

# 19<sup>th</sup> MIHAS

Malaysia International Halal Showcase



12 - 15 Sept 2023 | MITEC, KL

## Paving The Way of Halal

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# POST SHOW REPORT



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# MIHAS 2022 Milestone

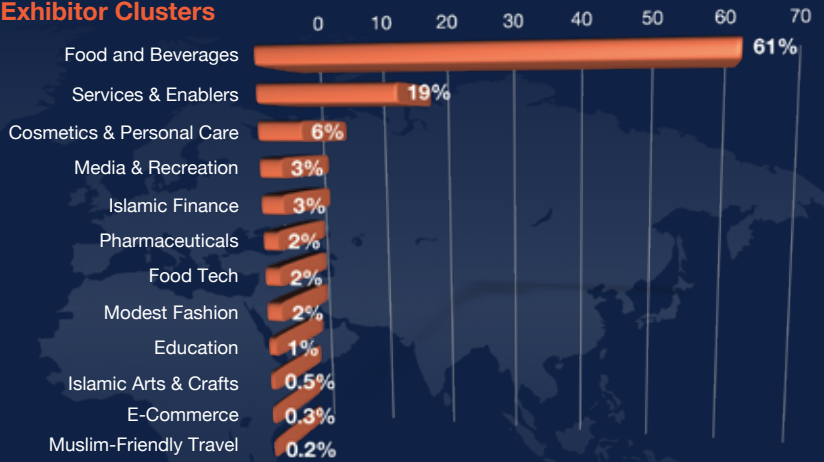
**RM2.44** Million In PR Value

 **620** Exhibitors from **32** Countries

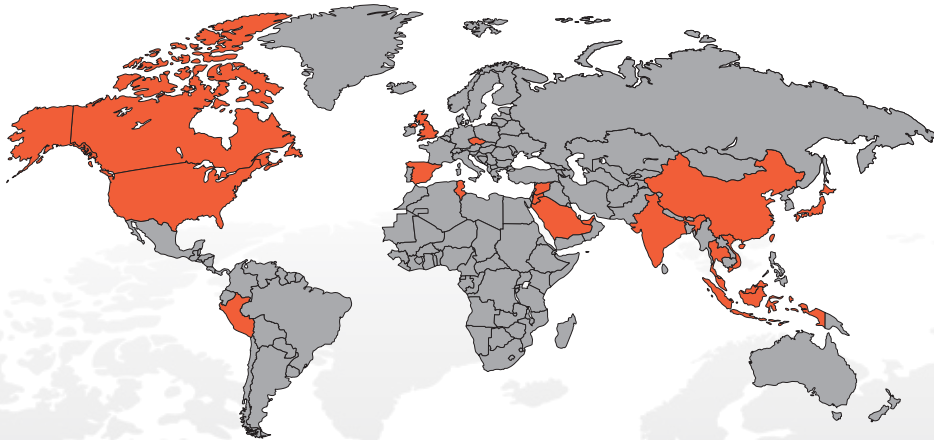
 Total **1,258** Exhibition Booths

 **32,356** Visitors from **90** Countries

### Exhibitor Clusters



# Exhibitor Participating Countries



- |                |                      |                  |                |               |            |                     |                          |
|----------------|----------------------|------------------|----------------|---------------|------------|---------------------|--------------------------|
| Afghanistan    | Australia            | Brunei           | Czech Republic | Great Britain | Japan      | Madagascar          | Somalia                  |
| Algeria        | Azerbaijan           | Cambodia         | Denmark        | Hong Kong SAR | Jordan     | Malaysia            | South Africa             |
| American Samoa | Bahrain              | Canada           | East Timor     | India         | Kazakhstan | Maldives            | South Korea              |
| Angola         | Bangladesh           | Cape Verde       | Egypt          | Iran          | Kenya      | Mauritius           | Spain                    |
| Anguilla       | Belgium              | Chile            | Ethiopia       | Iraq          | Kuwait     | Mexico              | Sri Lanka                |
| Argentina      | Bhutan               | China            | Germany        | Italy         | Kyrgyzstan | Morocco             | St Eustatius             |
| Armenia        | Bosnia & Herzegovina | Christmas Island | Ghana          |               | Libya      | Myanmar             | Sudan                    |
|                | Brazil               |                  |                |               | Macao SAR  | Nepal               | Sweden                   |
|                |                      |                  |                |               |            | Netherlands         | Switzerland              |
|                |                      |                  |                |               |            | New Zealand         | Syria                    |
|                |                      |                  |                |               |            | Nigeria             | Taiwan ROC               |
|                |                      |                  |                |               |            | Norway              | Tajikistan               |
|                |                      |                  |                |               |            | Oman                | Thailand                 |
|                |                      |                  |                |               |            | Pakistan            | Tunisia                  |
|                |                      |                  |                |               |            | Palestine           | Turkiye                  |
|                |                      |                  |                |               |            | Peru                | Ukraine                  |
|                |                      |                  |                |               |            | Philippines         | United Arab Emirates     |
|                |                      |                  |                |               |            | Qatar               | United Kingdom           |
|                |                      |                  |                |               |            | Russia              | United States of America |
|                |                      |                  |                |               |            | Sao Tome & Principe | Uzbekistan               |
|                |                      |                  |                |               |            | Saudi Arabia        | Vietnam                  |
|                |                      |                  |                |               |            | Singapore           | Yemen                    |
|                |                      |                  |                |               |            | Solomon Islands     |                          |

## Top 5 Countries in MIHAS 2022



Kuwait



Indonesia



Thailand



South Africa



Palestine

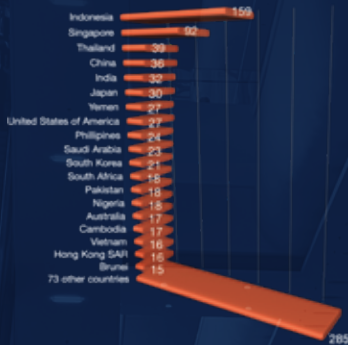
“ MIHAS this year was indeed bigger and better thanks to our hybrid approach. Moving forward, the business community, especially micro, small and medium enterprises (MSME) needs to think regional or international even if they are newly established. Businesses must realise the vast opportunities available in international markets and make a move to capitalise on them. MATRADE is ready to help. ”

**Datuk Mohd Mustafa Abdul Aziz**  
CEO, MATRADE



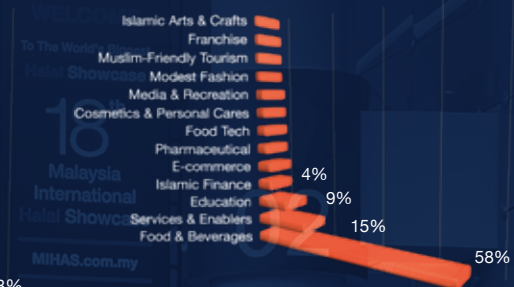
# Visitors & Countries

Visitors from **Top 20** Countries



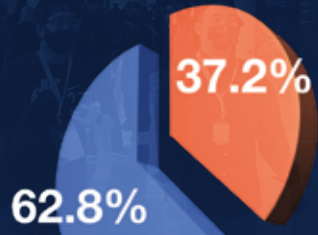
**7.5%** of visitors are International visitors

**92.5%** of visitors are domestic visitors



- Argentina
- Bangladesh
- Canada
- China
- Chinese Taipei
- Czech Republic
- India
- Indonesia
- Iran
- Japan
- Jordan
- Kuwait
- Laos
- Nigeria
- Pakistan
- Palestine
- Peru
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Syria
- Thailand
- Tunisia
- Turkiye
- UAE
- United Kingdom
- USA
- Venezuela
- Vietnam

Virtual Visitors **12,033**



Physical Visitors **20,334**





**MIHAS 2022**  
Programmes

<b>106</b> Business Matching Meetings	<b>20</b> Conferences Meetings
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# MIHAS 2021 Speakers & Panelist



Ms Farah Idayu



Ms Teresa Tan



Mr Yus'aimei  
Yusoff



Mr Rizal Khir



Ms Agnes Chan



Mr Shabeer  
Kizhakke Valappil



Mr Haziq Hashim



Mr Harith  
Ridzuan



Mr Redziwan  
Saari



Dr Siti Sofiah  
Ramli



Mr Azhar Hussin



Mr Paul Lo



Mr Mohamad  
Faisal Ahmad Fadzil



YBhg Datin  
Lorela Chia



Mrs Amnah  
Shaari



Mr Osman  
Sekban



Mr Kevin Ooi  
Foo Kim



Othman Md Yusoff



Margie Ong



Bilal Parvaiz



Nicholas Cheong



Shanta Helena  
Dwarkasina



Ko Chuan  
Zhen



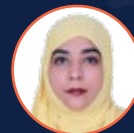
Elina Jani



Edison  
Choong



Jason Liew



Dr Irum Saba



Ratna Sha'erah  
Kamaludin



Mastura Adnan



Dato' Seri  
Rosman Mohamed



Mr Prince  
Chatterjee



Faroze Nadar



Hj Suhaimi  
Abdul Hamid



Mrs Lee Pang





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## Gold



## Silver



## Strategic Partners



## Sponsors



## Official Arabic Media Partners



## Event Partners



## International Partners



## APP Partners



## Business Community



“ MIHAS is a very good exposure for our brand. We are able to expand our brand awareness within the local and neighbouring markets like Singapore and Indonesia. We’ve been participating in MIHAS for eight years and will continue to do so. ”



**Subhi Anabtawi**

**Operation Director, Al'ard Far East Sdn.Bhd.**



**Sudakaren**  
**International Business Manager,**  
**Baba Products Sdn.Bhd.**

“ We managed to get international contacts, from Jordan, UAE and South Africa who all seemed keen on our products. MIHAS was well-organised and we will definitely be participating again next year. ”

“ MIHAS provides a good opportunity to meet new buyers and new suppliers. We look forward to having the same opportunity again in the future. ”



**Mellow Pulses and Spices Processors**  
(Mellow Trading Dubai)



**Abdul Hady**  
**Sales Director**  
Super Best Coffee Sdn Bhd

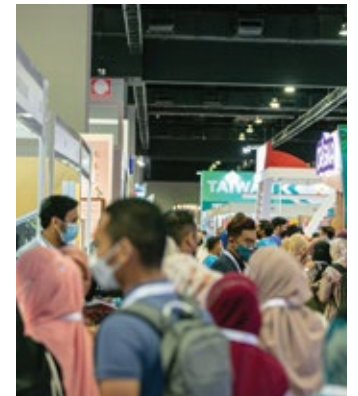
“ We are very pleased with the success we’ve had in getting both local and overseas clients. We’ve even managed to secure a few from Philippines, Iran and Saudi Arabia! ”

# GALLERY












See you at  
**MIHAS** 2023

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