

Fail Tuan :
Your Ref :Tarikh :
Date : 15 April 2025Fail Kami :
Our Ref : MATRADE.600-3/2/247 Jld. 2 (90)**H.E Emir Salim Yüksel**

Ambassador of the Republic of Turkiye to Malaysia
Embassy of the Republic of Turkiye
Level 18, Menara Tan & Tan,
207 Jalan Tun Razak,
50400 Kuala Lumpur.

*Your Excellency,***INVITATION TO PARTICIPATE IN THE 21st MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS), 17 - 20 SEPTEMBER 2025**

Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

2. It is with great honor that I invite Your Excellency to participate in the 21st Malaysia International Halal Showcase (MIHAS) 2025, taking place at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. MIHAS is the largest Halal exhibition globally and was officially recognised by the Guinness World Records for hosting the highest attendance at a halal event in 2023.

3. The Halal market, valued currently at USD3 trillion, spans across food and beverages, cosmetics, pharmaceuticals, finance, and logistics, presenting vast, untapped opportunities for growth and innovation. This burgeoning industry caters to nearly two billion Muslims worldwide, alongside a growing consumer base seeking quality and ethically produced goods. MIHAS has consistently played a key role in connecting businesses to this thriving market, cementing Malaysia's position as a leading Halal hub.

4. In its 20th edition in 2024, MIHAS attracted over 2,000 exhibitors from 66 nations and attendance of more than 43,000 visitors, generating impressive sales surpassing RM4.30 billion. This establishes MIHAS as not only a Halal marketplace but a catalyst for global Halal industry growth.

MATRADE.600-3/2/247 Jld. 2 (90)

5. For MIHAS 2025, MATRADE is enhancing engagements by hosting buyers specifically for international exhibitors through tailored business matching programs. These initiatives will connect exhibitors with relevant industry leaders and potential partners, maximizing business opportunities and fostering valuable relationships.

6. In this regard, I have the honour and pleasure to invite Your Excellency to consider establishing a Turkish country or industry pavilion. The Turkish pavilion would certainly be appreciated by the Government of Malaysia and signify the long-standing bilateral bond between Malaysia and the Republic of Turkiye.

I eagerly anticipate Your Excellency's favorable response and look forward to Turkish country pavilion esteemed presence at MIHAS 2025.

Thank you and kind regards,



(DATUK MOHD MUSTAFA ABDUL AZIZ)

Chief Executive Officer
MATRADE

cc : Mr. Yuhanis Latif
Director
Qube Integrated Malaysia Sdn. Bhd.

25th MIHAS

Malaysia International Halal Showcase

17-20 Sept 2025 | MITEC, KL



Hosted by



Organised by



In Association with



Managed by



Winner of



In Support of



MIHAS // Overview

#1 Destination for
Halal Businesses

INSP International
Sourcing
Programme

Business meetings between local
businesses and International Buyers

21 YEARS

Of championing the Halal
industry for local and
international Halal industry.

2,028

Exhibition Booths
across **9 Halls**

14 Clusters

From F&B, financial services,
cosmetics, e-commerce, tourism,
education to logistics and others

Knowledge Hub

Connecting businesses with Premium
Buyers and past success stories

Pocket Talk

An avenue to share product insights
with international audience

MIHAS // Overview



INSP



Exhibition



Knowledge Hub



Pocket Talk

MIHAS // Overview



Opening Ceremony



MoU

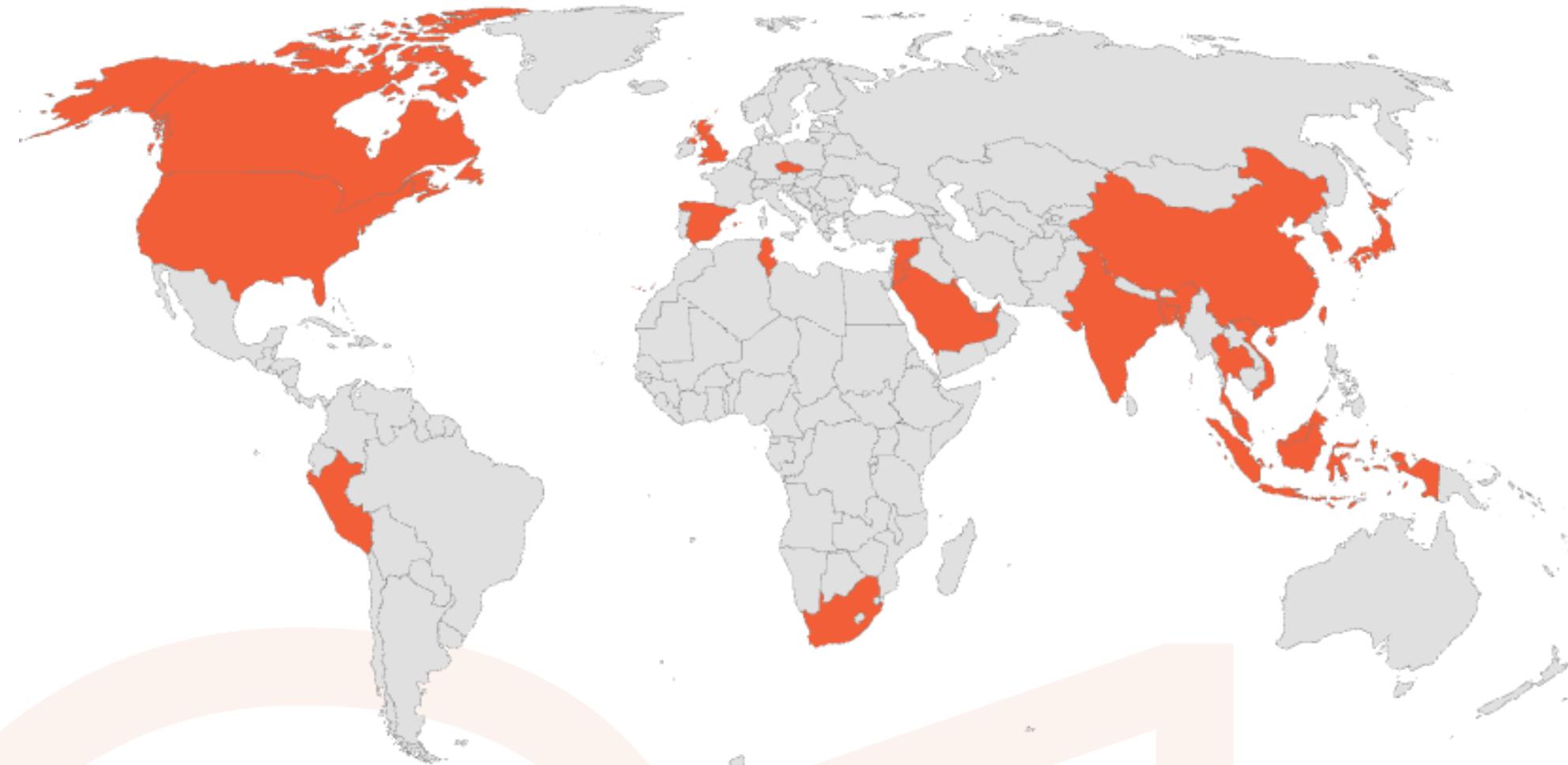


MIHAS Kitchen



Fashion Show

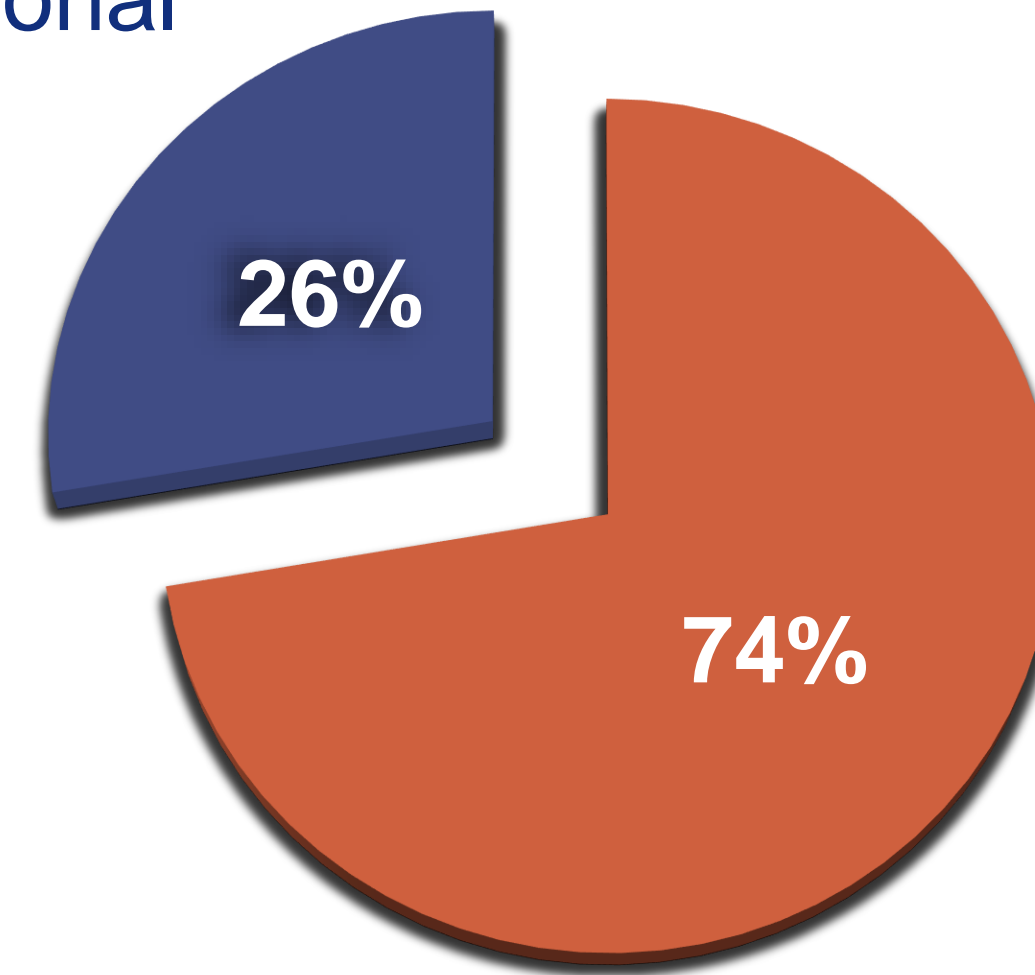
MIHAS 2024 // Exhibitors



2,028

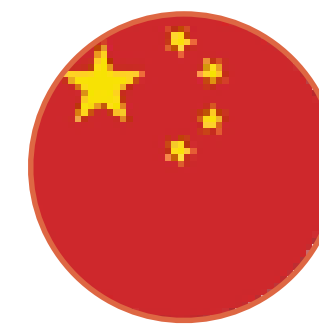
Exhibition Booths
from **66** Countries

International
Booths
529

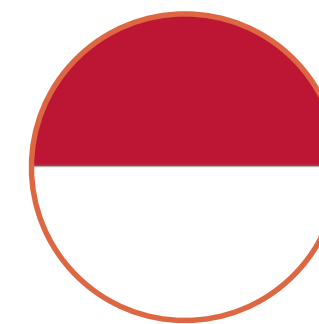


Local Booths **1,499**

Top 5 Countries in MIHAS 2024



China



Indonesia



Saudi
Arabia



South Korea



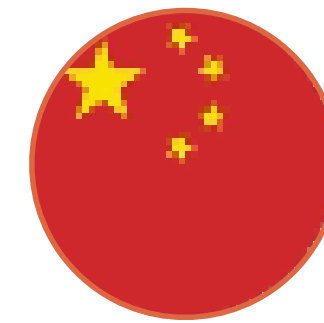
Thailand

MIHAS 2024 // Visitors

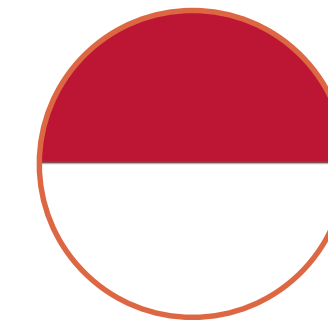


43,353 Visitors
From
over **90** Countries

Top 5 Visitor Countries in MIHAS 2024



China



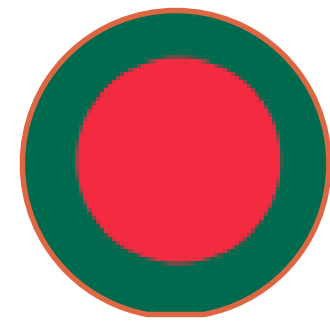
Indonesia



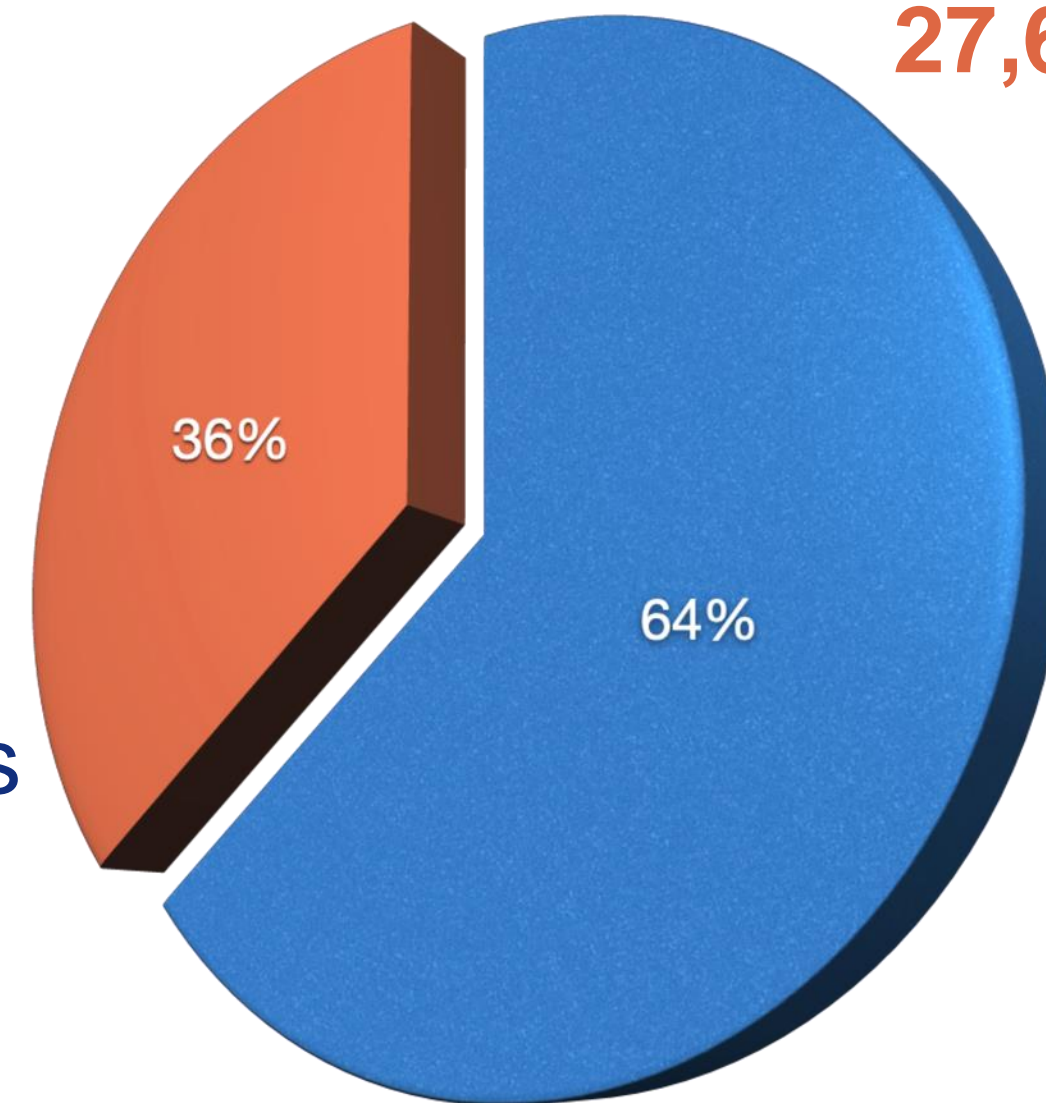
Singapore



Japan



Bangladesh



Physical Visitors
27,633

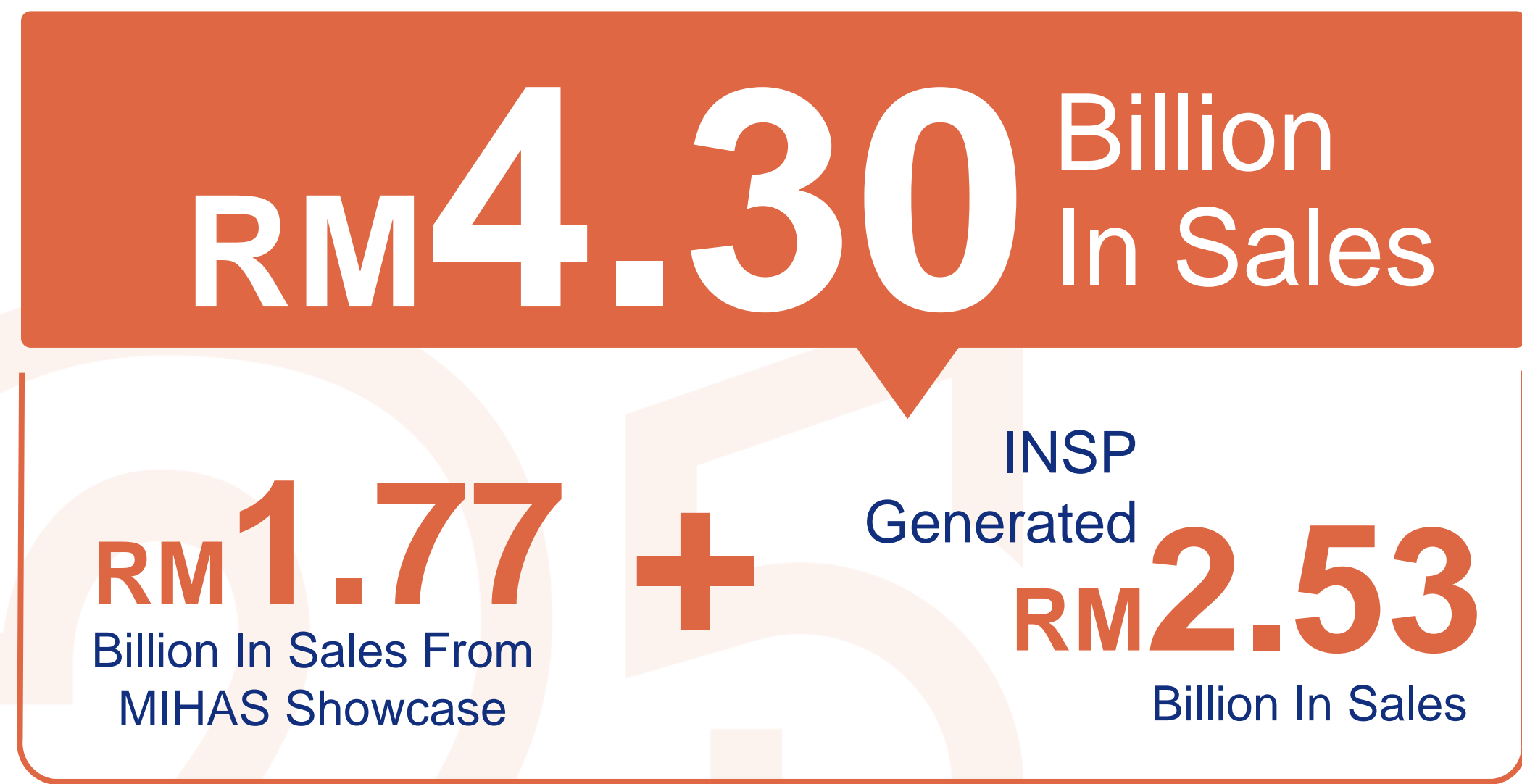
Virtual Visitors
15,720



International
Visitors
7%

Local
Visitors

MIHAS 2024 // By The Numbers



International Sourcing Program (INSP)

Bring Together **CLOSE TO**

330 INTERNATIONAL BUYERS

with

800 MALAYSIAN EXPORTERS

3,066 Business Meetings



MIHAS 2024 // Media Value



RM21

MILLION
In PR Value

461 NEWS CLIPPINGS

98 Print | 281 Online | 82 Broadcast

RM2.5 Million In Media Buy

ATL RM1,700,000

BTL RM200,000

OOH RM350,000

Digital RM250,000



MIHAS Clusters



MIHAS has earned the status as the centre point for industry players to converge under one roof in showcasing the latest trends and innovations in Halal.



Food & Beverages



Modest Fashion & Lifestyle



E-Commerce



Education



Retail & Franchise



Food Technology & Packaging



Pharmaceuticals & Medicals



Food Ingredients



Media & Recreation



Islamic Finance & Fintech



Cosmetics & Personal Care



Muslim-Friendly Hospitality & Tourism



Services & Enablers



Islamic Arts & Crafts

The World's No.1 Platform for Sourcing **Halal** Products & Services

Why You Should Visit **MIHAS** 2025?

14 Major Halal Industry Sectors

Source for Halal products & services across 14 industry clusters

Meet The **Halal** Giants

Meet some of the biggest Halal producers from around the world



Widest Variety of Products & Services

This showcase assembles over 1.5 million different types of Halal products and services



Qualify for Our Hosted Buyer Programme

Grab your opportunity to do business with suppliers from around the world



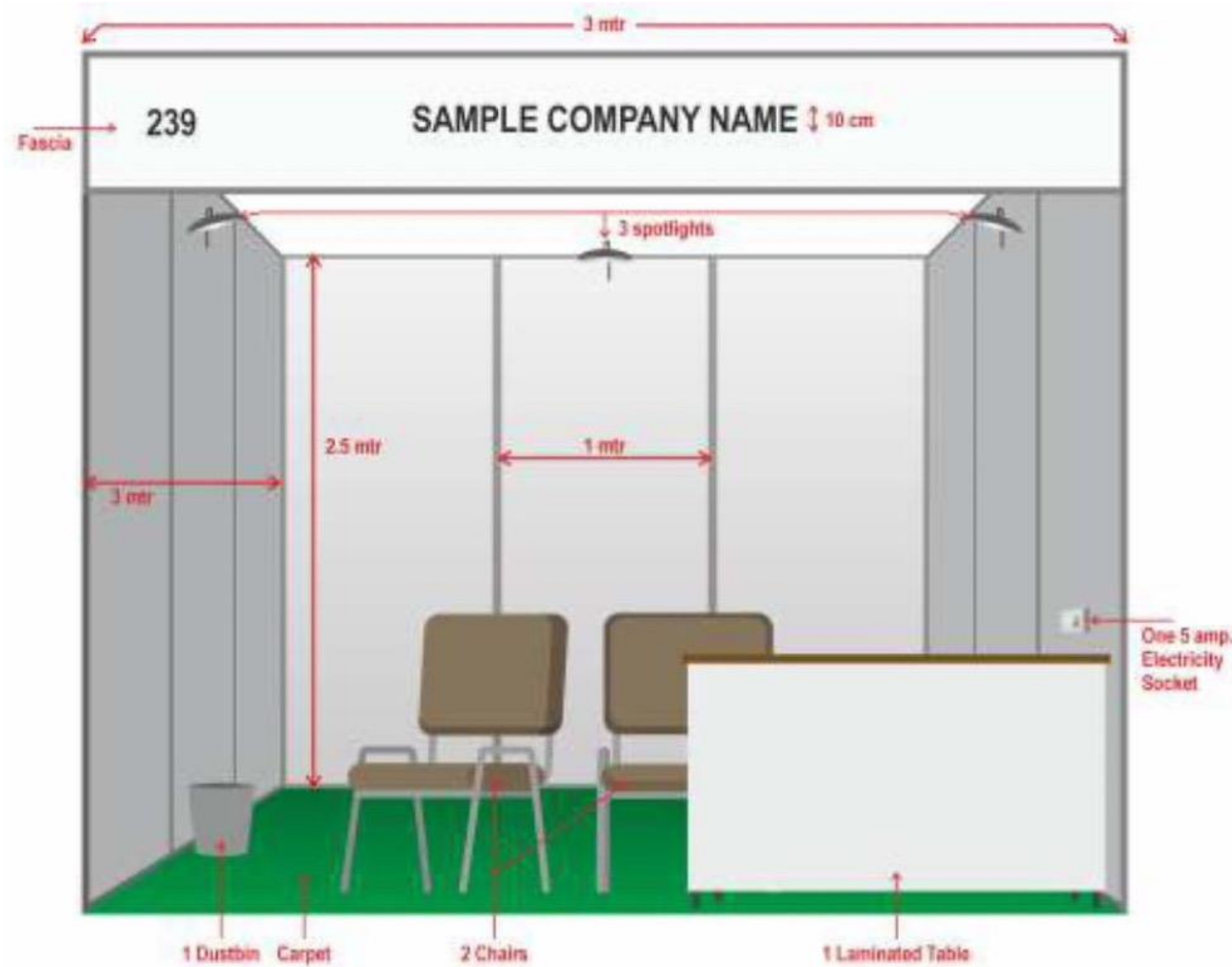
Conferences & Seminars

Learn from the ins & outs of the Halal sector from industry thought leaders

MIHAS Connect

Connect with more than 1,000 exhibitors from all over the world

BOOK YOUR SPACE NOW!



Malaysia:

Bare Space (Minimum 18sqm) : RM1,280/sqm
Space & Shell Scheme : RM1,350/sqm

Worldwide:

Bare Space (Minimum 18sqm) : USD 375/sqm
Space & Shell Scheme : USD 410/sqm

9sqm: Depth 3m x Front 3m

BOOK YOUR SPACE NOW!



For Marketing & Sponsorship Enquiries

Azlina Jane Zahri

Director, Sales & Commercial
azlina.jane@qube.com.my

Nurin Aqilah

Assistant Manager, Sales & Commercial
nurin@qube.com.my

For Sales Enquiries

Ieya Zainuddin

Sales, Government
adawiah@qube.com.my

Yvonne Lai

Executive, Sales, Malaysia
yvonnelai@qube.com.my

Puteri Nur Bainun

Sales, International
bainun@qube.com.my

Yusufe Zamir

Executive, Sales, Malaysia
yusufe@qube.com.my

Saw Hui-Yi

Sales, International (China)
huiyi@qube.com.my





Elevate Your Brand Presence as a Sponsor

Diamond Sponsor



Gold Sponsors



MIHAS Kitchen Main Sponsors



Official Airline



Courier & Logistic Partner



F&B Partners



Modest Fashion Strategic Partners



Media and Branding

Paul Low
 Brand Director
paulow@qube.com.my

SitiHazirah
 Corporate Comm Executive
Hazirah@qube.com.my

Sponsors



A-03-08, Galeria Hartamas, No 21, Jalan 26A/7-A, Desa Sri Hartamas, 50480, Kuala Lumpur, Malaysia

Tel: +603-6211 4224

Email: sales@mihas.com.my

