



Hosted by :



Ministry of
International Trade
& Industry
(MITI)

Organised by :



Malaysia External
Trade Development
Corporation
(MATRADE)

Jointly Organised with :



Islamic Dakwah
Foundation Malaysia
(YADIM)

In Association with :



MeCD

Ministry of Entrepreneur &
Co-operative Development
Malaysia (MECD)

Managed by :



Indah Profiles
Sdn. Bhd.

Supported by :



Halal Control (EU)

MALAYSIA
INTERNATIONAL HALAL
SHOWCASE (MIHAS),

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Your Ref :

Our Ref : MEC/MIHAS/M&P 200 ()

Date :

Sir/Madam,

INVITATION TO PARTICIPATE IN THE 5TH MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS 2008); 7 - 11 MAY 2008; MECC, KUALA LUMPUR, MALAYSIA.

Following the success of MIHAS 2007, Malaysia is once again set to host the **5TH MALAYSIA INTERNATIONAL HALAL SHOWCASE from 7 - 11 May 2008 at the MATRADE Exhibition And Convention Centre (MECC), Jalan Duta, Kuala Lumpur, Malaysia.**

Being a unique trade fair focused in promoting the best of global Halal industry, MIHAS is increasingly catching the attention of our divergent target market around the world.

As Malaysia's largest food & beverage expo and the world's largest halal trade fair, MIHAS 2007 has far exceeded its initial targets in the number of participating exhibitors and visitors received during the five days of the trade fair. A record number of 36, 792 visitors from 64 countries visited the showcase, held for the fourth consecutive year in Kuala Lumpur, Malaysia.

MIHAS 2007 STATISTICS

- **426** companies from **26** countries occupying **514** booths
- **36, 792** visitors from **64** countries
- **3, 215** business matching sessions in **2** trade days by **200** specially invited international buyers from **26** countries under the **MATRADE INCOMING BUYING MISSION** coordinated by **34** MATRADE offices worldwide
- **RM213.9** million in sales generated during business matching

A detailed MIHAS 2007 post show report and other information on MIHAS 2008 is available for viewing and downloading online at **www.halal.com.my**.

As a project hosted by the **MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI) with strong collaboration with HALAL CONTROL (EU)**, MIHAS will serve as the 'springboard' for foreign businesses to embark into the ASEAN market and the global Muslim market, generally.

Therefore, the **MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)** being the organiser of MIHAS is pleased to invite your esteemed organisation to participate in the upcoming MIHAS 2008 and consequently mark your presence at the most sought after halal trading platform.

Please find the rates enclosed in the '**MIHAS 2008 OFFICIAL CONTRACT FORM**'. Fax the form to the MIHAS Secretariat at **+603 6203 4422** or email to enquiry@halal.org.my. You may also contact HALAL CONTROL (EU) at Tel.: +49 6142 171283 or email MIHAS2008@halalcontrol.info for more information on MIHAS.

We look forward to welcoming you at MIHAS 2008, 7-11 May 2008 at MECC, Jalan Duta, Kuala Lumpur, Malaysia.

Thank you.

"TOWARDS THE DEVELOPMENT OF THE GLOBAL HALAL INDUSTRY"

With best regards,
for **MALAYSIA INTERNATIONAL HALAL SHOWCASE,**

.....
Mohd. Shukri Abdullah
Chief Executive Officer

cc YBhg. Dato' Noharuddin Nordin
Chief Executive Officer
Malaysia External Trade Development Corporation (MATRADE)

YBrs. Tuan Haji Che Hashim Abdullah
Deputy Secretary General
Ministry of Entrepreneur & Co-operative Development (MECD)

Mahmoud M. Tatari, Dipl.-Ing.
General Manager
HALAL CONTROL (EU) – www.halalcontrol.eu – info@halalcontrol.eu
Pruef- und Zertifizierungsstelle fuer Halal-Lebensmittel
European Inspection- and Certification Body for Halal-Food