



19th MIHAS

Malaysia International Halal Showcase

12 - 15 Sept 2023 | MITEC, KL

MIHAS 2023 RETURNS, PAVING THE WAY OF HALAL



The 19th edition of the Malaysia International Halal Showcase (MIHAS) 2023 is poised to assist businesses to capitalise on opportunities in the fast-growing global halal industry.



Recently held at Menara MATRADE, the MIHAS 2023 Soft Launch attracted more than 300 guests, consisting of key exhibitors, Embassies and High Commissioners, foreign Trade Promotion Organisation, Ministries and Government agencies as well as media.

The Minister of International Trade and Industry, Yang Berhormat Senator Tengku Datuk Seri Utama Zafrul Aziz officiated the soft launch at MATRADE (Malaysia External Trade Development Corporation), which solidified MIHAS' commitment and legacy to boost Malaysia's halal industry on a global scale.

During her welcoming remarks, MATRADE Chairperson, Yang Berbahagia Dato' Hazimah Zainuddin emphasised the importance of MIHAS 2023 for driving growth in the halal industry:

“We hope that MIHAS continues to serve as a forum for dialogue and exploration of business ties that will drive customers' confidence in halal goods and services.”



This year's event will be held from 12 to 15 September 2023 at the Malaysia International Trade and Exhibition Centre (MITEC). It is anticipated to be the biggest since the pandemic and is expected to feature 1,500 booths, 1,000 exhibitors, 40 country pavilions, as well as more than 35,000 local and foreign trade visitors. Continuing its hybrid format this year, MIHAS 2023 will see both virtual and physical engagements.

OPEN FOR REGISTRATION!



With Malaysia placing as the top halal economy for the ninth consecutive year in the Global Islamic Economy Indicator, MIHAS 2023 is in an ideal position to serve as a gateway for businesses wishing to enter the global halal industry.

Themed Paving the Way of Halal, MIHAS 2023 is the best platform for you to showcase your halal products and services. Register now to be part of the biggest halal showcase in the world.



International Sourcing Programme (INSP)

In addition, the International Sourcing Programme (INSP) in conjunction with MIHAS 2023 will be held physically on 11 September 2023. At the same time, the virtual INSP will be held from 20 March – 30 November 2023, enabling foreign buyers and Malaysian suppliers to conveniently meet online. Register and participate in an exclusively scheduled one-on-one business matching programme. Noted for its success, INSP 2022 generated sales worth RM745.2 million.

Knowledge Hub & MIHAS Awards

Aside from the INSP, MIHAS 2023 will also be organising the Knowledge Hub (13 to 15 September 2023) along with the MIHAS Awards on 15 September 2023. Join us today and secure your participation in the world's largest halal showcase!



JOIN US TODAY

Stay updated and pave your way of halal with MIHAS 2023 at www.MIHAS.com.my

