



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

Hybrid Edition | 7-10 September 2022 | MITEC, KL





## Diversifying Halal Possibilities



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#ThinkHalalThinkMIHAS

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**MIHAS 2022 IS BACK**

**BIGGER & BETTER**

**With Its Hybrid Features**

**That Comprises Of**

**Physical And Virtual Elements**



**MIHAS** is a must attend annual trade show for businesses catering to Islamic and Halal consumer market.

**From F&B  
Pharmaceuticals  
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.

“ 2021 has been a successful year for Malaysia’s Halal sector, overcoming the odds of the pandemic. The Halal sector holds the key to accelerating Malaysia’s economic recovery and MITI remains committed towards implementing programmes and initiatives to further this cause. We hope more Malaysian enterprises continue to leverage on existing incentives and grants available from MATRADE and tap into the global Halal market. We are excited to see greater expansion of Malaysian brands into new segments and non-traditional halal markets. ”

**Dato’ Seri Mohamed Azmin Ali**  
Senior Minister,  
Minister of International Trade & Industry (MITI)



**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.



## 10 Pillars at MIHAS:



*Food & Beverages*



*Modest Fashion*



*Cosmetics & Personal Care*



*Islamic Finance*



*Media & Recreation*



*Pharmaceuticals*



*Muslim-Friendly Travel*



*Services & Enablers*



*Education*



***Islamic Art***

*\*new this year*

“ Thanks to the support of trade commissioners, local Halal enterprises and international traders, **MIHAS 2021** secured an impressive RM2.13 billion worth of sales, comprising RM1.38 billion sales recorded by exhibitors and RM749.1 million from the International Sourcing Programmes (INSP). All this is against the backdrop of an uphill recovery from the pandemic. ”

**Mr. Mohd Mustafa Abdul Aziz**  
CEO, MATRADE



# MIHAS 2021 Key Milestone



**549** Exhibitors from  
**42** Countries



**17,000** Visitors from  
**64** Countries



**1750++**  
Online Meetings



**120** Industry Expert  
Discussions & Talks








**4**  
Conferences

## Exhibitor Participating by Region



### Top Participating Countries

-  Indonesia
-  China
-  Philippines
-  South Korea
-  Thailand



*440 Participants viewed our booths, generating 77 trade leads for the companies involved in our Canadian Pavilion. I think these are fantastic numbers.*

**Thomas Abols**  
High Commission of Canada in Malaysia

*Participating at the MIHAS exhibition felt like receiving a seal of approval as a Halal business, due to the rigorous background checks on all exhibitors.*

**Hassan Rahman**  
Rhima Australia





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

Why You Should Visit **MIHAS** 2022?

## 10 Major **Halal** Industry Sectors

Source for Halal products & services across 10 industry sectors

## 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 1,002 exhibitors from over 44 countries

# BOOK YOUR HYBRID SPACE NOW!

Enjoy 30% Early Bird Discount before April 2022



**BARE SPACE & VIRTUAL**



**SHELL SCHEME & VIRTUAL**

## For International Exhibitors

Standard Booth: USD 2,700

Premium Booth: USD 2,900

## For Local Exhibitors

Standard Booth: RM 9,269

Premium Booth: RM 10,061

## For International Exhibitors

Standard Booth: USD 3,100

Premium Booth: USD 3,300

## For Local Exhibitors

Standard Booth: RM 9,317

Premium Booth: RM 10,378





## Elevate Your Brand Presence as a Sponsor

Past Sponsors:



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