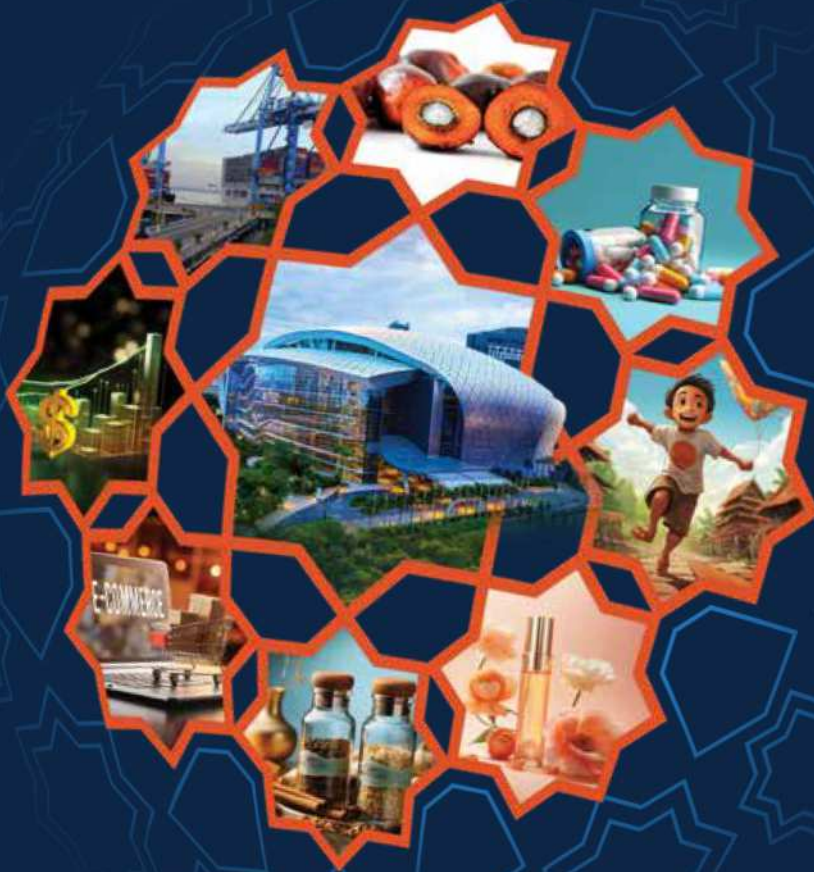


20th MIHAS

Malaysia International Halal Showcase

Globalising Halal Innovations



17-20 Sept 2024
MITEC, KL



www.MIHAS.com.my

mihas_malaysia

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Endorsed by
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Approved
International
Event



Hosted by

MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY

Organised by

In Association with

Supported by

Winner of
 WTPO
AWARDS 2022

Managed by

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



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

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

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 Tengku Abdul Aziz**

Minister of Investment, Trade and Industry (MITI)



I **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, Muslim-Friendly Tourism, Islamic Finance & Fintech, Modest Fashion & Lifestyle, Services and Enablers to Media & Recreation.

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.



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

MIHAS 2023 By The Numbers

RM3.11 Billion
In Sales

RM1.89 + **RM1.22**
Billion In Sales From
MIHAS Showcase

INSP Generated

Billion In Sales

Bring Together **CLOSE TO**

500 INTERNATIONAL
BUYERS

with

822 **MALAYSIAN
EXPORTERS**

MIHAS 2023 Media Value

RM9 **MILLION**
in PR Value

583 NEWS CLIPPINGS

160 Print | 382 Online | 41 Broadcast

RM2.5
MILLION
in Media Buy

ATL RM1,700,000



TheStar

BFM

89.9

astro

AWANI

BTL RM200,000

malaysia

BUSINESS TODAY

SERUNAI

@Halal

OIC TODAY

Asia

OOH RM300,000



SkyBlu

PIXEL

KLIA TV

Truckit

Digital RM300,000

wasabih

NEWPAGES

VERIFY HALAL

Halal Focus

Dagang Halal.com

WB

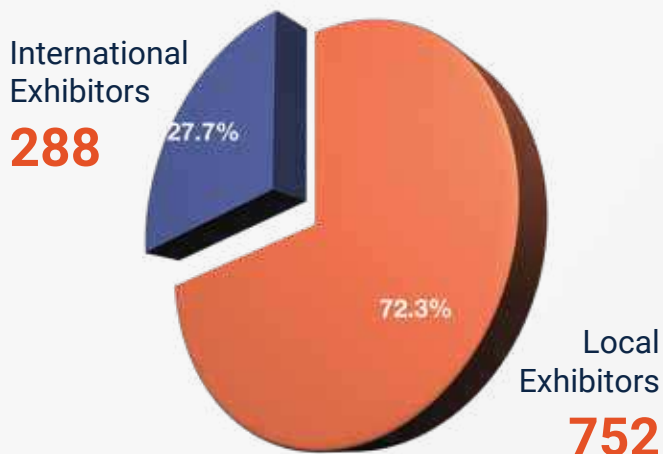
X TIMES

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 2023 Exhibitors



Total of **1,890**
Exhibition Booths



1,040 Exhibitors from **44** Countries

Top 5 Countries in MIHAS 2023



Indonesia



Japan



China

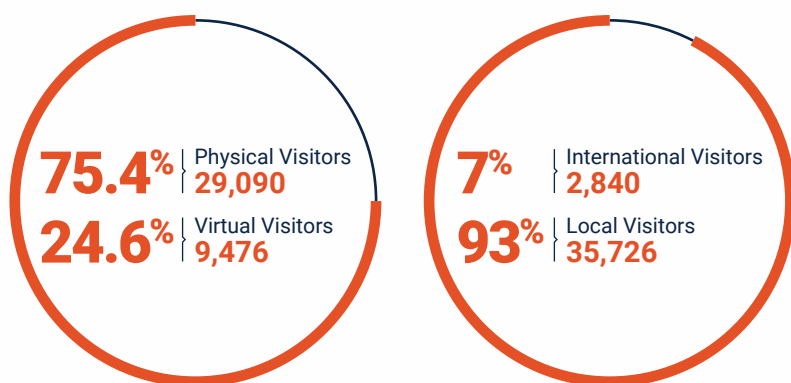


South Korea



Thailand

MIHAS 2023 Visitors



38,566 Visitors from **100** Countries

Top 5 Countries in MIHAS 2023



Indonesia



Japan



China

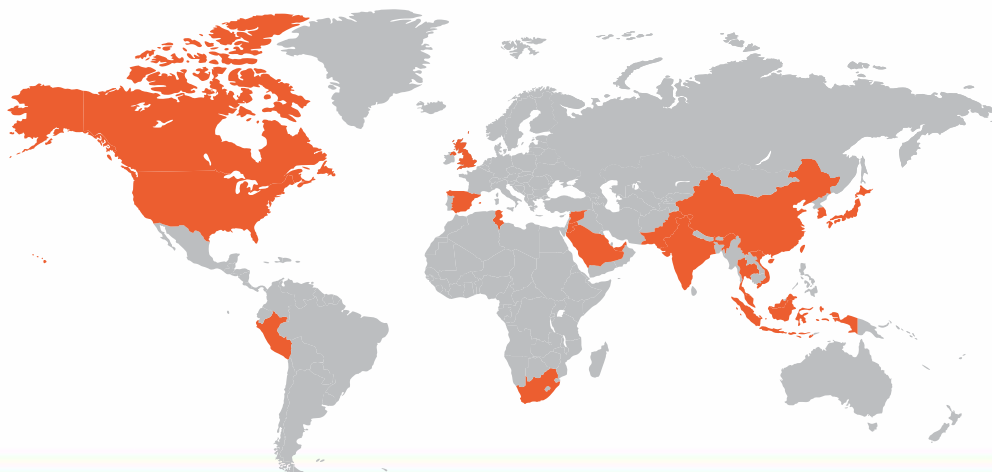


Singapore



Bangladesh

MIHAS 2023 Country Of Origin



- 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



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



Halal Ingredients



Media & Recreation



Islamic Finance & Fintech



Cosmetics & Personal Care



Muslim-Friendly Hospitality & Tourism



Services & Enablers



Islamic Arts & Crafts

Why You Should Visit **MIHAS 2024?**

14 Major **Halal** Industry Sectors

Source for Halal products & services across 13 industry clusters

What's new in **2024** **Halal Ingredients**

Explore new opportunities in the latest cluster, Halal ingredient. Don't miss out on the fast growing demands of a robust Halal F&B industry.



Widest Variety of Products & Services

This showcase assembles over 1.5 million different types of Halal products and services



Qualify for Our Hosted Buyer Programme

Grab your opportunity to do business with suppliers from around the world



Conferences & Seminars

Learn from the ins & outs of the Halal sector from industry thought leaders

MIHAS CONNECT

Connect with more than 1,000 exhibitors from all over the world

BOOK YOUR SPACE NOW!



Bare Space (Minimum 18sqm) **RM1,196/sqm**
Space & Shell Scheme **RM1,260/sqm**

Bare Space (Minimum 18sqm) **USD 354/sqm**
Space & Shell Scheme **USD 384/sqm**

Elevate Your Brand Presence as a Sponsor

Silver Sponsors



Bronze Sponsors



MIHAS Kitchen Main Sponsor



MIHAS Kitchen Co-Sponsor



Shuttle Bus Sponsor



Official Airlines



Courier Partner



Technology Partner



Sustainability Partner



In Support of



Halal Certification Partners



International Partners



Media Partners



Business Community



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MIHAS Highlights



MoU



MIHAS KITCHEN



OPENING CEREMONY



KNOWLEDGE HUB



INSP



PRIME MINISTER
ARRIVAL



POCKET TALK



MIHAS FASHION



EXHIBITION



MIHAS AWARDS



Register now

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