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Konu: 9. Malezya Uluslararası Helal Fuarı MIHAS Hk.

Mersin, 16/06/2023

E-POSTA

Sayın Üyemiz,

T.C. Helal Akreditasyon Kurumundan iletilen e-posta' da, 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 ifade edilmektedir.

Uluslararası düzeyde gerçekleştirilen ve gıda, kozmetik, finans, turizm gibi helal belgeli ticarete konu çeşitli sektörlerin temsilcilerini bir araya getiren MIHAS, 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 olacağı değerlendirilmektedir.

Bu kapsamda, bilgi edinilebilecek tanıtım dokümanı ekte sunulmakta olup, MIHAS Türkiye ve Malezya temsilcilerine ilişkin irtibat numaraları ise aşağıda yer almaktadır.

Bilgilerini rica ederim.

Dr. Osman ERŞAHAN
Genel Sekreter V.

Ek: Tanıtım Dokümanı

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MIHAS Malezya Temsilcisi: +603 6211 4224

19th MIHAS

Malaysia International Halal Showcase

12 - 15 Sept 2023 | MITEC, KL

Paving The Way of Halal



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#ThinkHalalThinkMIHAS

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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

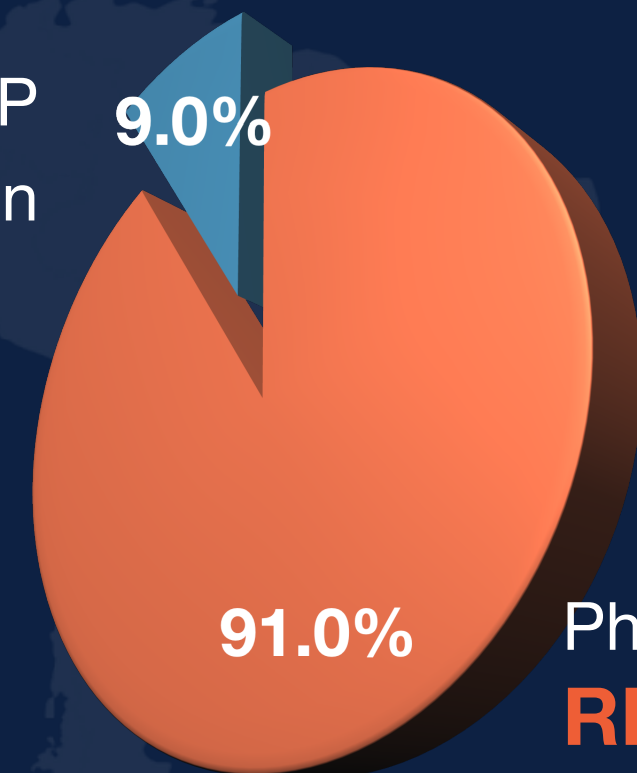
RM714.7

Million In Sales

International Sourcing Program (INSP)

Virtual INSP
RM64.48 Million

9.0%



Physical INSP
RM650.22 Million

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

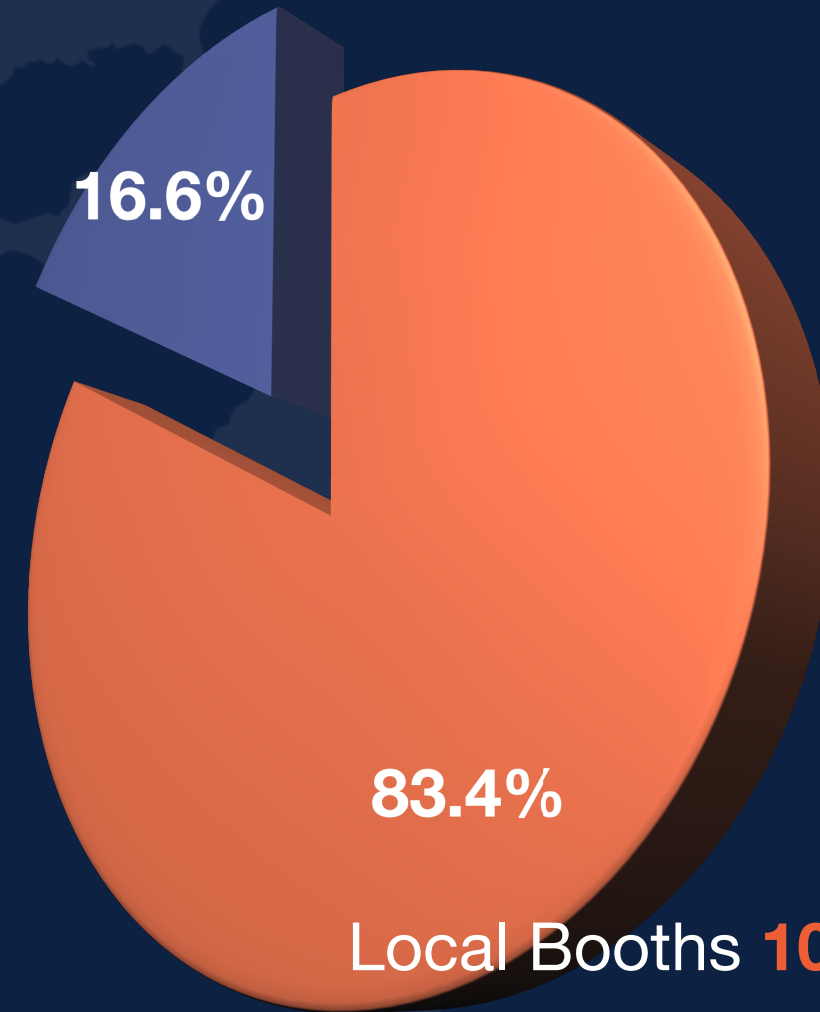


1,258 Total
 Exhibition
 Booths

Top 5 Countries in MIHAS 2022

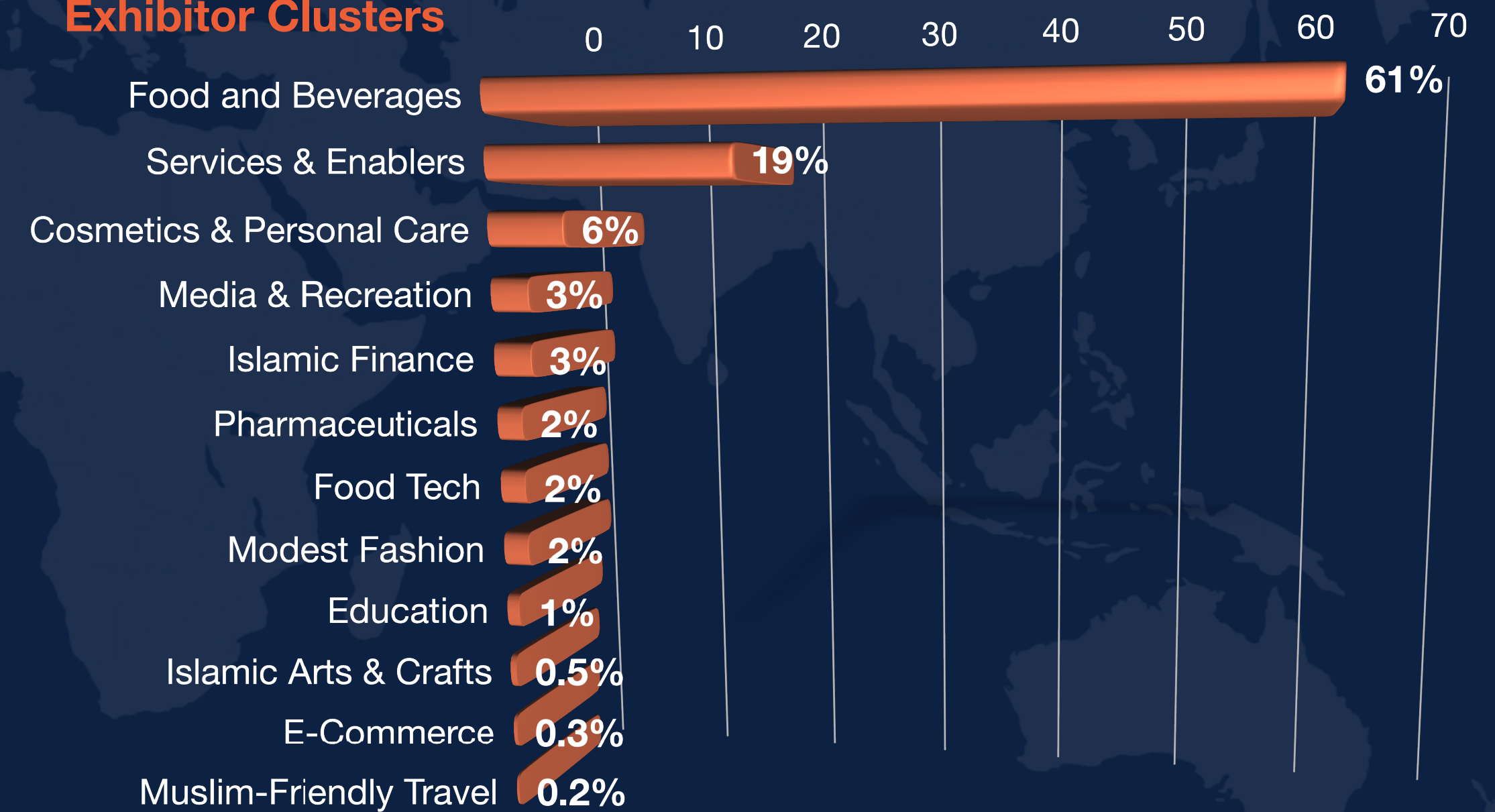


International Booths **209**

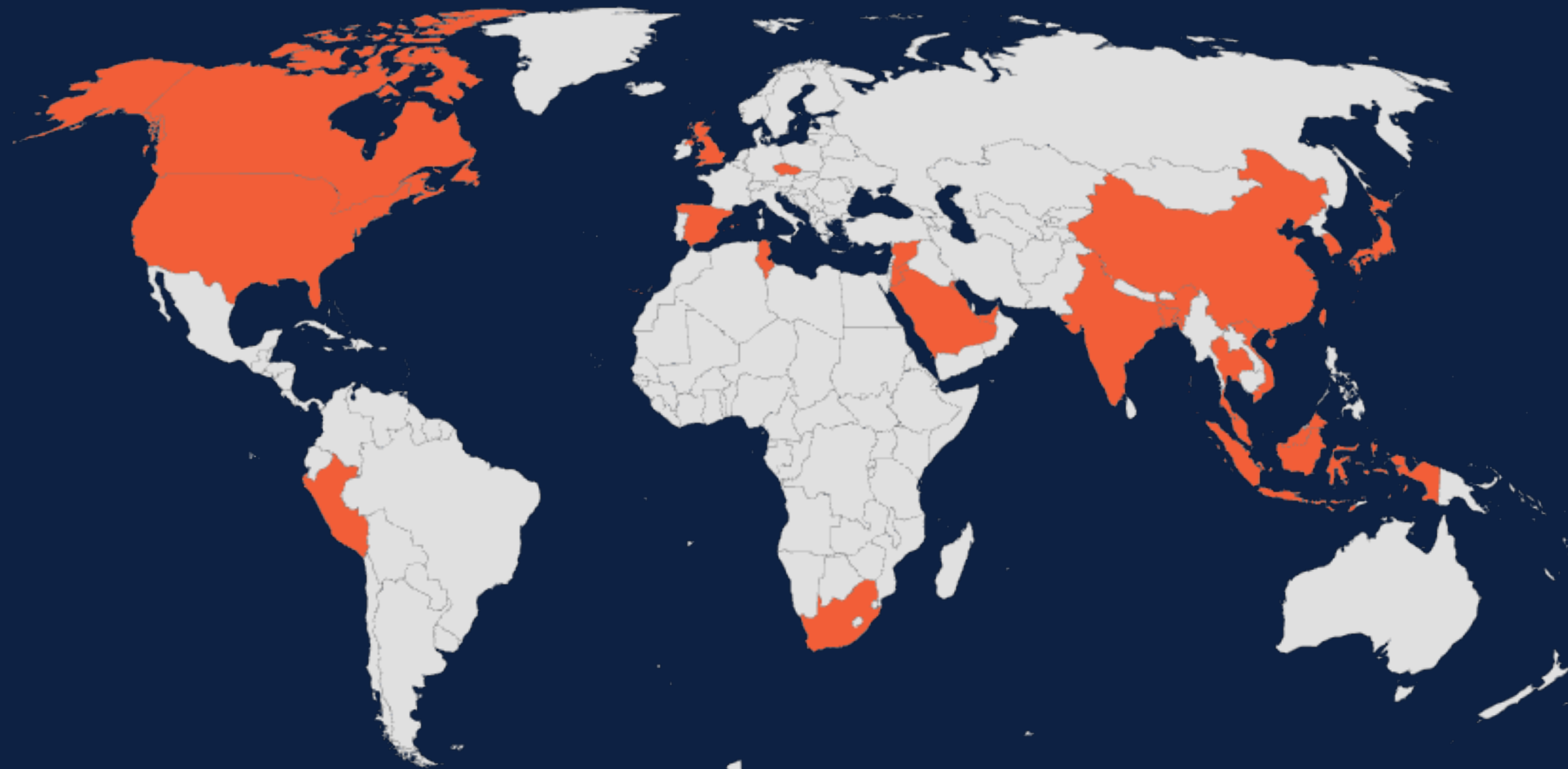


Local Booths **1049**

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

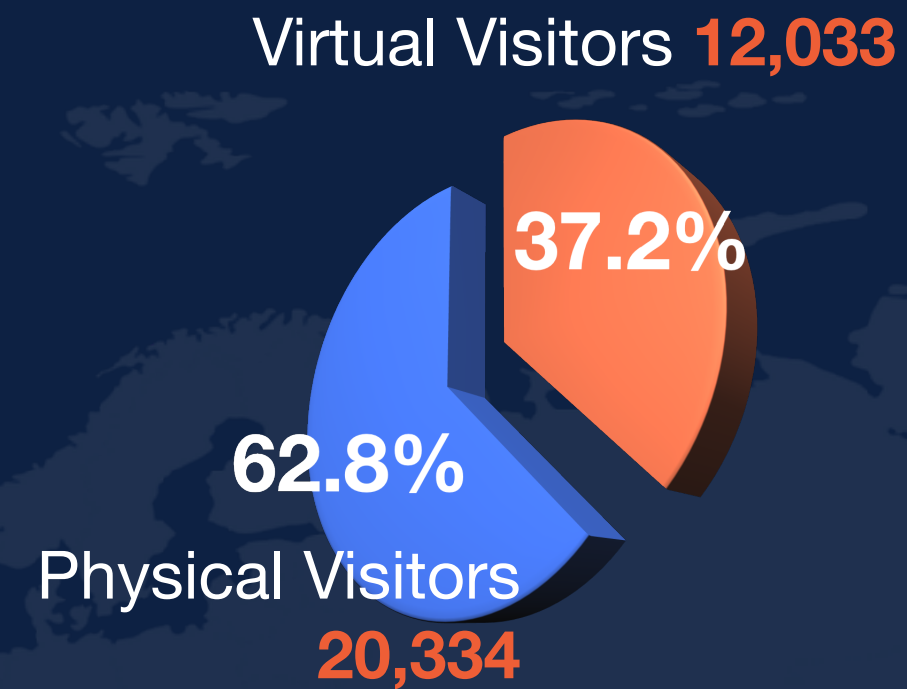


MIHAS provides a good opportunity to meet new buyers and new suppliers. We look forward to having the same opportunity again in the future.

Mellow Pulses and Spices Processors
(Mellow Trading Dubai)

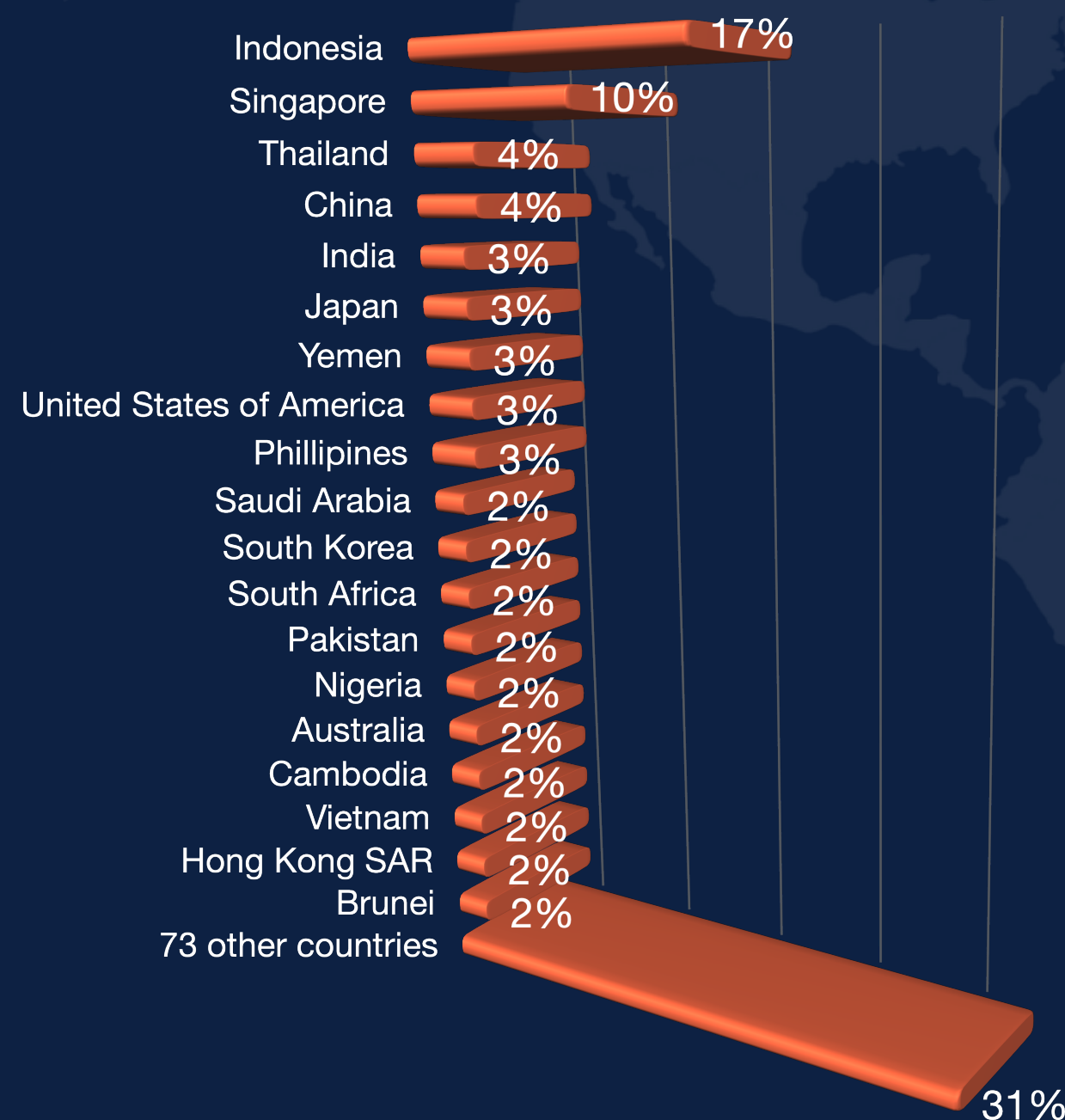


32,356 Visitors
 from **90** Countries

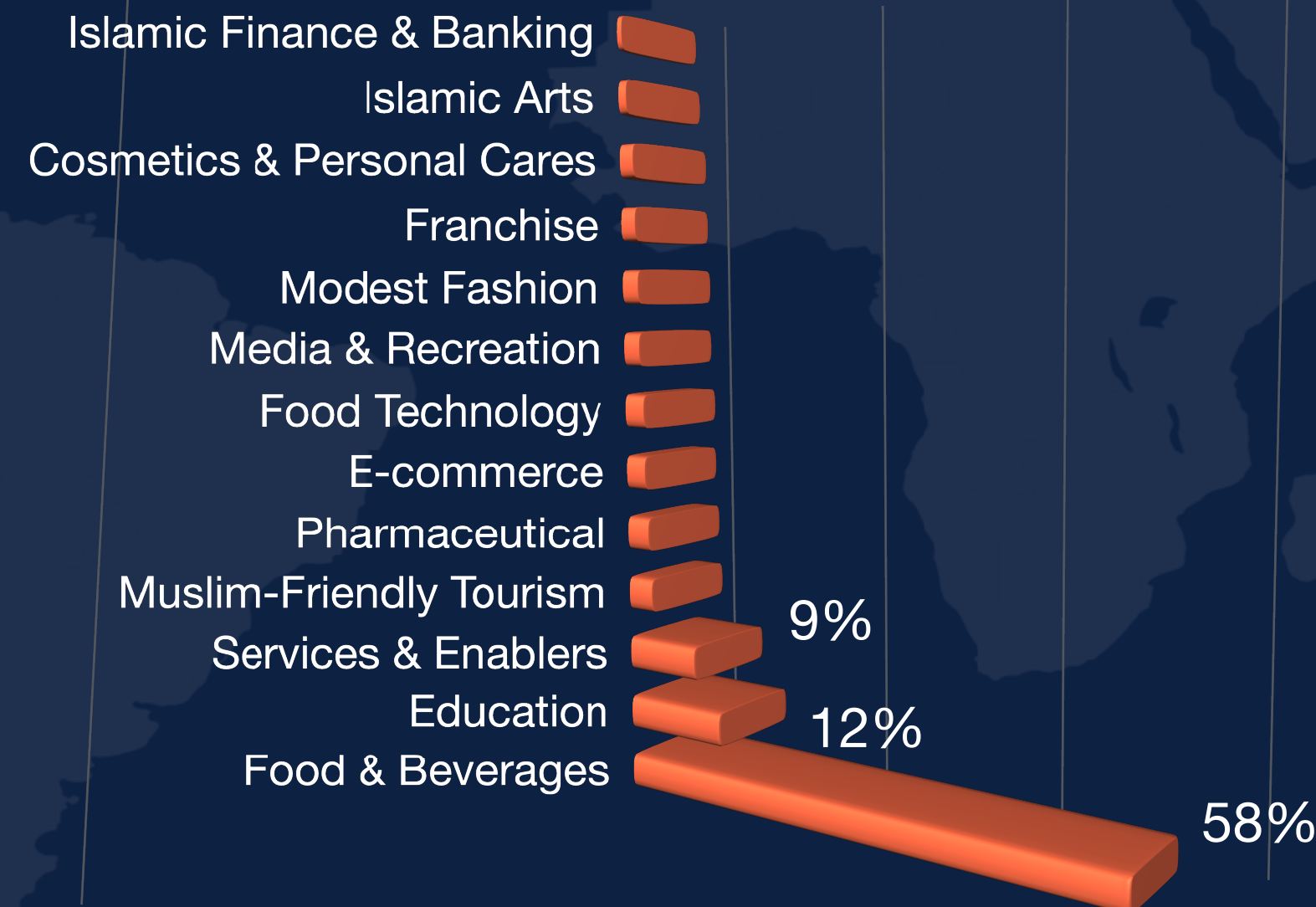


106 TOTAL Business Matching Meetings

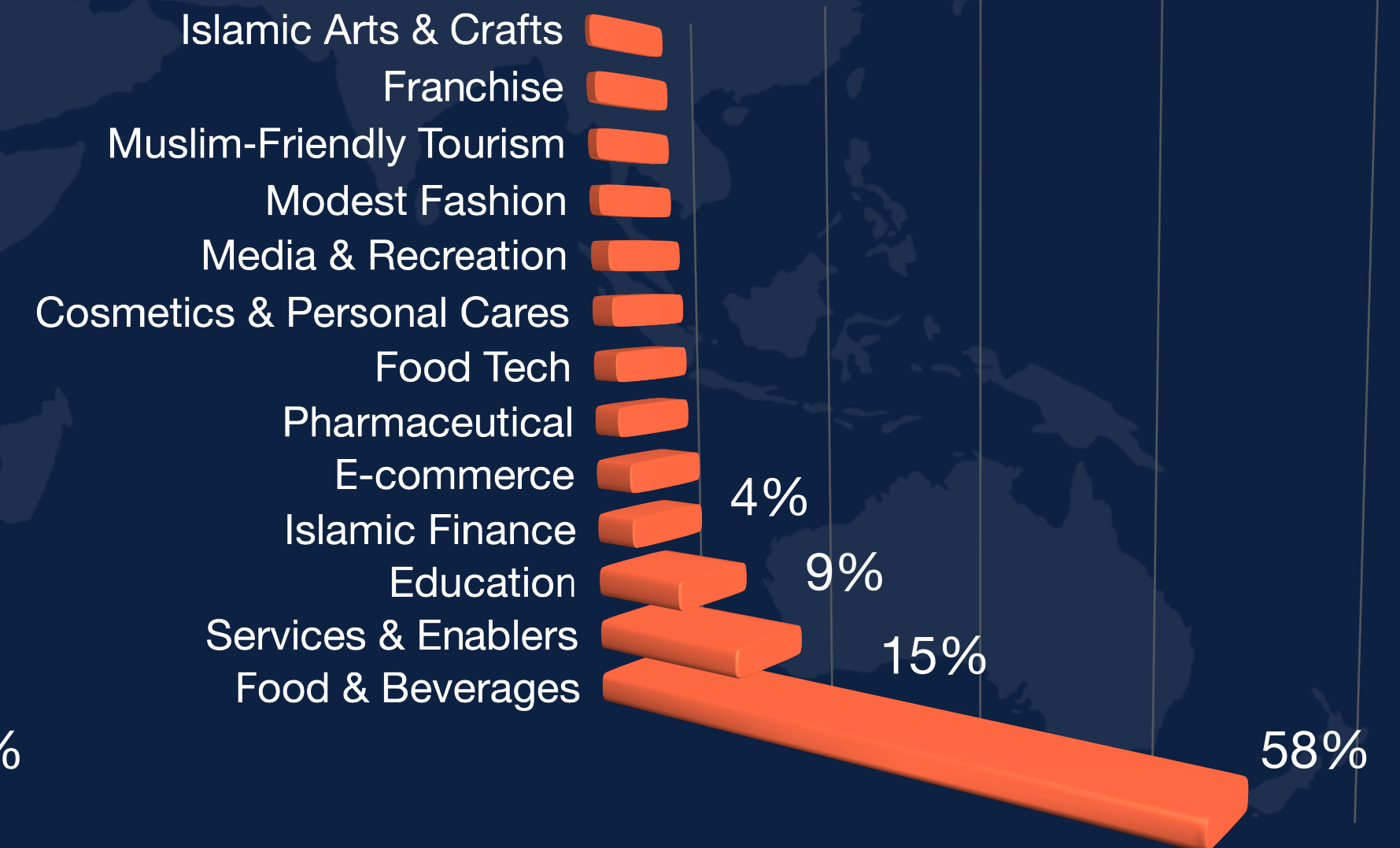
Visitors from Top 20 Countries



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 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



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 ²)	: RM1,040/sqm ²
Space & Shell Scheme	: RM1,050/sqm ²
Space & Enhanced Shell Scheme	: RM1,200/sqm ²
Space & Upgraded Shell Scheme	: >RM1,600/sqm

Worldwide:

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

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