

MIHAS 2023 Is Back!

A Momentous Marketplace

Joined by international brands
Connecting buyers and sellers
Offering insightful trends
Expanding the **Halal** industry

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 international 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

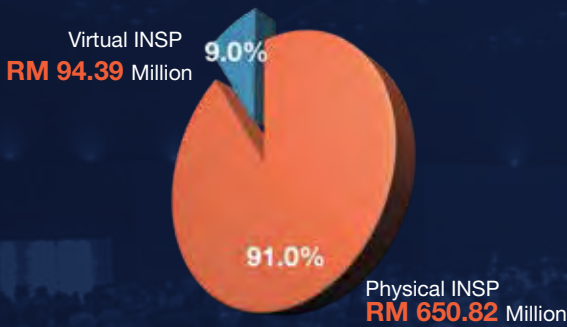


MIHAS By The Numbers

RM **2.39** Billion
 In Sales

RM **1.65**
 Billion In Sales From
 MIHAS Showcase

+ RM **745.20**
 Million In Sales From
 INSP



Physical Meeting Between

264 Malaysian Exporters & **192** Foreign Buyers
 From **33** Countries

Virtual Meeting Between

246 Malaysian Exporters & **197** Foreign Buyers
 From **47** Countries

RM **2.44** Million In
 PR Value

17 Print | **179** Online | **13** Broadcast | **209** News Clippings

ATL RM 1,500,000



BTL RM 200,000



RM **2.13** Million In
 Media Buy

OOH RM 200,000



Digital RM 230,000



“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 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.



Exhibitors & Countries

620 Exhibitors from **32** Countries



- Argentina
- Bangladesh
- Canada
- China
- Chinese Taipei
- Czech Republic
- India
- Indonesia
- Iran
- Japan
- Jordan
- Kuwait
- Laos
- Nigeria
- Pakistan
- Palestine
- Peru
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Syria
- Thailand
- Tunisia
- Turkiye
- UAE
- United Kingdom
- USA
- Venezuela
- Vietnam

Top 5 Countries in MIHAS 2022



Kuwait



Indonesia



Thailand

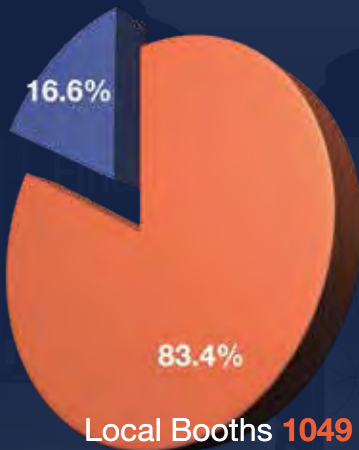


South Africa



Palestine

International Booths 209



Exhibitor Clusters



Total **1,258** Exhibition Booths



“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!”

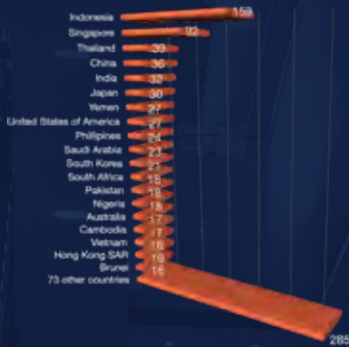
Abdul Hady
 Sales Director, Super Best Coffee Sdn. Bhd.

Visitors & Countries

32,356 Visitors from **90** Countries

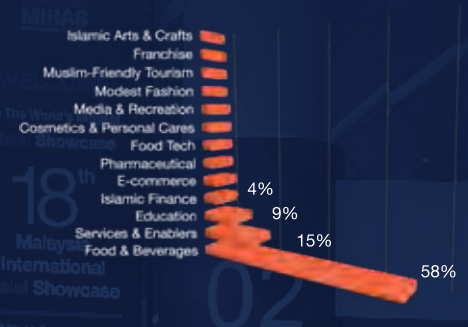


Visitors from Top 20 Countries

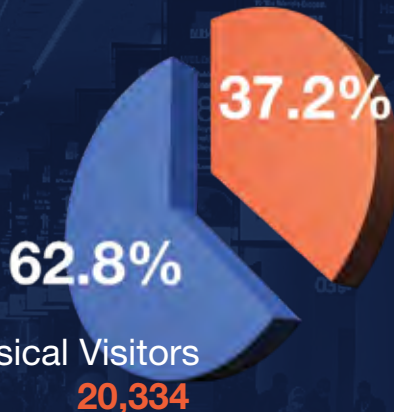


7.5% of visitors are International visitors

92.5% of visitors are Domestic visitors



Virtual Visitors **12,022**



106

Business Matching Meetings

The World's No.1 Platform for Sourcing Halal Products & Services

**Why You
 Should Visit
 MIHAS
 2023?**

13 Major Halal Industry Clusters

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.

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.



13 MIHAS Clusters

 Food & Beverages

 Food Technology & Packaging

 Muslim-Friendly Hospitality & Tourism

 Modest Fashion & Lifestyle

 Pharmaceuticals & Medicals

 Services & Enablers


 E-Commerce


 Media & Recreation

 Islamic Arts & Crafts

 Education

 Islamic Finance & Fintech

 Retail & Franchise

 Cosmetics & Personal Care

“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)



BOOK YOUR SPACE NOW!



Malaysia:

| | |
|--|-------------------------------|
| Bare Space (Minimum 18sqm ²) | : RM 1,040/sqm ² |
| Space & Shell Scheme | : RM 1,050/sqm ² |
| Space & Enhanced Shell Scheme | : RM 1,200/sqm ² |
| Space & Upgraded Shell Scheme | : > RM 1,600/sqm ² |

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 ² |

Elevate Your Brand Presence as a Sponsor

Platinum



Gold



Silver



Strategic Partners



Sponsors



Media Partners



Official Arabic Media Partners



Event Partners



International Partners



APP Partners



Business Community



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Register now

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