



# 19<sup>th</sup> Malaysia International Halal Showcase

12 - 15 September 2023 | MITEC, KL

## FACTSHEET (FORECAST)

<b>Show Name:</b>	<b>Malaysia International Halal Showcase (MIHAS2023)</b>
<b>Date:</b>	12 - 15 September 2023
<b>Venue:</b>	Malaysia International Trade & Exhibition Centre (MITEC)
<b>Size of Exhibition:</b>	55,000 sqm (gross) / 1000 Exhibitors / 1500 Booths / 40 Country Pavilion
<b>Profile:</b>	<p>Covering the entire spectrum of the Halal industry including:</p> <ul style="list-style-type: none"><li>• Food &amp; Beverages</li><li>• Modest Fashion &amp; Lifestyle</li><li>• Cosmetic &amp; Personal Care</li><li>• Food Technology &amp; Packaging</li><li>• Islamic Finance &amp; Fintech</li><li>• Media &amp; Recreation</li><li>• Retail &amp; Franchise</li><li>• Muslim Friendly Hospitality &amp; Tourism</li><li>• Services &amp; Enablers</li><li>• Education</li><li>• E-Commerce</li><li>• Pharmaceuticals &amp; Medicals</li><li>• Islamic Arts &amp; Crafts</li></ul>
<b>Organise &amp; Support:</b>	<p><b>Hosted by:</b> Ministry of International Trade and Industry (MITI)</p> <p><b>Organised by:</b> Malaysia External Trade Development Corporation (MATRADE)</p> <p><b>Supported by:</b> Halal Development Corporation Berhad (HDC) Department of Islamic Development Malaysia (JAKIM)</p>
<b>Highlights and features</b>	<ul style="list-style-type: none"><li>• International Sourcing Programme (INSP)</li><li>• MIHAS Forum</li><li>• Knowledge Hub</li><li>• International Halal Chef Competition</li><li>• MIHAS Awards</li></ul>

	<ul style="list-style-type: none"> <li>• MIHAS Kitchen Segment</li> <li>• MIHAS Halal Industry Theatre</li> <li>• MIHAS Corners</li> </ul>
<b>Visitor Profile</b>	<p>Attendees from the fields of:  Agriculture &amp; Products, Architecture, Design &amp; Interior, Construction, Eco-Business, Engineering, Entertainment Establishments, Events Management, Fitness, Food &amp; Beverage, Food Packaging, Food Preparation, Franchise chains, Governments, Hotel Businesses, Investment, Mall Management, Municipals, Real Estate, Wholesale / Retail, Export / Import, Venue Operators and Spa Centres.</p>
<b>Exhibitor Profile</b>	<p>Government Agencies &amp; Trade Associations / Organisations</p> <ul style="list-style-type: none"> <li>▪ Ministries</li> <li>▪ Government Agencies</li> <li>▪ State Governments</li> <li>▪ State Agencies</li> <li>▪ Associations</li> <li>▪ NGO's</li> </ul> <p>Food, Beverage, Food Technology, Equipment &amp; Franchise:</p> <ul style="list-style-type: none"> <li>▪ Agriculture Products</li> <li>▪ Condiments &amp; Spices</li> <li>▪ Eco Food Packaging</li> <li>▪ Military Food Technology and Products</li> <li>▪ Fresh ingredients</li> <li>▪ Kitchen Equipment</li> <li>▪ Organic / Super Food</li> <li>▪ Pastry</li> <li>▪ Processed Food</li> <li>▪ Meat / Poultry</li> <li>▪ Halal Ingredients</li> <li>▪ Frozen Foods</li> <li>▪ Preserved / Canned Food</li> <li>▪ Bakery Products</li> <li>▪ Sauces and Paste</li> <li>▪ Spices and Condiments</li> <li>▪ Confectioneries</li> <li>▪ Ice Cream / Sorbet</li> <li>▪ Dairy Products</li> <li>▪ Grain and Cereal</li> <li>▪ Dry Noodles</li> <li>▪ Coffee &amp; Tea</li> <li>▪ Concentrates / Cordials / Squash</li> <li>▪ Energy Drinks</li> <li>▪ Health &amp; Herbal Drinks</li> <li>▪ Chocolate</li> <li>▪ Juices</li> <li>▪ Sugar</li> </ul>

- Malt Beverages
- Milk / Dairy Drinks
- Mineral & Spring Water
- Soft Drinks / Carbonated Beverages
- Soy
- Process technology
- Filling and Packaging Technology
- Packing Material, Packaging, Packaging Aids
- Labelling and Packaging Solutions
- Automation, Data Processing, Controlling and Regulation Technology
- Safety and Analytics, Quality Management
- Operating Materials, Environmental Technology, Biotechnology
- Refrigeration and Air Conditioning Technology
- Conveying, Transport and Storage Installation, Logistic
- Auxiliary Materials
- Components, Assemblies, Surface Technology, Accessories
- Food Service Equipment

#### Modest Fashion & Lifestyle

- Fabric & Textile
- Ready to Wear
- Footwear
- Sewing Equipment
- Designer Collection
- Modest Apparel
- Modest Sport Attire
- Fashion Accessories
- Manufacturer
- Runway & Event Facilities and Services
- Audio stream
- Cinema
- E-Shopping: e-wallets/online shopping / digital mall / pop up stores
- Coffee & Tea
- Fitness & Leisure
- Franchise
- Online food delivery platform
- Mobile apps / games
- Retail
- Streaming services
- Supermarket
- Vending machines

#### Pharmaceutical, Cosmetic & Personal Care:

- Acupuncture
- Ayurveda

- Beauty
- Essential Oils
- Herbal Therapy
- Homeopathy
- Traditional Massage
- Postnatal Care
- Pharmaceutical Products
- Medicine
- Vaccine
- Supplements
- Nutraceuticals
- Cosmetics
- Wellness
- Makeup foundations / Powders / Base / Lipstick
- Bath and personal cleanliness soaps / Bath oils / Salts
- Skin Care creams, Lotions, Powders and Sprays
- Haircare Shampoo / Bleach / Colour / Spray
- Manicure
- Fragrances / Cologne / Powders
- Suntan Gels / Creams / Liquids
- Shaving Lotion / Talcum / Cream / Soap
- Oral Hygiene Mouth Wash / Breath Fresheners
- Eye Makeup Pencil / Eyeliner / shadow / Lotion
- Baby Shampoos / Lotions / Oils / Powders / Creams
- Raw Materials
- Personal Care & Wellness

#### Muslim-Friendly Hospitality & Tourism:

- Islamic Friendly Destination
- Group Travel Operators
- Inbound & Outbound Tour Operators
- Islamic Compliant Accommodation
- Car Rental / Hire
- Appliance & Amenities
- Building & Architecture
- Decorative & Interior Design
- Furniture & Fittings
- Future Tech
- Lighting & Intelligence
- IT & Security
- Utensils
- Business Tourism
- Cultural Tourism
- Domestic Tourism
- Eco -Tourism
- Glamping
- Luxury Travels

	<ul style="list-style-type: none"> <li>▪ Medical Tourism</li> <li>▪ Sports Tourism</li> <li>▪ Sustainable Tourism</li> <li>▪ Volunteer Travels</li> </ul> <p>Islamic Finance, E-Commerce, Digital, Services &amp; Enabler</p> <ul style="list-style-type: none"> <li>▪ Commercial</li> <li>▪ Takaful</li> <li>▪ Financial Technology</li> <li>▪ Electronic Banking</li> <li>▪ Cyber Security</li> <li>▪ Digital Commerce Platforms</li> <li>▪ Muslim Friendly Digital Applications</li> </ul> <p>Education</p> <ul style="list-style-type: none"> <li>▪ School</li> <li>▪ Pre - School</li> <li>▪ Universities</li> <li>▪ Pre - Universities</li> <li>▪ Researcher</li> </ul> <p>Islamic Arts</p> <ul style="list-style-type: none"> <li>▪ Artist</li> <li>▪ Woods Arts</li> <li>▪ Sand Arts</li> <li>▪ Fabric Arts</li> <li>▪ Clay Arts</li> <li>▪ Architecture</li> </ul> <p>Halal Hub &amp; Logistic</p> <ul style="list-style-type: none"> <li>▪ Halal Hubs</li> <li>▪ Services</li> <li>▪ Airports, Ports &amp; Harbours</li> <li>▪ Halal Logistics (Warehousing /Service Providers)</li> </ul>
<p><b>Country Group Pavilions</b></p>	<p>Australia, Bangladesh, Brazil, Brunei, Cambodia, Canada, China, Chinese Taipei, Czech Republic, Denmark, Egypt, Finland, Hungary, India, Indonesia, Iran, Italy, Japan, Jordan, Kazakhstan, Kuwait, Norway, Oman, Pakistan, Palestine, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, Tunisia, Turkiye, UAE, UK, USA, Vietnam, Zimbabwe.</p>