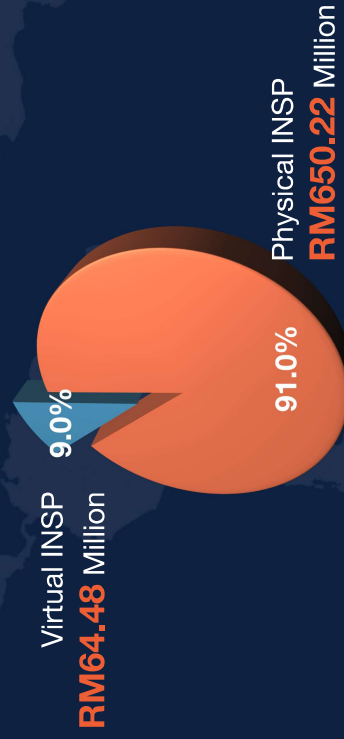
# RM2.34 Billion In Sales

RM1.65 Billion In Sales From  
MIHAS Showcase

+

INSP  
Generated  
RM714.7  
Million In Sales

## International Sourcing Program (INSP)



Physical Meeting Between

264 Malaysian Exporters & 192 Foreign Buyers  
From 33 Countries

Virtual Meeting Between

226 Malaysian Exporters & 197 Foreign Buyers  
From 48 Countries

# MIHAS 2022 // Media Value

**19<sup>th</sup> JIJ MIHAS**  
 Malaysia International Live Showcase  
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RM **2.44** Million In  
 PR Value

**209** News Clippings

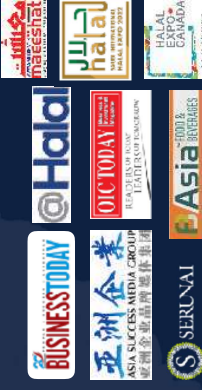
**17** Print | **179** Online | **13** Broadcast

RM **2.13** Million In  
 Media Buy

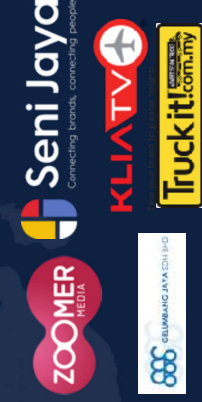
**ATL** RM1,500,000



**BTL** RM200,000



**OOH** RM200,000



**Digital** RM230,000



# MIHAS 2022 // Exhibitors

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**620** Exhibitors  
 from **32** Countries

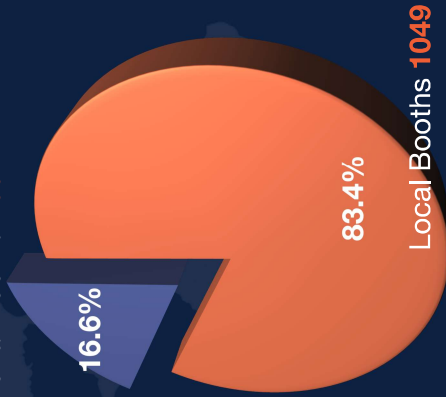
**1,258**  
 Total Exhibition Booths

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 Total Exhibition Booths

## Top 5 Countries in MIHAS 2022

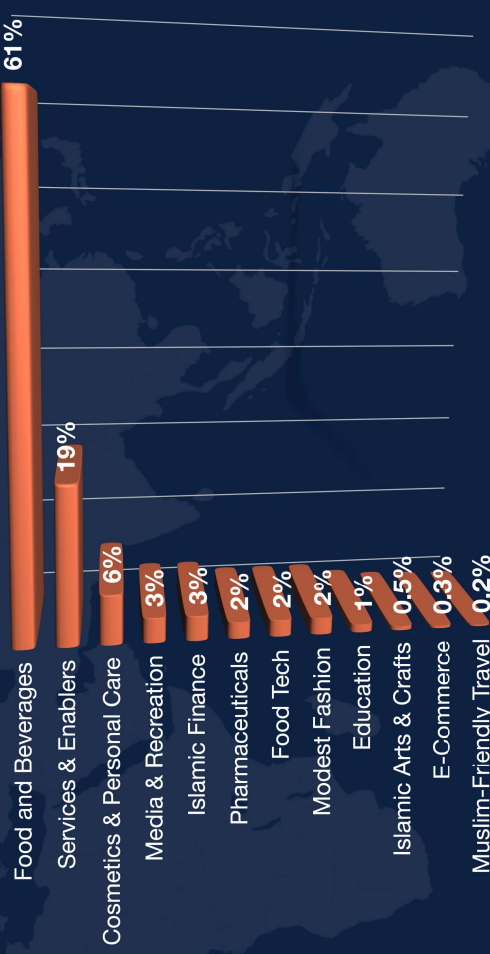


International Booths **209**



Local Booths **1049**

## Exhibitor Clusters



# MIHAS 2022 // Exhibitors Country

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Exhibitors from 32 countries participated in MIHAS 2022



Argentina  
Bangladesh  
Canada  
China  
Chinese Taipei  
Czech Republic  
India  
Indonesia  
Iran  
Japan  
Jordan

Kuwait  
Laos  
Myanmar  
Nigeria  
Pakistan  
Palestine  
Peru  
Saudi Arabia  
Singapore  
South Africa  
South Korea

Spain  
Syria  
Thailand  
Tunisia  
Turkive  
UAE  
United Kingdom  
USA  
Venezuela  
Vietnam



# What Exhibitors Are Saying

**19<sup>th</sup> MIHAS**  
Malaysia International Food Showcase  
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MIHAS is a very good exposure for our brand. We are able to expand our brand awareness within the local and neighbouring markets like Singapore and Indonesia. We've been participating in MIHAS for eight years and will continue to do so.

**Subhi Anabtawi**  
Operation Director  
Al'ard Far East Sdn Bhd



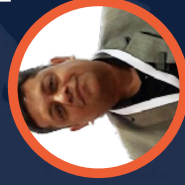
We are very pleased with the success we've had in getting both local and overseas clients. We've even managed to secure a few from Philippines, Iran and Saudi Arabia!

**Abdul Hady**  
Sales Director  
Super Best Coffee Sdn Bhd



We managed to get international contacts, from Jordan, UAE and South Africa who all seemed keen on our products. MIHAS was well-organised and we will definitely be participating again next year.

**Sudakaren**  
International Business Manager  
Baba Products Sdn Bhd



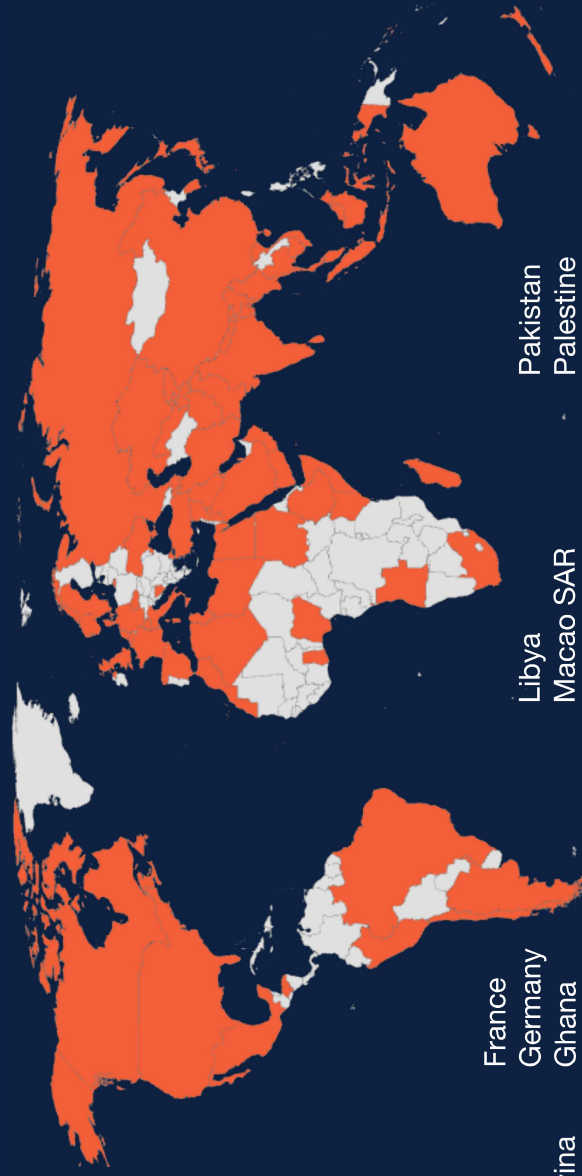
MIHAS provides a good opportunity to meet new buyers and new suppliers. We look forward to having the same opportunity again in the future.

**Mellow Pulses and Spices Processors**  
(Mellow Trading Dubai)



# MIHAS 2022 // Visitors Country Of Origin

19<sup>th</sup> MIHAS  
 Malaysia International HR Show  
 12 - 15 Sept 2023 | MITEC, KL



- Afghanistan
- Algeria
- American Samoa
- Angola
- Anguilla
- Argentina
- Armenia
- Australia
- Azerbaijan
- Bahrain
- Bangladesh
- Belgium
- Bhutan
- Bosnia & Herzegovina
- Brazil
- Brunei
- Cambodia
- Canada
- Cape Verde
- Chile
- China
- Christmas Island
- Czech Republic
- Denmark
- East Timor
- Egypt
- Ethiopia

- France
- Germany
- Ghana
- Great Britain
- Hong Kong SAR
- India
- Indonesia
- Iran
- Iraq
- Italy
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kuwait
- Kyrgyzstan

- Libya
- Macao SAR
- Madagascar
- Malaysia
- Maldives
- Mauritius
- Mexico
- Morocco
- Myanmar
- Nepal
- Netherlands
- New Zealand
- Nigeria
- Norway
- Oman

- Pakistan
- Palestine
- Peru
- Philippines
- Qatar
- Russia
- Sao Tome & Principe
- Saudi Arabia
- Singapore
- Solomon Islands
- Somalia
- South Africa
- South Korea
- Spain
- Sri Lanka

- St Eustatius
- Sudan
- Sweden
- Switzerland
- Syria
- Taiwan ROC
- Tajikistan
- Thailand
- Tunisia
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- United States of America
- Uzbekistan
- Vietnam
- Yemen

# MIHAS Clusters

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MIHAS has earned the status as the centre point for industry players to converge under one roof in showcasing the latest trends and innovations in Halal.



**Food & Beverages**

**Modest Fashion & Lifestyle**

**E-Commerce**

**Education**

**Retail & Franchise**

**Food Technology & Packaging**

**Pharmaceuticals & Medicals**



**Media & Recreation**

**Islamic Finance & Fintech**

**Cosmetics & Personal Care**

**Muslim-Friendly Hospitality & Tourism**

**Services & Enablers**

**Islamic Arts & Crafts**





# BOOK YOUR SPACE NOW!

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## Malaysia:

Bare Space (Minimum 18sqm<sup>2</sup>) : RM1,040/sqm<sup>2</sup>  
Space & Shell Scheme : RM1,050/sqm<sup>2</sup>  
Space & Enhanced Shell Scheme : RM1,200/sqm<sup>2</sup>  
Space & Upgraded Shell Scheme : >RM1,600/sqm

### Hakimi Mustaqim

Project Manager,  
Sales and Marketing  
[hakimi@qube.com.my](mailto:hakimi@qube.com.my)

### Shadira

Senior Manager,  
Sales, International  
[shadira@qube.com.my](mailto:shadira@qube.com.my)

### Mohd Hadhri

Assistant Manager,  
Sales, Government and Agency  
[hadhri@qube.com.my](mailto:hadhri@qube.com.my)

### Yvonne Lai

Executive,  
Sales, Malaysia  
[yvonnelai@qube.com.my](mailto:yvonnelai@qube.com.my)

## Worldwide:

Bare Space (Minimum 18sqm<sup>2</sup>) : USD 295/sqm<sup>2</sup>  
Space & Shell Scheme : USD 305/sqm<sup>2</sup>  
Space & Enhanced Shell Scheme : USD 325/sqm<sup>2</sup>  
Space & Upgraded Shell Scheme : >USD 450/sqm

### Nina Ali

Manager,  
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### Yusufe Zamir

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## Elevate Your Brand Presence as a Sponsor

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Strategic Partners</b> 		
<b>Sponsors</b> 		
<b>Media Partners</b> 	<b>International Partners</b> 	<b>APP Partners</b> 
<b>Event Partner</b> 	<b>Official Arabic Media Partner</b> 	<b>Business Community</b> 

### Media and Branding

**Paul Low**  
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**SitiHazirah**  
 Corporate Comm Executive  
 Hazirah@qube.com.my



[www.mihasmalaysia.com.my](http://www.mihasmalaysia.com.my)