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**MIHAS COMMEMORATES A DECADE OF EXCELLENCE IN DRIVING
THE WORLD'S HALAL INDUSTRY**

MATRADE unveils MIHAS new logo to honour its significance as a key event for the world's Halal industry

THURSDAY, 9 MARCH 2017, KUALA LUMPUR: Malaysia External Trade Development Corporation (MATRADE) introduces Malaysia International Halal Showcase (MIHAS) new logo today to commemorate the event's contribution to the growth of world's Halal industry for the past 14 years.

MIHAS, organised by MATRADE, has earned a reputation as the world's largest Halal trade fair and is a business platform for the local and international companies in the Halal industry to converge and trade with one another. Over the years, the event has been progressing in tandem with the development of the Halal industry. The new logo reflects MIHAS' progression in keeping up with the time and the market dynamics.

MATRADE's Chief Executive Officer Ir. Dr. Mohd Shahreen Zainooreen Madros said it is vital for MIHAS to undergo the rebranding exercise to boost its relatability with the event's stakeholders. "This exercise will help to create stronger engagement with all the various stakeholders such as the local and foreign industry players as well as the public at large," said Ir. Dr. Mohd Shahreen.

The new MIHAS logo was inspired by the Arabic Kufic writing and represents the progressiveness and uniqueness of MIHAS. The colours of the logo – a combination of orange, blue and white – signify strength, optimism and openness.

When MIHAS first started in 2004, there were only four key sectors namely food, beverages, financial services and cosmetics featured at the event. 13 years later, MIHAS 2017, set to take place from 5 to 8 April, will grow to include three main clusters namely Food Clusters (Food & Beverages), Non-Food Clusters (Pharmaceuticals & Cosmetics) and Services Clusters (Syariah Compliance Services, Islamic finance, Halal Tourism, Halal Logistics and e-Commerce in Halal).



Complementing MIHAS this year will be the inaugural Malaysia International Islamic Lifestyle Exhibition (MILE), an event organised in parallel with MIHAS. Aimed at promoting Islam as part of lifestyle, MILE 2017 will feature 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) to match the local companies with foreign buyers. Over 2,200 meetings are expected to take place.

According to Ir Dr Mohd Shahreen, 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 Halal ecosystem is exemplary to many nations, resulted in MIHAS' strong positioning around the world. MIHAS is also a testament to the Government's effort to promote and market Malaysian Halal products and services to the world, without the local companies having to travel overseas," Dr Mohd Shahreen mentioned.

MIHAS 2017 will host more than 550 exhibitors from over 30 countries and among the countries taking part in MIHAS this year are ASEAN member states, Turkey, Brazil, South Africa, Palestine, Iran, the United Arab Emirates, China, Japan, Taiwan and South Korea, just to name a few. Last year, 543 companies from 29 countries participated in the event and more than 22,000 visitors attended the occasion. This year, the visitors who comprise trade visitors from local and international organisations, associations, foreign delegations and others are expected to reach 25,000 people.

In 2005, MIHAS only generated sales of RM683.2 million but in 2016, the event has successfully recorded sales valued at RM1.14 billion.

For more details on the event, visit www.mihhas.com.my or follow MIHAS on Facebook, Twitter, Instagram and LinkedIn.

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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.