

**Sayı:** 17812098-TİM.AKİB.GSK.TAR.2023/383-2732  
**Konu:** 19. Malezya Uluslararası Helal Fuarı (MIHAS)

Mersin, 07/06/2023

**Sayın Üyemiz,**

Helal Akreditasyon Kurumunun yazısına atıfla, Türkiye İhracatçılar Meclisinden alınan bir yazıda, helal temalı fuar, konferans, kongre vb. etkinliklerin; İslam İş Birliği Teşkilatı (İİT) üyesi ülkeler başta olmak üzere dünya genelindeki Müslümanlar arasında helal belgeli ürün ve hizmet ticaretinin geliştirilmesine, güvenilir ve sürdürülebilir bir helal belgelendirme sisteminin tesisine ve ülkelerin helal kalite altyapılarının iyileştirilmesine yönelik iş birliklerinin artırılması açısından önemli fırsatlar oluşturduğu belirtilmektedir.

Yazıda devamla, Malezya Uluslararası Ticaret ve Sanayi Bakanlığına bağlı Malezya Dış Ticareti Geliştirme Merkezi (MATRADE) koordinasyonunda her yıl düzenli olarak gerçekleştirilen 19. Malezya Uluslararası Helal Fuarı'nın (MIHAS), 12-15 Eylül 2023 tarihleri arasında Malezya'nın başkenti Kuala Lumpur'da düzenlenmesinin planlandığı bildirilmektedir.

Anılan yazıda, uluslararası düzeyde gerçekleştirilen ve gıda, kozmetik, finans, turizm gibi helal belgeli ticarete konu çeşitli sektörlerin temsilcilerini bir araya getiren MIHAS'ın, ülkemizde de Ticaret Bakanlığı tarafından desteklenen sektörel nitelikli fuarlar listesinde yer almakta olup bu alanda faaliyet gösteren firmaların da fuara katılım sağlamasının Türkiye'nin helal sektöründeki yerinin vurgulanması açısından faydalı olacağını değerlendirildiği belirtilmektedir.

Bilgilerini rica ederim.

**H. Okan ŞENEL**  
**Genel Sekreter Yrd.**

**Ek: MIHAS 2023 Tanıtım Broşürü**

**İletişim Bilgileri:**

MIHAS Türkiye Temsilcisi: 0212 830 4966/ +90 553 173 3105  
MIHAS Malezya Temsilcisi: +603 6211 4224

# 19<sup>th</sup> MIHAS

Malaysia International Halal Showcase

12 - 15 Sept 2023 | MITEC, KL

## Paving The Way of Halal



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

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

**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



**RM2.34** Billion  
In Sales

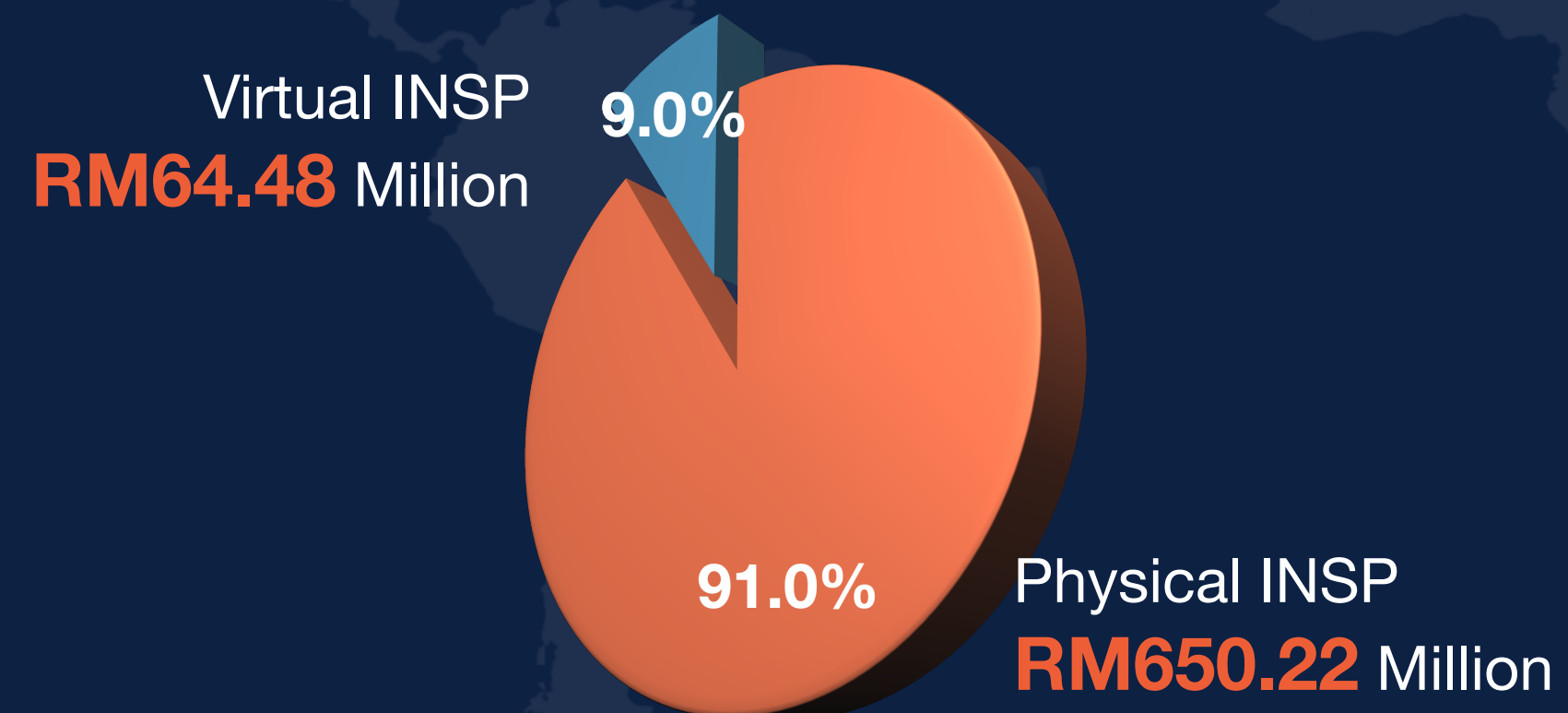
**RM1.65**

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

**RM2.44** Million In  
PR Value

**209** News Clippings

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

**RM2.13** Million In  
Media Buy

**ATL** RM1,500,000



**BTL** RM200,000



**OOH** RM200,000



**Digital** RM230,000





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



**1,258** Total  
 Exhibition  
 Booths

### Top 5 Countries in MIHAS 2022



Kuwait



Indonesia



Thailand

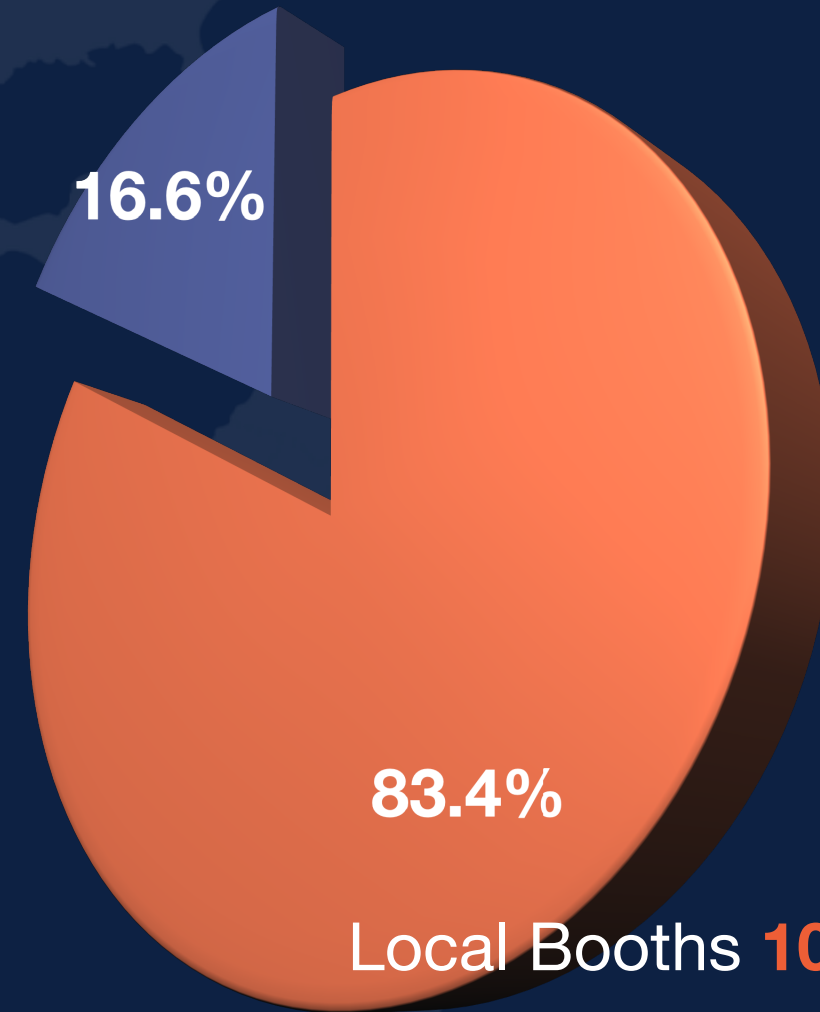


South Africa



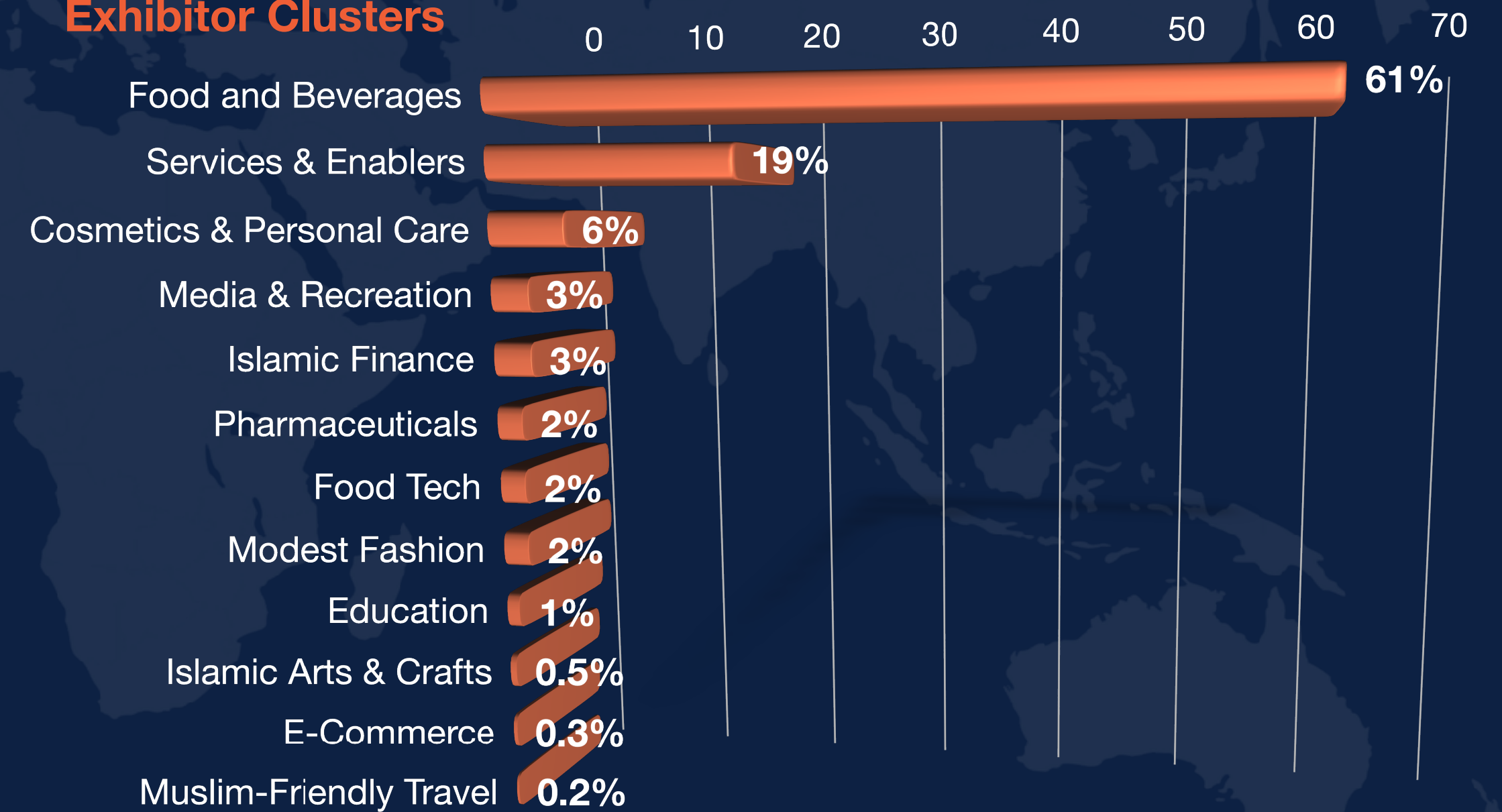
Palestine

International Booths **209**



Local Booths **1049**

### Exhibitor Clusters





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
- Turkiye
- UAE
- United Kingdom
- USA
- Venezuela
- Vietnam

# What Exhibitors Are **Saying**



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



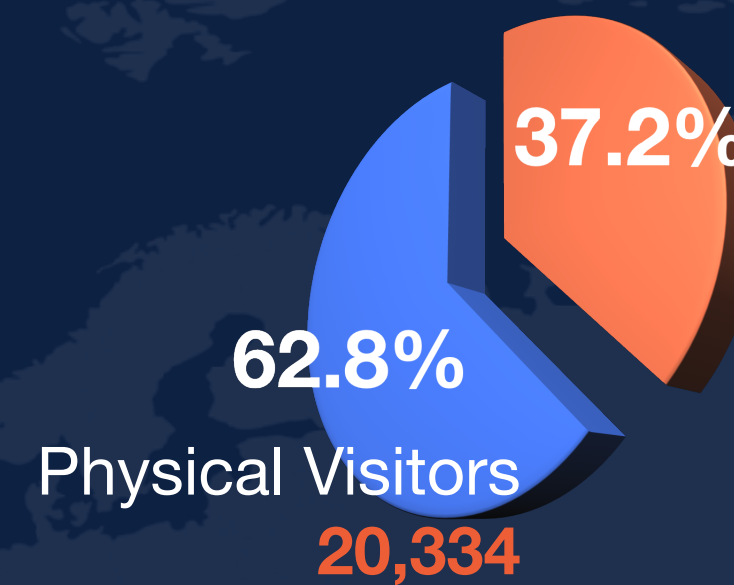
MIHAS provides a good opportunity to meet new buyers and new suppliers. We look forward to having the same opportunity again in the future.

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



**32,356** Visitors  
from **90** Countries

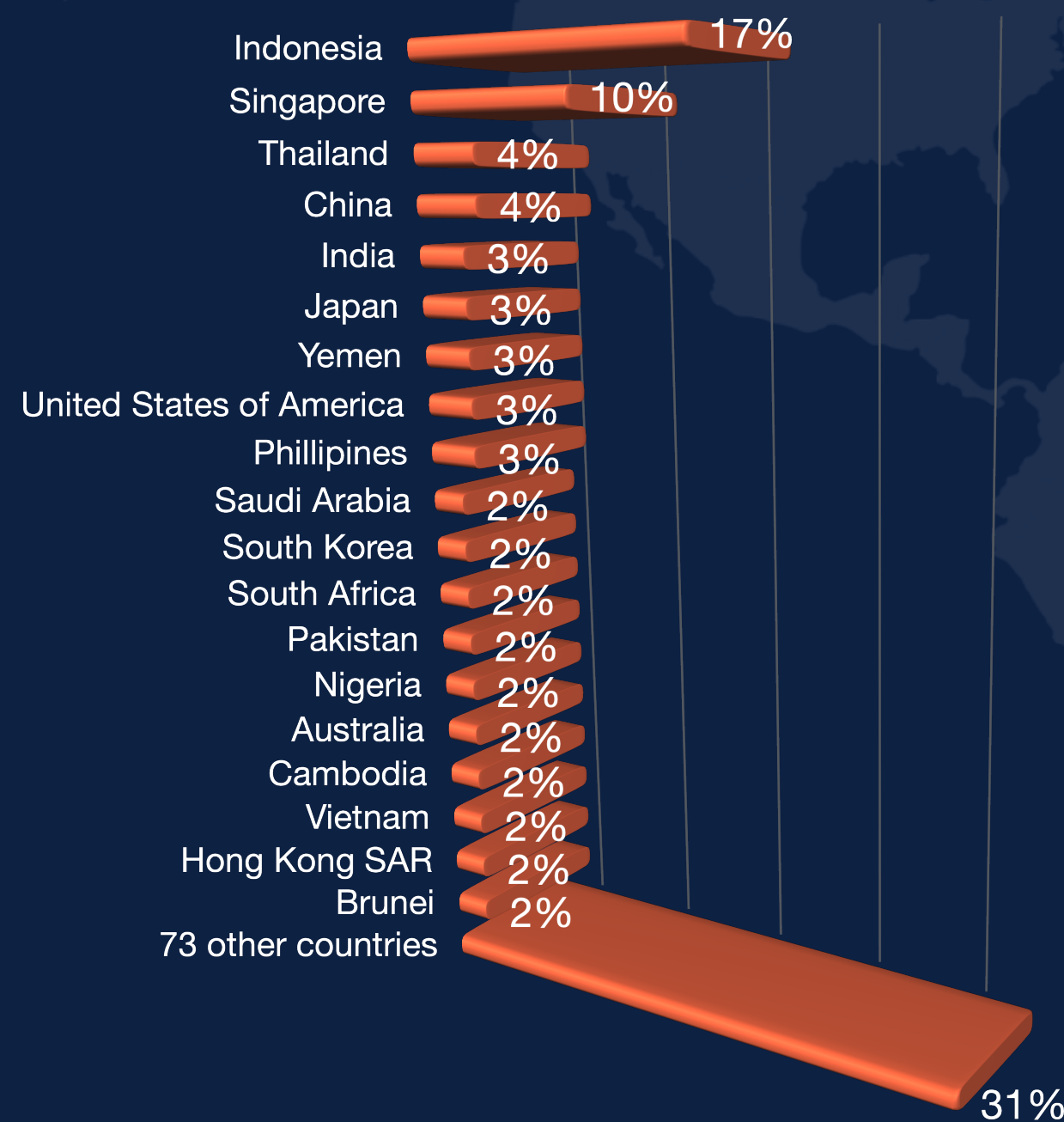
Virtual Visitors **12,033**



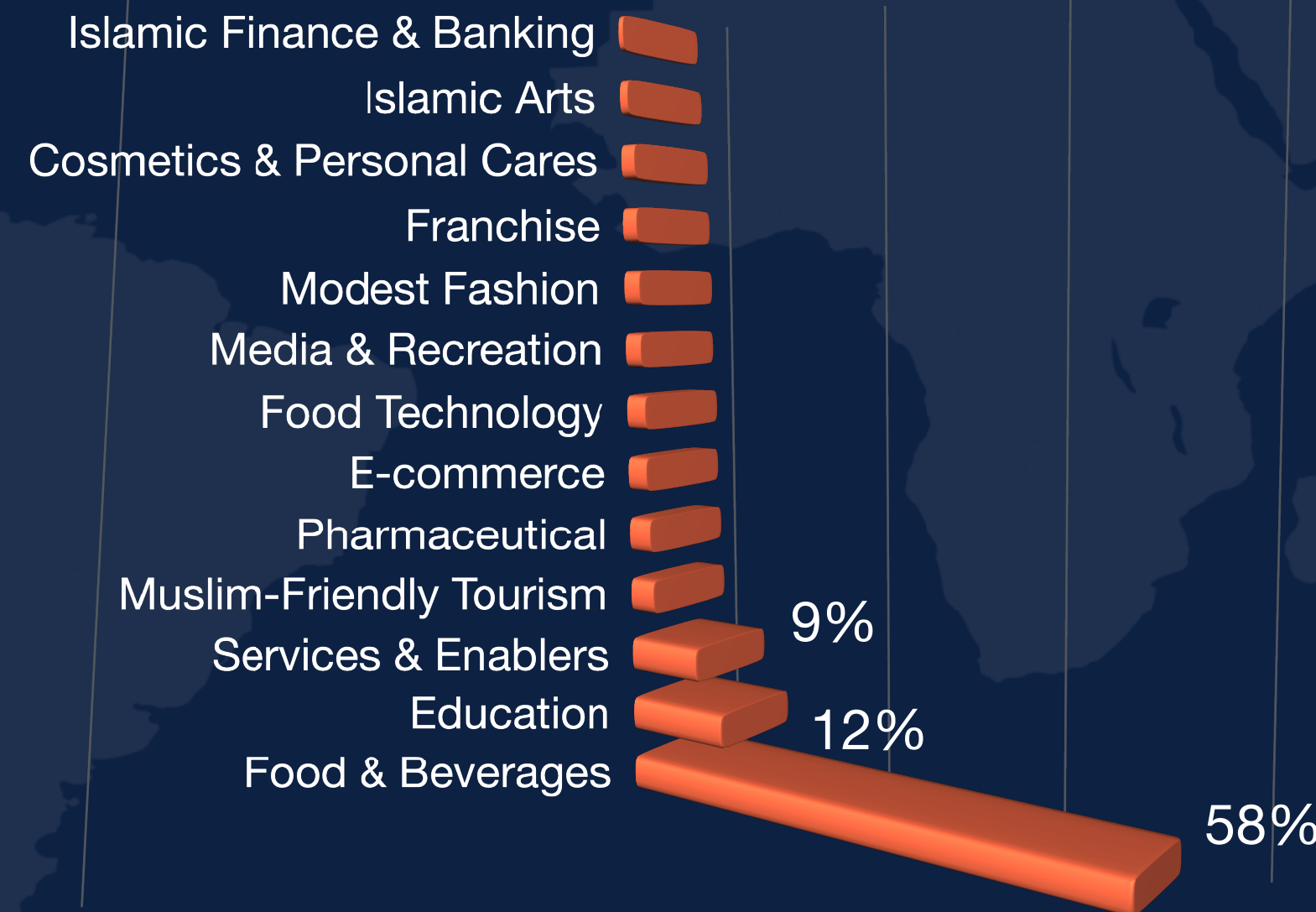
**106**

**TOTAL**  
Business Matching  
Meetings

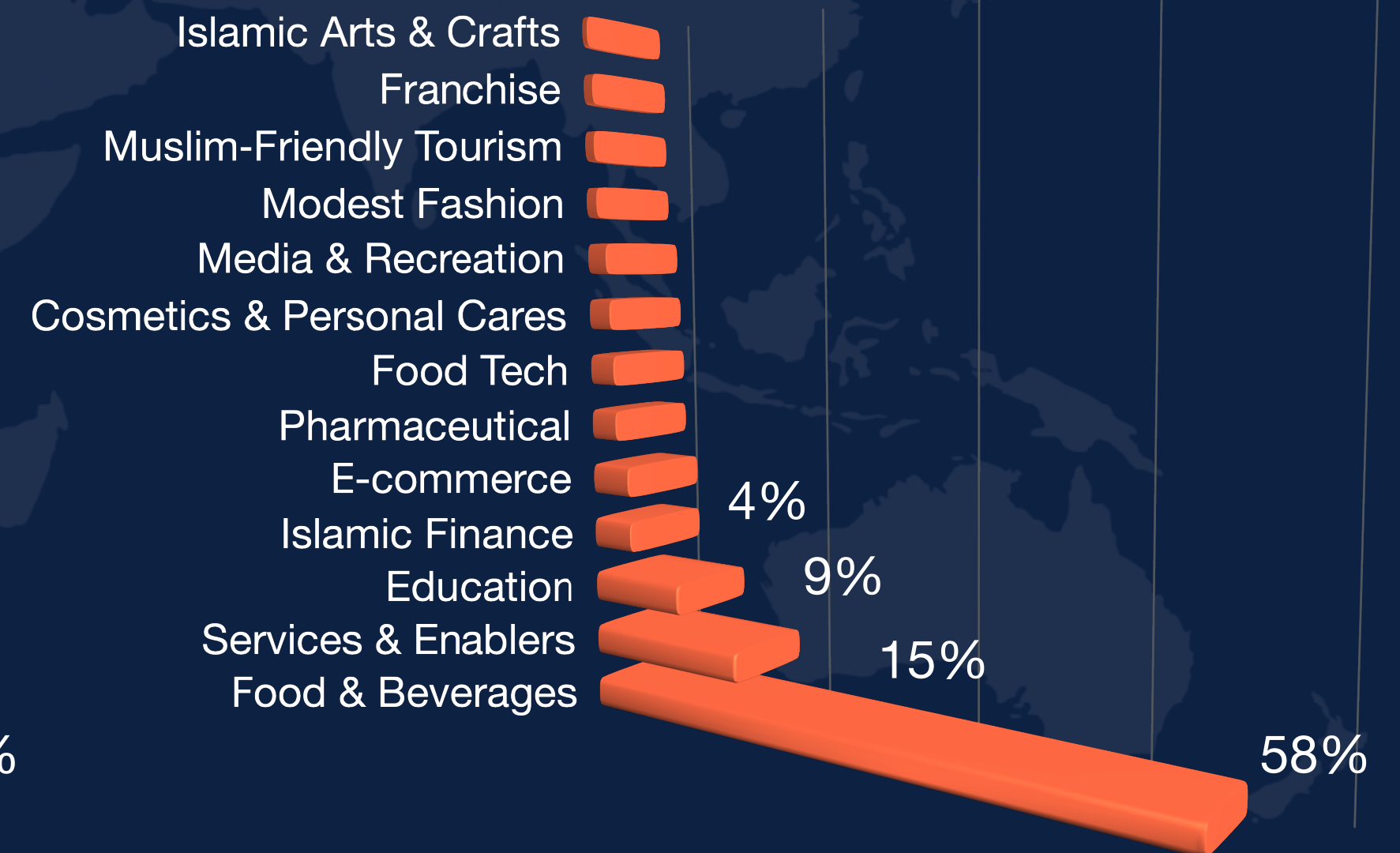
## Visitors from Top 20 Countries



**7.5%** of visitors are  
International visitors

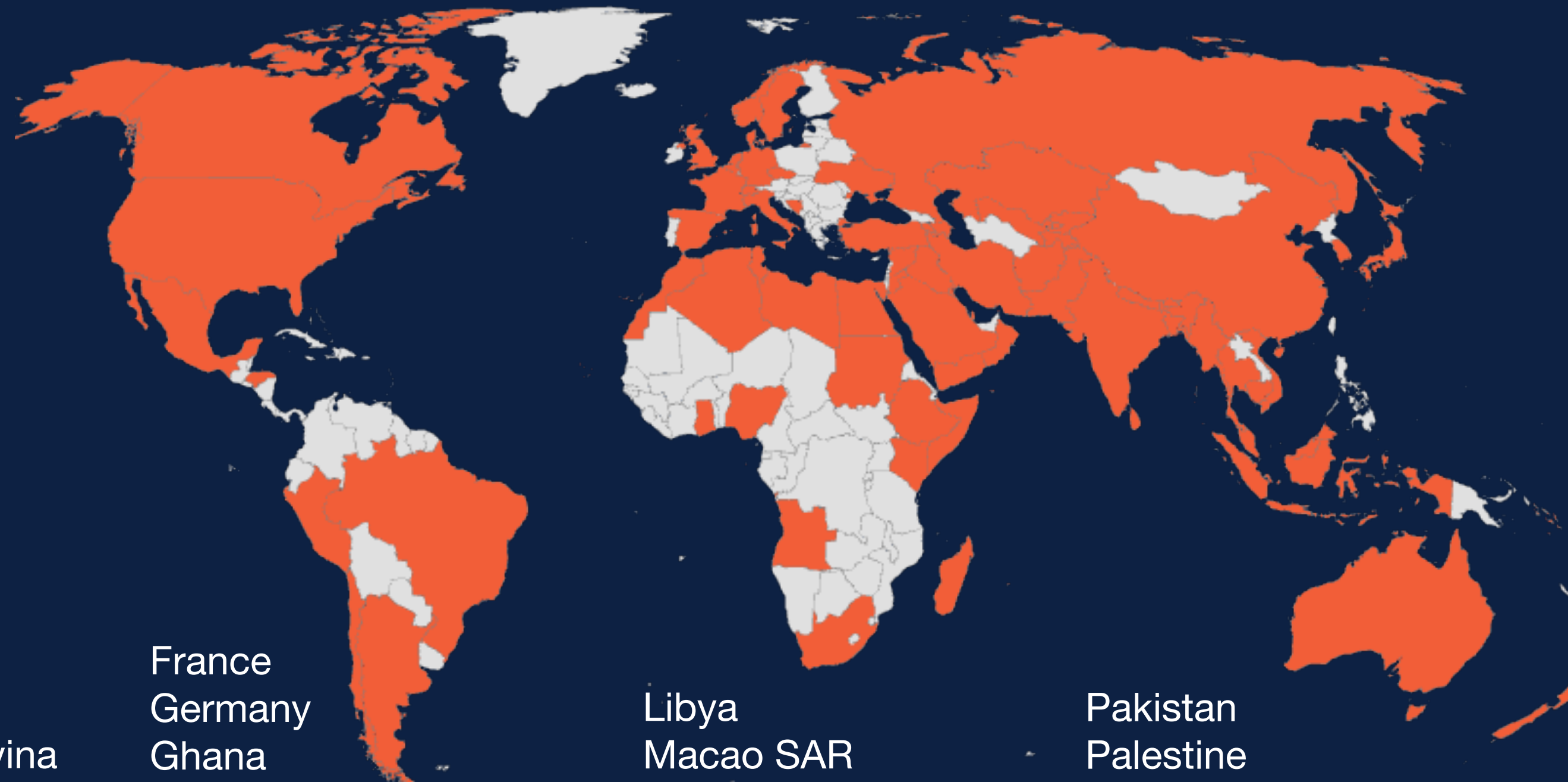


**92.5%** of visitors are  
domestic visitors



# MIHAS 2022 // Visitors 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 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*

## Why You Should Visit **MIHAS 2023**?

### **13** Major Halal Industry Sectors

Source for Halal products & services across 13 industry clusters

### Meet The **Halal** Giants

Meet some of the biggest Halal producers from around the world



### 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!

## 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

## 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

### Hakimi Mustaqim

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

### Shadirah

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

### Nina Ali

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

### Yusufe Zamir

Executive,  
Sales & Operation, Malaysia  
[yusufe@qube.com.my](mailto:yusufe@qube.com.my)

A-03-08, Galeria Hartamas, No 21, Jalan 26A/7-A, Desa Sri Hartamas, 50480, Kuala Lumpur, Malaysia

Tel: +603-6211 4224

Email: [sales@mihas.com.my](mailto:sales@mihas.com.my)

# Elevate Your Brand Presence as a Sponsor



**Platinum**  
 CIMB ISLAMIC F&N

**Gold**  
 standard chartered saadiq islamic

**Silver**  
 Bubbles AFFIN

**Strategic Partners**  
 malaysia airlines firefly Alibaba.com CTCS Malaysia Convention & Exhibition Bureau Malaysia Truly Asia Meet in Malaysia TAYLOR'S UNIVERSITY

**Sponsors**  
 Solid Cool LINACO HADRAMAWT MAMEE MIAOW MIAOW Nestlé BARKATH FOODS TH SUNQUICK

**Media Partners**  
 E-Asia ASIA SUCCESS MEDIA GROUP Halal Research Council DagangHalal.com BUSINESS TODAY maeshat WB NEWPAGES OIC TODAY Truck It! @Halal The Halal Times

**Official Arabic Media Partner**  
 MEDIA ASWAG

**Event Partner**  
 IACF Aladdin

**International Partners**  
 HALAL EXPO CANADA HALAL PACKINNO 2023 EXPO PRO

**APP Partners**  
 Halal Focus VERIFY HALAL

**Business Community**  
 Wasabih

Media and Branding

**Paul Low**  
 Brand Director  
[paulow@qube.com.my](mailto:paulow@qube.com.my)

**SitiHazirah**  
 Corporate Comm Executive  
[Hazirah@qube.com.my](mailto:Hazirah@qube.com.my)