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MIHAS 2018 SECURES STRONG PUBLIC AND PRIVATE SECTOR SUPPORT

The world's largest halal trade show returns for its highly anticipated 15th edition.

MONDAY, 26 MARCH 2018, KUALA LUMPUR: Malaysia International Halal Showcase (MIHAS) 2018, which is organised by the Malaysia External Trade Development Corporation (MATRADE), has attracted a series of high profile official sponsors, strategic partners and international media partners, highlighting the event's relevance to the local and global halal economy.

Among the partners who will be part of the 15th edition of MIHAS which is scheduled to take place from 4th to 7th April 2018 at Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur include Mahnaz Food (platinum sponsor), QSR Holding Sdn Bhd (platinum sponsor) and Fraser & Neave Holdings Bhd (Gold sponsor). The international media partners include Halal Focus, Halal Life, Asia Food and Beverage, Asia Food Journal, ITV Networks, Halal Media Japan and many more.

Other key partners include Grab and Qatar Airways, which are offering promo codes and discounted flight tickets for visitors.

MIHAS 2018 has also attracted support from various stakeholders within the halal ecosystem including JAKIM, the world's leading Halal Accreditation and Certifying Body; Association of Islamic Banking Institutions Malaysia (AIBIM); MARA, iHALALMAS (UiTM); University Malaysia Pahang; Malaysia Digital Economy Corporation (MDEC), Malaysia Bioeconomy Development Corporation Sdn Bhd (Bioeconomy Corporation), the Islamic Tourism Centre (ITC). All these organisations will have booths during this year's MIHAS 2018.

According to Ir. Dr. Mohd Shahreen Zainooreen Madros, Chief Executive Officer of MATRADE, the encouraging support from local and international companies is evident that more companies across the globe are recognising the value of investing in MIHAS. 'The addition of new strategic partners in this year's exhibition will translate to wider range of opportunities and exposure for all involved in MIHAS 2018, from exhibitors to visitors,' he added.

For example, he noted MIHAS 2018 offers more platforms for local brands to connect with key international halal players. One of the new platforms is MIHAS Breakfast Coffee programme sponsored by Starbucks which provides a laid-back breakfast session for Halal industry players to meet and build alliances. Another new platform is MIHAS Connect, a meeting scheduler handled by Appsaya that is set to become the highlight of MIHAS this year.

MIHAS 2018 also offers a very strong line up of programmes, which includes high value conferences and seminars to encourage greater business opportunities for MIHAS 2018 participants such as Halal Trade Finance Conference by AIBIM, Halal In Travel Conference by CrescentRating, MyPitch by Bioeconomy Corporation and many more.

A total of 800+ exhibitors have confirmed their participation in this year's MIHAS, of which 45 per cent is foreign participation (from 41 countries). The top six countries with the largest country pavilions are India, Thailand, Indonesia, Taiwan, Iran and China.



MIHAS has been a highly effective sourcing platform, with sales worth US\$4 billion been recorded since its inception. As the world's largest Halal tradeshow, MIHAS will continue to lead and serve the industry by fostering business and investment in the Halal domain.

The International Sourcing Programme (INSP), which is organised in conjunction to MIHAS 2018 has thus received confirmation from 217 foreign buyers from 42 countries.

Among the countries involved in the 1-day event are China, Australia, India, Japan, Thailand, Kazakhstan, Mauritius, Vietnam, Korea, Poland, Saudi Arabia, Singapore and Egypt. In total, MATRADE will be coordinating more than 2,000 business meetings between local and foreign companies. There are still opportunities for Malaysian exporters to be part of the business matching programme.

MIHAS, which was incepted in 2004 with the vision of making Malaysia a global Halal marketplace, has earned a reputation as the world's largest Halal trade fair. Organised by MATRADE, it is hosted by Ministry of International Trade and Industry in association of Department of Islamic Development Malaysia (JAKIM) and Halal Development Corporation (HDC). For more details on the event, visit www.mihhas.com.my.

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ABOUT MIHAS

1. The Malaysia International Halal Showcase is an annual dedicated halal trade show. The event covers 7 industry sectors – Food & Beverage, Pharmaceuticals, Cosmetics, Islamic Finance, Logistics, Digital and E-Commerce, and Muslim-friendly Tourism. MIHAS in 2017 attracted 576 exhibitors from 33 countries and was visited by 22,744 trade visitors from 80 countries.

MIHAS 2018 will be held from 4-7 April 2018 at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur.

ABOUT MATRADE

2. Malaysia External Trade Promotion Corporation (MATRADE) is Malaysia's national trade promotion agency under the Ministry of International Trade and Industry. MATRADE develops and promotes Malaysia's global exports through 47 offices worldwide.

MATRADE organises the Malaysia International Halal Showcase (MIHAS).

ABOUT MALAYSIA AND THE GLOBAL ISLAMIC ECONOMY REPORT

3. For the past three consecutive years, Malaysia has been ranked the number 1 halal economy according to the Global Islamic Economy Report produced by Thomson Reuters. The Global Islamic Economy Indicator (GIEI) is a composite weighted index that evaluates by country and the quality of its overall Islamic Economy ecosystem.

Malaysia's exports of halal products was valued at RM 42 billion last year, with the main export items being Halal food and beverages followed by Halal ingredients and palm oil derivatives. Among Malaysia's top export markets are China, Singapore, the United States of America and Japan. In addition, Malaysia's Halal exports are also projected to contribute 8.7% to Malaysia's Gross Domestic Product (GDP) by 2020, indicating its importance to the nation.

(Source: Global Islamic Economy Report 2017/2018 by Thomson Reuters and MATRADE)