

# 20 MIHAS

Malaysia International Halal Showcase

Globalising Halal Innovations

17-20 Sept 2024  
MITEC, KL



[www.MIHAS.com.my](http://www.MIHAS.com.my)

 [mihas\\_malaysia](https://www.instagram.com/mihas_malaysia)

 [mihasmalaysia](https://www.facebook.com/mihasmalaysia)

 [mihas-malaysia](https://www.linkedin.com/company/mihas-malaysia)



Endorsed by  
  
Approved  
International  
Event



**#1** Destination for Halal Businesses

**INSP** International Sourcing Programme

Business meetings between local businesses and International Buyers

**20 YEARS**

Of championing the Halal industry for local and international Halal industry.

**1890**

Exhibition Booths across **9 Halls**

**14 Clusters**

From F&B, financial services, cosmetics, e-commerce, tourism, education to logistics and others

**Knowledge Hub**

Connecting businesses with Premium Buyers and past success stories

**Pocket Talk**

An avenue to share product insights with international audience

# MIHAS // Overview



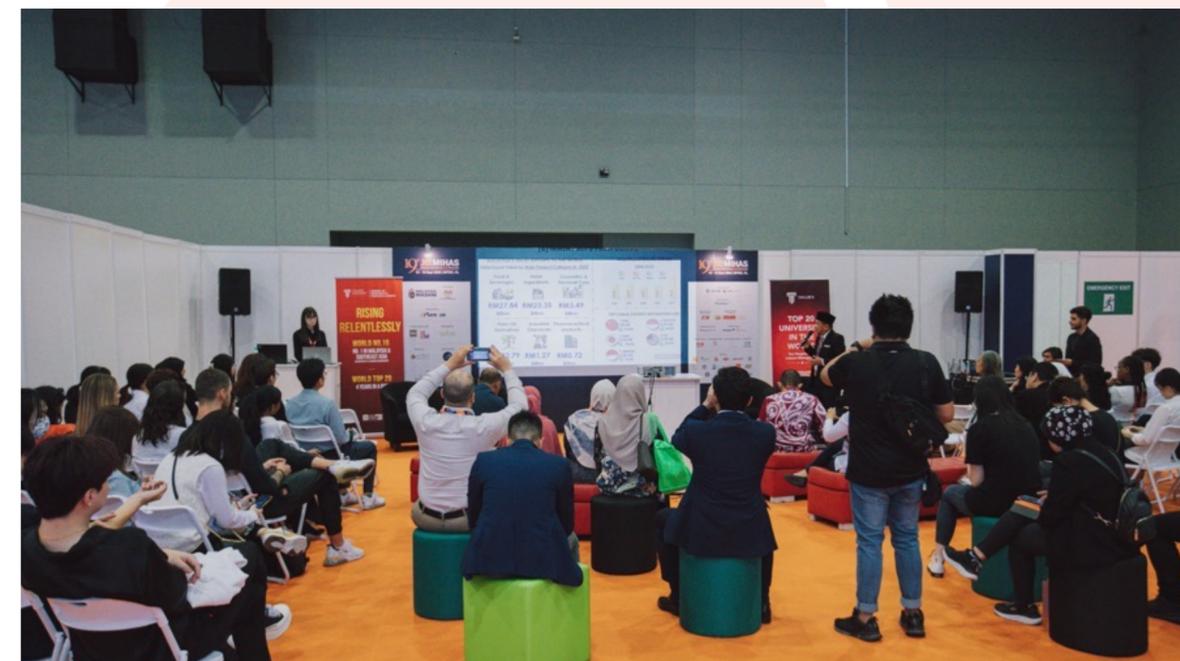
INSP



Exhibition



Knowledge Hub



Pocket Talk

# MIHAS // Overview



Opening Ceremony



MoU



MIHAS Kitchen



Fashion Show

**RM3.20** Billion  
In Sales

**RM1.89**  
Billion In Sales From  
MIHAS Showcase

+

INSP  
Generated  
**RM1.31**  
Billion In Sales

## International Sourcing Program (INSP)

Bring Together **CLOSE TO**

**500** INTERNATIONAL  
**BUYERS**

with

**822** MALAYSIAN  
**EXPORTERS**

# 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

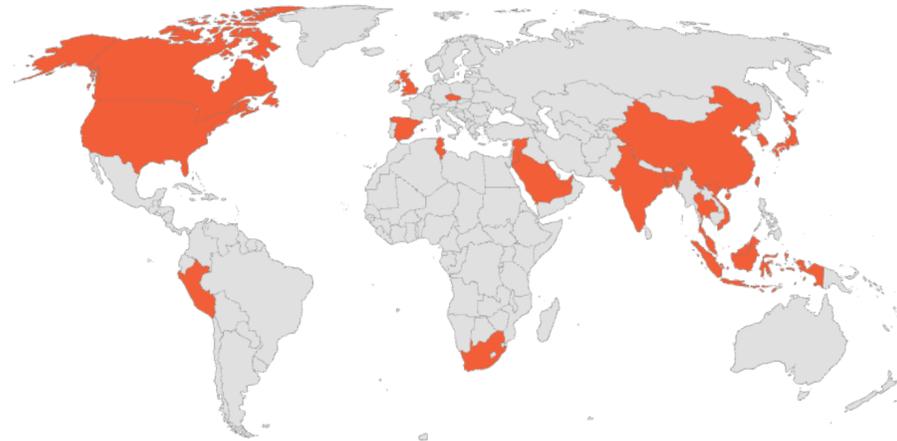


**OOH** RM300,000



**Digital** RM300,000



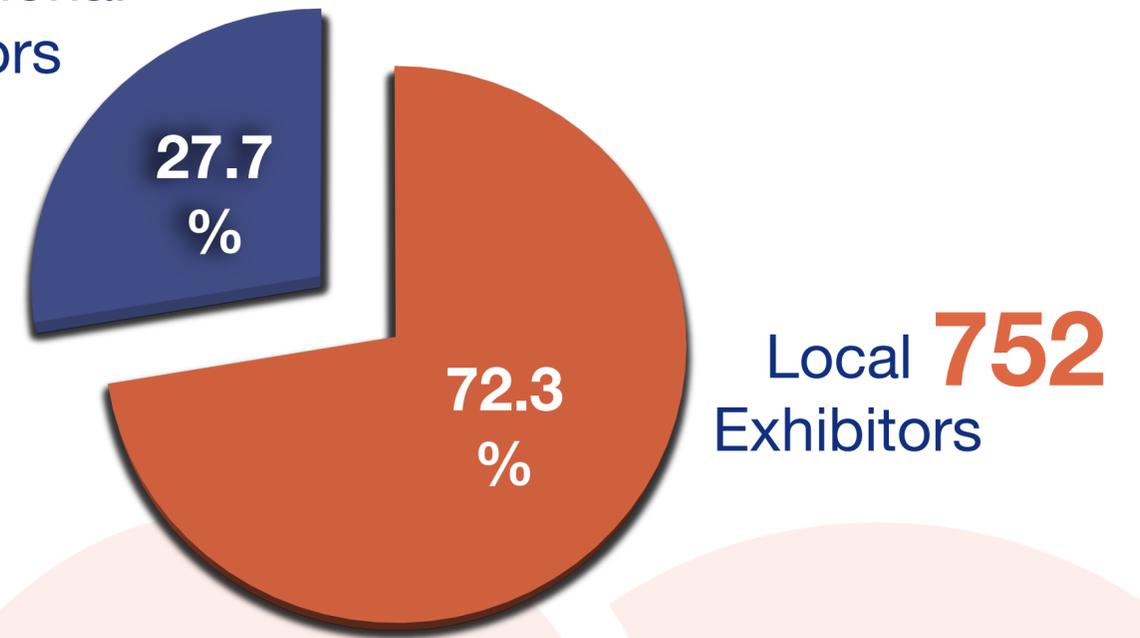


**1,040** Exhibitors  
from **44** Countries

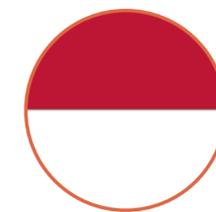
Total of **1,890** Exhibition Booths 

International Exhibitors

**288**



Top 5 Countries in MIHAS 2023



Indonesia



Japan



China



South Korea

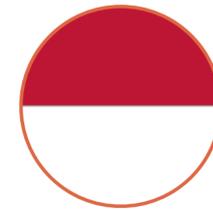


Thailand



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

## Top 5 Visitor Countries in MIHAS 2023



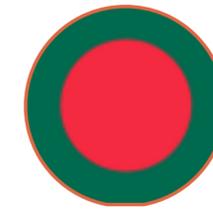
Indonesia



China



Singapore



Bangladesh



Japan

## Virtual Visitors

9,476

24.6%

75.4%

## Physical Visitors

29,090

## International Visitors

2840

7%

93%

## Local Visitors

35,726



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 14 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!

Bare Space (Minimum 18sqm<sup>2</sup>) : EUR 325/m<sup>2</sup>  
Space & Shell Scheme : EUR 355/m<sup>2</sup>

Mihas Official Representative for: Germany, Italy, Denmark, Ireland, Hungary, Greece, Croatia, Czech Republic & Poland.

 **DREIHA**

**DREIHA HANDELS und CONSULTING SERVICE e.K**

Steinlachstrasse 107

72116 Mössingen

Deutschland

Tel: [+49-7071-994 5187](tel:+49-7071-9945187)

Mob: [+49-1520-854 3651](tel:+49-1520-8543651)

Email: [dreiha@t-online.de](mailto:dreiha@t-online.de)



# Elevate Your Brand Presence as a Sponsor

## Silver Sponsors



## Bronze Sponsors



## MIHAS Kitchen Main Sponsor



## MIHAS Kitchen Co-Sponsor



## Official Airlines



## Shuttle Bus Sponsor



## Courier Partner



## Sustainability Partner



## Technology Partner



## Halal Certification Partners



## International Partner



## Media Partner



## Business Community



## In Support of



## Media and Branding

**Paul Low**  
Brand Director  
[paulow@qube.com.my](mailto:paulow@qube.com.my)

**SitiHazirah**  
Corporate Comm Executive  
[Hazirah@qube.com.my](mailto:Hazirah@qube.com.my)