



# Globalising **Halal** Innovations

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



# Happy **20<sup>th</sup>** Anniversary **MIHAS!**

The 19<sup>th</sup> 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 19<sup>th</sup> 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.

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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**.

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**YB Dato' Sri Reezal Merican Naina Merican**  
*Chairman of MATRADE*

## MIHAS 2023 By The Numbers

**RM3.11** Billion In Sales

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

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

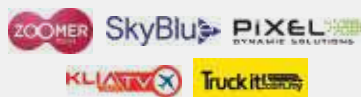
**ATL** RM1,700,000



**BTL** RM200,000



**OOH** RM300,000



**Digital** RM300,000



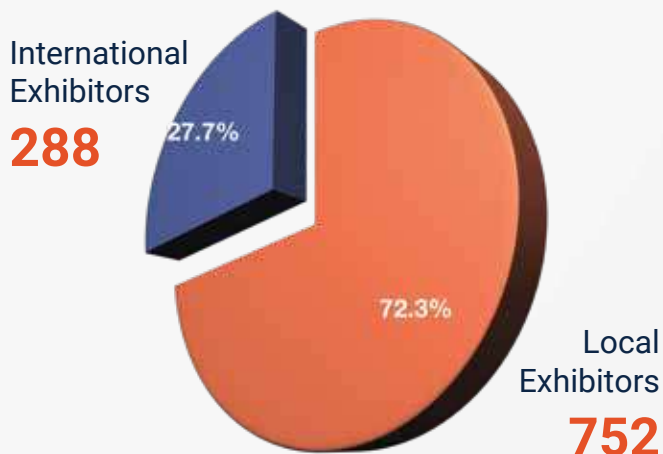
The higher number of international buyers participating in INSP this year proves that MIHAS is the trusted platform for sourcing of high-quality halal products and services. This opens up new export opportunities for Malaysian companies, particularly small and medium businesses (SMEs), to conveniently 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

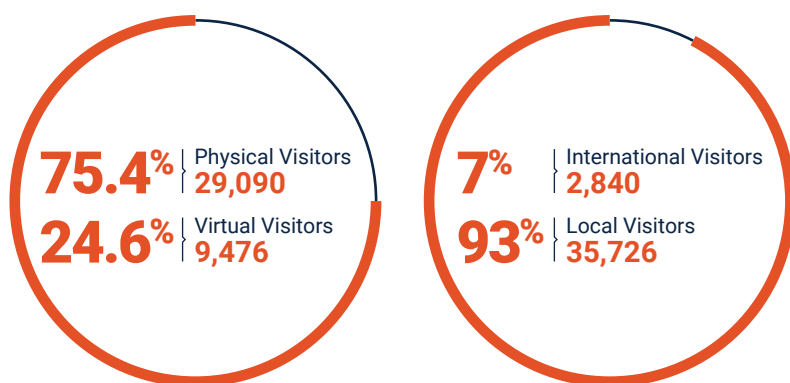


South Korea



Thailand

## MIHAS 2023 Visitors



**38,566** Visitors from **100** Countries

**Top 5** Countries in MIHAS 2023



Indonesia



Japan



China

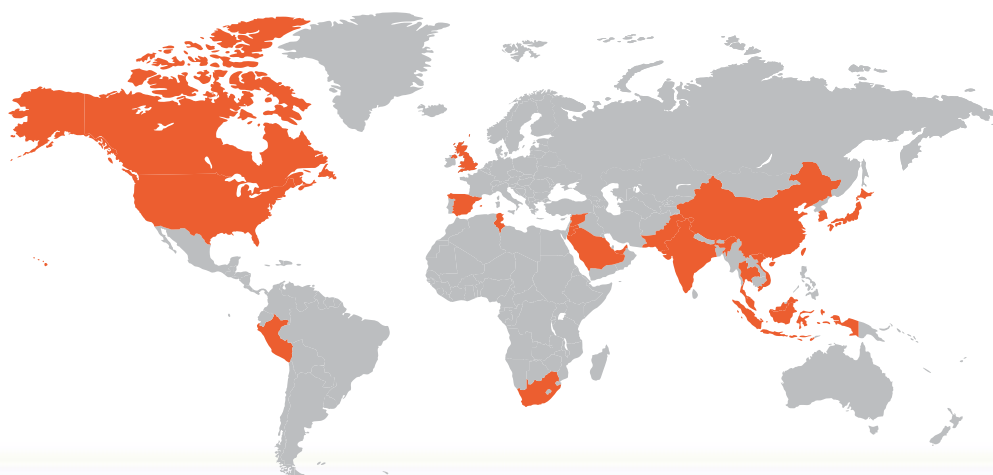


Singapore



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



**Leya Zainuddin**  
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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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