



## **FOR IMMEDIATE RELEASE**

### **MALAYSIA TO WELCOME GLOBAL HALAL INDUSTRY PLAYERS AT MIHAS 2017**

**WEDNESDAY, 15 MARCH 2017, KUALA LUMPUR:** World-renowned Malaysia International Halal Showcase (MIHAS) is all set to return for its 14<sup>th</sup> edition at Kuala Lumpur Convention Centre in Kuala Lumpur, Malaysia. The event will take place from 5 to 8 April 2017 and is organised by Malaysia External Trade Development Corporation (MATRADE), Malaysia's trade promotion agency.

MIHAS was introduced in 2004 and aims to promote the world's Halal sector and is under the patronage of Ministry of International Trade and Industry of Malaysia. MIHAS 2017 will highlight segments within the global Halal industry supply chain such as Halal food & beverages products, non-food products such as Halal pharmaceuticals and Halal cosmetics products as well as Syariah-compliant services namely financial services, Halal logistics, e-commerce and tourism.

Complementing MIHAS 2017 will be the inaugural Malaysia International Islamic Lifestyle Exhibition (MILE), an event organised in parallel with MIHAS to promote Islamic lifestyle sector. The MILE's objective is to promote clusters such as modest fashion, Islamic education & literature, Islamic arts, IT & multimedia, jewellery and ornaments as well as social & community development.

In efforts to intensify business deals during the event, MATRADE will be coordinating its signature business matching initiative called International Sourcing Programme (INSP). Around 2,200 business meetings will take place between Malaysian and the global delegations. The INSP is a key component of MIHAS 2017 and is an effective platform to boost global trade for Halal products and services. Last year, MIHAS generated total sales of RM1.14 billion - an increase of four per cent from 2015 – from both its exhibition and INSP.

According to MATRADE's Chief Executive Officer Ir Dr Mohd Shahreen Zainooreen Madros MIHAS is a key annual event for Malaysia as it has the capability to strengthen the country's position as a global hub for Islamic economy. "Malaysia's conducive Islamic economic landscape is exemplary to many nations, resulted in MIHAS' strong positioning around the world. MIHAS is also testament to the Malaysian Government's effort to promote the growth of the Halal industry, not only for Malaysia but for the world too," Dr Mohd Shahreen said.

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MIHAS 2017 will host over 550 exhibitors from over 30 countries. Among the countries taking part in MIHAS this year are ASEAN nations, Turkey, Brazil, South Africa, Palestine, Iran, the United Arab Emirates, China, Japan, Taiwan and South Korea. This year the number of visitors are targeted to reach 25,000 people and comprise trade visitors from local and international organisations, associations, foreign delegations and others.

The Halal industry is gaining strong momentum for the past decade and much of this robust growth is fuelled by the high demand from not only Muslim population but the non-Muslims too.

“MIHAS is an avenue where all stakeholders in the public and private sector from around the world work collectively to promote the trade of Halal products and services and this cohesiveness will have a direct impact to the development of the Halal ecosystem around the world,” Dr Mohd Shahreen mentioned.

Inaugurated 13 years ago with the vision of making Malaysia a global halal marketplace, MIHAS has earned a reputation as the world’s largest Halal trade fair. For more details on the event, visit [www.mihās.com.my](http://www.mihās.com.my)

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## About MATRADE



The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI). Its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services;
- To formulate and implement export marketing strategies and trade promotion activities to promote Malaysia's export;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of Malaysia's trade;
- To organise training programmes to improve the international marketing skills of Malaysian exporters;
- To enhance and protect Malaysia's international trade investment abroad; and
- To promote, facilitate and assist in the services areas related to trade.