



# 16<sup>TH</sup> MALAYSIA INTERNATIONAL HALAL SHOWCASE

3-6 April 2019

MITEC. Kuala Lumpur. Malaysia



Motif inspired by Moorish Circles  
(Moroccan Islamic Pattern)

Delivering Halal Markets

# the #1 destination for halal businesses.

MIHAS is a **must attend annual trade show** for businesses catering to Muslim markets. From F&B, Pharmaceuticals, Cosmetics, Halal Ingredients, Tourism, Finance, Logistics to Digital, MIHAS covers the entire spectrum of the Muslim lifestyle demands.

With over 20,000 visitors to MIHAS each year from nearly 80 countries, MIHAS delivers an unbeatable world stage for Halal products and services.

## A COMPREHENSIVE GLOBAL SHOWCASE OF HALAL PRODUCTS & SERVICES



## KNOWLEDGE SHARING PROGRAMMES

6 conferences

35 different talks and panel sessions



**JESSICA ONG**  
Co-Founder of Kulin Sea Sdn Bhd  
Malaysia

We believe MIHAS is THE important platform for Halal trade. We have met a lot of genuine buyers who take an interest of our products that we import into Malaysia.



**MARILOU AMPUAN**  
Department of Trade and Tourism  
Davao, Philippines

Participating in MIHAS is a very big step for us. We met a lot of people from all over the world to promote our Halal tourism industry. Malaysia is the place to be and it is a great opportunity to be a part of this important event.

## Halal : A Major Economic Growth Segment

Total Muslim spend in 2016 across lifestyle sectors reached USD 2.3 trillion

- A rising global Muslim population
- OIC countries gaining wealth
- An increasing awareness on religious needs



Source: State of the Global Islamic Economy Report by Thomson Reuters



## MIHAS : The Door to Asia Pacific Markets

Malaysia is the natural gateway to the Halal markets of Asia Pacific. Its Geographical location and more importantly, its position as the foremost Halal economy provides an ideal backdrop for MIHAS.

### MALAYSIA RANKS #1 IN THE GIE INDEX (THOMSON REUTERS)

#1 for Halal Food

#1 for Islamic Finance

#1 for Halal Travel

**62%**  
of the world's Muslim population resides in the Asia Pacific  
Pew Research Centre

**48%**  
of global halal spending are from Asia Pacific

**83%**  
of visitors to MIHAS are from Asia Pacific

### Top 10 International Visitors



# MIHAS 2018: breaking all records.

The 15th edition of MIHAS was a tremendous success and the largest in its series, with more variety and innovation in the products displayed, more knowledge sharing programmes and yielding more trade for exhibitors.

There is no better place to tap the growing demand for halal products than MIHAS.



MIHAS 2018 helped us to identify quality products from companies. We will be seeing these products on our shelves soon.

**LILIYA KENZINA**  
Purchasing Manager  
Green Belt Group of Companies  
U.A.E

## 100% of visitors are sourcing for halal products & services.

Our strategic partnerships allow us to target key buyers across Halal industries, resulting in better quality visitors, more meetings and more trade.



### MIHAS BUYER PROGRAMMES

#### INSP (International Sourcing Programme)

OPEN TO MALAYSIAN COMPANIES ONLY.  
Buyers sourced from MATRADE's 47 offices worldwide.

#### Hosted Buyer Programme

MIHAS' Hosted Buyer Programme yielded over 450 quality business meetings.

#### MIHASConnect

MIHASCONNECT allows pre-registered trade visitors to access the exhibitor list and schedule meetings prior to their visit.

MIHASCONNECT

### MIHAS 2018 TOP BUYERS



#### Catering Services

Sime Darby, Petronas, Malaysia Airports, UOA H, PWTC KL, Malindo, Genting Cruise Lines

#### Food Manufacturers

Secret Recipe Manufacturing Sdn Bhd, Ajinomoto, Chatime, Marrybrown, Ayamas, Behn Meyer

#### Retail

Lulu Group International, The Store, Mynews, Isetan, Giant Supermarket, Mydin, Cosway, UO Superstore, Aeon Big, Mustafa Singapore, Fresh Daily

#### Healthcare

Hospital Kuala Lumpur, Rabaa El-Adaweya Hospital, Ministry of Health, Guardian

#### Hotels

Grand Seasons KL, A'Famosa Resort Melaka, Corus Hotel, The Grand Beach Resort Port Dickson, Philea Resort & Spa

#### Finance & Takaful

Zurich Takaful, Public Mutual, Prudential, AIA Takaful, Takaful Ikhlas, Al Rajhi Bank, AIA Public Takaful, Etiqa Takaful

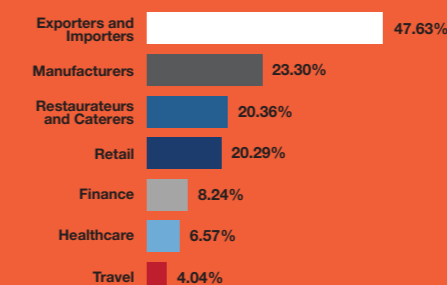
## MIHAS 2018 Buyer Insights



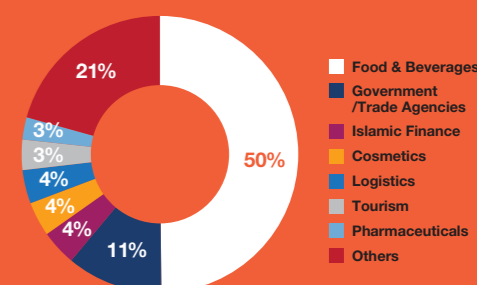
### MIHAS 2018 Visitors Breakdown (excluding Malaysia)



### Visitors Classified by Business Activity



### Visitors Breakdown by Industry



ZONE

# discover more at MIHAS.

Whether to gain valuable market insights or to promote your product, join our knowledge sharing and networking programmes. MIHAS 2018 featured over 40 different talks and panel sessions, was a tremendous hit with visitors and exhibitors.

## Industry Zone

An open forum concept within the exhibition halls. Opportunities for presentations are limited. So call us quickly to avoid disappointment!

- NETWORKING COFFEE SESSION
- HALAL MASTERCLASS
- HALAL MARKET INSIGHTS
- PRODUCT SPOTLIGHT
- COUNTRY FOCUS
- PANEL SESSIONS

## Conferences

Join our conferences to find out the latest market trends and information.

- MyPITCH@MIHAS 2018
- IMHALAL CONFERENCE @ MIHAS
- TRADE TALK
- crescent rating
- HALAL TRADE FINANCE CONFERENCE
- mastercard

# benefit from MIHAS' exceptional visibility.

Leverage on MIHAS' global platform to increase your brand exposure. MIHAS 2018 generated RM588,903,403 in total PR value for both traditional and social media.



# be part of the largest halal trade show!

## Participating Options



**International Sales**  
Nurul Syafiqah  
nurul@hwlima.org

**Domestic Sales**  
Amanina Azra  
nina@hwlima.org

Bare Space		Shell Scheme	
Standard Booth	Premium Booth	Standard Booth	Premium Booth
MYR 10,211.00	MYR 11,873.00	MYR 11,346.00	MYR 13,193.00

# maximise your exposure by sponsoring MIHAS 2019.

Raise brand recognition at the Largest Halal International Stage and maximise the impact of your participation. For sponsorship enquiries, please contact Mrs. Azlina Jane at jane@hwlima.org

## Sponsorship Categories

### CORPORATE SPONSORS

- + Platinum Sponsors
- + Gold Sponsors
- + Silver Sponsors

### PRODUCT SPONSORS

- + Visitor Bags
- + Badge Lanyards
- + Registration Areas

### PROGRAMME SPONSORS

- + MIHAS Awards
- + Press Conference
- + Media Centre
- + Hosted Buyer Lounge
- + Industry Zone

## Past Sponsors

## Contact

### MIHAS Secretariat

We would be more than pleased to attend to your queries.  
Please attention all enquiries to the following contacts:

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**E** admin@hwlima.org

#### Team Leader & Sponsorship

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#### International Sales

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#### Industry Zone

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#ThinkHalalThinkMIHAS #MIHAS2019