



MIHAS

MALAYSIA INTERNATIONAL HALAL SHOWCASE

Leading The Global Halal Trade

The 15th Malaysia International
Halal Showcase

4 - 7 April 2018

Malaysian International Trade and Exhibition Centre (MITEC)



hosted by



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

organised by



in association with



Hand in Hand
Development Corporation



managed by



Leading The Global Halal Trade

There is no better option than to invest in this world largest and most important Halal tradeshow.

Into its 15th year, MIHAS has become an important point for the world's halal industry. It is an outstanding platform to position your brand amongst the latest and most innovative halal products and services that shape the global halal industry.



If you want to introduce your product or services in the halal market, it's a must to come to MIHAS.

Maruf Yusupov
CEO and Co Founder, Halal.Ad
DENMARK



Grow Your Business With **MIHAS**

Over 85% of exhibitors in 2017 achieved their goals and 87% are expected to return for MIHAS 2018 – citing access, gaining market insights, forging new business relationships and bottom-line contribution as major reasons.

A Comprehensive International Showcase

From Food & Beverage to Pharmaceuticals to Cosmetics, from Finance to E-commerce and Logistics to Tourism, the entire halal ecosystem meets at MIHAS, offering you an unbeatable platform to network, share market insights and ultimately, add to your bottom-line.



Food & Beverage



Pharmaceuticals



Cosmetics



Finance



Tourism



E-commerce



Logistics

Meet The Right Buyers

Nearly 70% of visitors have a decision-making role in the procurement process. And over 6 out of 10 visitors to MIHAS 2017 sought to either place orders, source for new products and opportunities, or meet existing and new suppliers.

Your Gateway To Regional and Global Markets

MIHAS takes pride in being the largest halal trade show in the world. MIHAS 2017 delivered buyers from 80 countries resulting in an estimated RM 1.01 billion worth of business being generated. (source: MATRADE)

Join Leading Global Brands

MIHAS's exhibitors include some of the biggest companies in the world - Nestle, Fraser & Neave, Cargill, Nippon Express, McDonald's, Maybank Islamic, KFC, Pizza Hut, HSBC, Thomson Reuters, Alibaba, Zilzar, Allanasons, Aladdin Street, Pharmaniaga and many more.

Top Visitors to MIHAS 2017

CATERING SERVICES

AirAsia, Exxonmobil, Firefly, Petronas, Star Cruises

FOOD MANUFACTURER

Adabi, Behn Meyer, Berjaya Group, Kerry, Secret Recipe, Simplot, Sushi King

HEALTHCARE

Guardian, KLCC Medical Centre, KPJ Medical Centre, Prince Court Medical Centre, Sunway Medical Centre

HOTELS

Grand Hyatt Hotel, Impiana Hotel, Mandarin Oriental Hotel, Melia Hotel, Shangri-la Hotel, Traders Hotel

RETAIL

AEON, AEON Big, GCH Retail (Giant, Cold Storage, Mercato, Jason's etc), Isetan, Lulu Supermarket, Mydin, MyHero Supermarket, MyOutlets, Parkson, Robinsons Supermarket, Sam's Groceria, Segi Cash & Carry

HOSTED BUYERS

PT DPO Indonesia, Exim Group (Thailand) Co. Ltd., Transmed International Pte Ltd

Be Part of a Dynamic Market Segment

The demand for halal products and services keeps outpacing global growth estimates. The projected Muslim market size (excluding Islamic finance) is expected to reach USD 3 Trillion by 2021 with an estimated CAGR growth of 8%. (source : Thomson Reuters The State of The Global Islamic Economy Report 2016/17)

MALAYSIA is the place to be for **Halal**

- #1 Overall Halal Economy For Halal Finance
- #2 For Islamic Friendly Tourism For Halal Pharmaceuticals & Cosmetics
- #5 For Halal Food & Beverage

source: State of the Global Islamic Economy Report

MIHAS 2017 at a Glance

576

companies from 33 countries

22,744

foreign buyers and trade visitors from 80 countries

RM1.1

billion generated in sales

85%

exhibitors met their goals

87%

2017 exhibitors confirm returning in 2018

MIHAS 2017 Trade Visitors Analysis

MIHAS 2017 attracted buyers from 80 countries, with more than 54% listing sourcing for new products and opportunities as their main purpose for visiting. MIHAS continues to invest in bringing more quality buyers that will directly benefit your business.



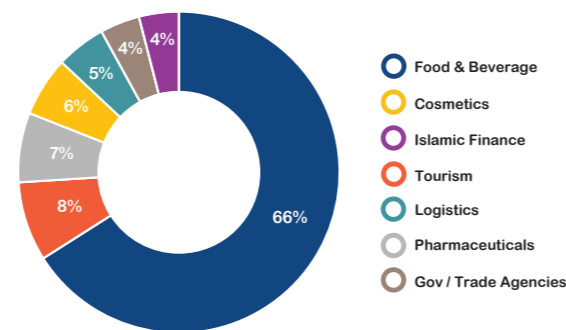
Top 10 International Visitors



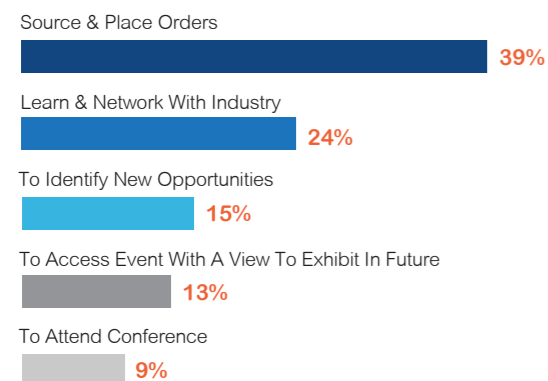
Foreign Visitors Breakdown



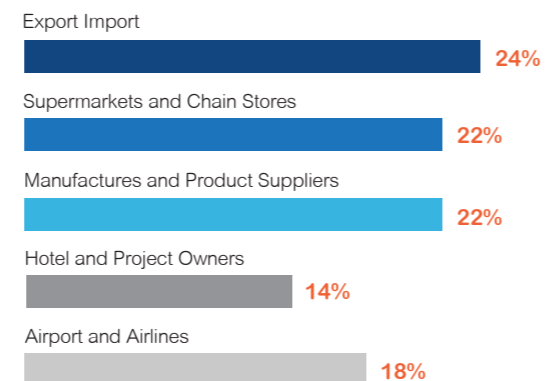
Visitor Classified by Business Sector



Visitor Classified by Purpose of Visit



Visitor Classified by Business Activities



It Just Gets Better at MIHAS

MIHAS's business programs allow you to reach out more effectively to potential buyers, saving you time and valuable resource.



Hosted Buyer Program

Our Hosted Buyer Programme is a unique component of MIHAS 2018 that provides top-level buyers an opportunity to meet with the exhibitors of their choice for focused face to face meetings.

We take pride in bringing and hosting the top buyers from all over the world to MIHAS.

International Sourcing Program (INSP)

Open to Malaysian exhibitors, the INSP program is an export oriented initiative run by MATRADE. Pre-qualified buyers proposed from Matrade's 47 worldwide offices are invited for a B2B Matchmaking programme.



MIHASConnect

With over 2000 meetings held at MIHAS 2017, the MIHAS meetings scheduler helps generate qualified leads and business opportunities for you at no extra cost.

Industry Zone

Create more awareness for your products and services at the Industry Zone.

Benefit From MIHAS's Exceptional Visibility

Leverage on MIHAS's global platform to increase your brand exposure. MIHAS 2017 generated RM 224,335,651 in total PR value including traditional and social media.

177

media outlets

134

journalists

29

countries



47,203

followers on
Social Media platform



299,050

estimated
Social Media reach



689

total news articles published



144,004

website page views

Stand Above Your Peers

Being a sponsor of MIHAS allows your brand to stand out at the industry's leading event. Get on board early to maximize your brand's visibility and positive brand association with MIHAS. Contact us today for sponsorship options.

Participating Costs



Bare Space

Giving you the freedom to design and build a bespoke stand using your dedicated contractor. Starting from spaces of 9 sqm special design stands allow exhibitors to build their stand to their own specifications.

Standard Booth
MYR 10,211.00

Premium Booth
MYR 11,873.00



Shell Scheme

A shell scheme booth includes, partitioned side and back walls of 2.4 metres high, fascia board with company name facing the aisle, 13 amp power point, basic furniture, carpeting and lighting.

Standard Booth
MYR 11,346.00

Premium Booth
MYR 13,193.00

Bigger & Better

To accommodate demand, MIHAS 2018 will be held at the new Malaysia Trade and Exhibition Centre (MITEC). A brand new and state of the art facility, MITEC boasts a total capacity of 45,348 sqm of exhibition space.



Increased capacity compared to MIHAS 2017

State of the art facilities

MIHAS Secretariat

We would be more than pleased to attend to your queries.
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#thinkhalalthinkmihases