

20 MIHAS
Malaysia International Halal Showcase

17-20 Sept 2024 | MITEC, KL

Globalising Halal Innovations



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#ThinkHalalThinkMIHAS



Commemorating two decades of thriving
the **Halal** Excellence Journey!

Happy **20th** Anniversary **MIHAS**

A remarkable milestone of the world's largest Halal showcase that acts to UNITE local and international businesses, CREATE boundless opportunities and FOSTER knowledge exchange between industry players.

The 19th Malaysia International Halal Showcase successfully recorded sales of Halal products reaching RM3 billion, which exceeded its target by 24 per cent. The world's largest Halal showcase connected 469 local companies with 231 international buyers from 44 countries.



YAB Dato' Seri Anwar Ibrahim
Prime Minister Of Malaysia

Commemorating two decades of thriving the **Halal** Excellence Journey!

MIHAS has been an iconic event in the global Halal industry since its inception in 2004. With a legacy spanning two decades, MIHAS is established as a premier platform that gathers local and international companies, buyers and sellers in the Halal Industry to seize business opportunities and expand their Halal products and services in the global market.

When it first started, MIHAS consisted of only four clusters namely food, beverages, financial services and cosmetics that were featured during the showcase. In 2023, the 19th edition of MIHAS has grown up to 13 clusters including media & recreation, retail & franchise and education.

Malaysia's Halal Industry Master Plan 2030 targets an industry contribution of RM266 billion, or 11% of Malaysia's GDP by 2030. In achieving this, we will continue to build on the momentum generated by MIHAS 2023, particularly in facilitating market access for our Halal industry players to major supply chains globally.

YB Senator Tengku Datuk Seri Utama Zafrul
Minister of Investment, Trade and Industry





More than 30 MoUs were exchanged between Malaysian and foreign organisations throughout MIHAS. MATRADE also expended considerable effort to engage other government organisations, resulting in the participation of 34 Federal and state agencies in this year's MIHAS.

YB Dato' Sri Reezal Merican Naina Merican
Chairman of MATRADE

The higher number of international buyers participating in INSP this year proves that MIHAS is the trusted platform for sourcing of high-quality halal products and services. This opens up new export opportunities for Malaysian companies, particularly small and medium businesses (SMEs), to conveniently link with serious foreign buyers

YBhg. Datuk Mohd Mustafa Abdul Aziz
CEO of MATRADE



MIHAS // Overview

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 2023 // By The Numbers

RM 3.11 Billion
In Sales

RM 1.89 Billion In Sales From
MIHAS Showcase + **RM 1.22** Billion In Sales
Generated by INSP

International Sourcing Program (INSP)

Bring Together **500** INTERNATIONAL
CLOSE TO **BUYERS**

with **822** MALAYSIAN
EXPORTERS

RM 24%  Compared to 2022

MIHAS 2023 // Exhibitors

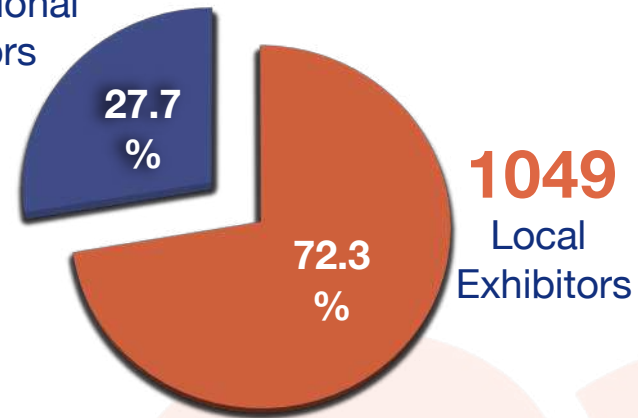


1,040 Exhibitors
from **44** Countries

Total of
1,890
Exhibition Booths



International
Exhibitors
288



Top 5 Countries in MIHAS 2023



Indonesia



Japan



China



South
Korea



Thailand

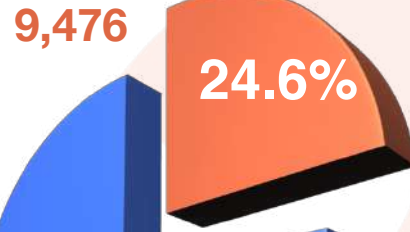
MIHAS 2023 // Visitors

Top 5 Visitor Countries in MIHAS 2023

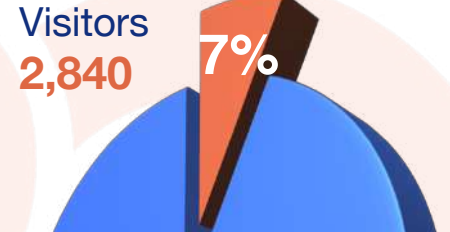


38,566 Visitors
from **100** Countries

Virtual Visitors



International Visitors



Physical Visitors

29,090

Local Visitors

35,726

MIHAS 2023 // Media Value

RM **9** Million In PR Value

583 News Coverage

160 Print | **382** Online | **41** Broadcast

RM **2.5** Million In Media Buy

ATL RM1,700,000

BTL RM200,000

OOH RM300,000

Digital RM300,000



Event Highlights

MIHAS // Overview



INSP



Exhibition



Knowledge Hub



Pocket Talk

MIHAS // Overview



Opening Ceremony



MoU



MIHAS Kitchen



Fashion Show

International Sourcing Programme (INSP)



A chef in a white uniform and tall hat is focused on preparing food at a competition booth. He is wearing gloves and working with ingredients on a stainless steel counter. Several people, including men in suits and women in hijabs, are gathered around the booth, some holding trays and others looking on. The background shows a busy exhibition hall with various booths and equipment. An orange banner at the bottom of the image contains the text "MIHAS Halal Culinaire Cooking Competition".

MIHAS Halal Culinaire
Cooking Competition

Knowledge Hub



MIHAS Corner Pocket Talks



19th MIHAS

Malaysia International Halal Showcase
12 - 15 Sept 2023 | MITEC, KL



Hosted by MALAYSIA MADANI
Organized by MITEC
In Association with HDC LARIM
Sponsored by COBE
Winner of WTPO AWARDS
Endorsed by SUFI
Supported by Ministry of Trade and Industry, Malaysia
Bronze Sponsor AF Bubbles
MHAS Kitchen Co-Sponsor AKBAR TEA, COOL
Cooper Partner FOS
Sustainability Partner TAZUDA
In Support of



Modest Fashion Show



International and States Pavilions



MIHAS Awards

Product Demonstration and Product Launch





Celebrity Appearance

MIHAS Clusters



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**

 **Food Ingredients**

 **Media & Recreation**

 **Islamic Finance & Fintech**

 **Cosmetics & Personal Care**

 **Muslim-Friendly Hospitality & Tourism**

 **Services & Enablers**

 **Islamic Arts & Crafts**

#1 Destination for Halal Businesses

INSP International Sourcing Programme

Business meetings between local businesses and International Buyers

20 YEARS

Of championing the Halal industry for local and international Halal industry.

1890

Exhibition Booths across **9 Halls**

14 Clusters

From F&B, financial services, cosmetics, e-commerce, tourism, education to logistics and others

Knowledge Hub

Connecting businesses with Premium Buyers and past success stories

Pocket Talk

An Avenue to share product insights with international audience

Activities and more...

Many other activities and event highlights at MIHAS to explore

BOOK YOUR SPACE NOW!

20th MIHAS
Malaysia International Food Showcase
17-20 Sept 2024 | MITEC, KL



ATRADE qube®

International

Bare Space (Minimum 18sqm) : USD 354/sqm

Space & Shell Scheme : USD 384/sqm

enquiries :

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Courier Partner	Sustainability Partner	Technology Partner	Halal Certification Partners
International Partner			
Media Partner			
Business Community			
In Support of			

Mark your calendar!

17-20 Sept 2024