

# SEPT 12-15 2023- KUALA LUMPUR MALAYSIA INTERNATIONAL HALAL SHOWCASE - MIHAS 2023

## EXHIBITION INFO PACK

### NORTH AFRICA REGION

#### CONTENT

Invitation to MIHAS North African Region

About MIHAS  
BY NUMBERS

Exhibitors & Countries

Visitors & Countries

Platform for Sourcing Products & Services

Booking Spaces

Registration, Inquiry & Contacts

Attachment

Booth Cost

#### NORTH AFRICA REGION

Libya

Algeria

Tunisia

Morocco

Sudan



#ThinkHalalThinkMIHAS



[www.mih.com.my](http://www.mih.com.my)

Hosted by



Organised by



in Association with



Managed by



Official Rep. (North Africa)



# Participation MIHAS North African Region

We cordially invite your esteemed organization to participate as an exhibitor and delegate in the 19th edition of the Malaysia International Halal Showcase - MIHAS 2023. This event is organized by the Malaysia External Trade Development Corporation (MATRADE), an agency under the Ministry of International Trade & Industry (MITI) of the Government of Malaysia. The exhibition will take place from the 12th to the 15th of September 2023 at the Malaysia International Trade and Exhibition Centre (MITEC) in the vibrant city of Kuala Lumpur, Malaysia.

This Infopack is meant for the marketing of MIHAS in the North African Region, which includes Libya, Algeria, Tunisia, Morocco, and Sudan, where Epic Tips Global (M) Sdn. Bhd. has been appointed as MIHAS Official Representative in the North African Region.

We trust that this infopack contains comprehensive information about the Malaysia International Halal Showcase as the world's largest Halal Expo. We are ready to hear from you should you require more information and assistance for your participation.

#ThinkHalalThinkMIHAS

To expedite your participation and address any inquiries regarding MIHAS 2023, please contact our sole MIHAS Official Representative in your region: Epic Tips Global (M) for the North Africa Region (which includes Libya, Algeria, Tunisia, Morocco, and Sudan).

1. Mr. Taufiq Nazarudin, M: +60108087900, E: [taufiq@epictipsglobal.com](mailto:taufiq@epictipsglobal.com)
2. Mr. Zaki Algadhi, M: +60129171905, E: [zaki@epictipsglobal.com](mailto:zaki@epictipsglobal.com)

For general news and updates on MIHAS, kindly refer to [www.epictipsglobal.com/mihas](http://www.epictipsglobal.com/mihas) or the main event website at [www.mihhas.com.my](http://www.mihhas.com.my)



## MIHAS 2023 Is Back! A Momentous Marketplace

Joined by international brands  
Connecting buyers and sellers  
Offering insightful trends  
Expanding the Halal industry



### **Datuk Mohd Mustafa Abdul Aziz**

Chief Executive Officer  
Malaysia External Trade Development Corporation -MATRADE,  
Government of Malaysia

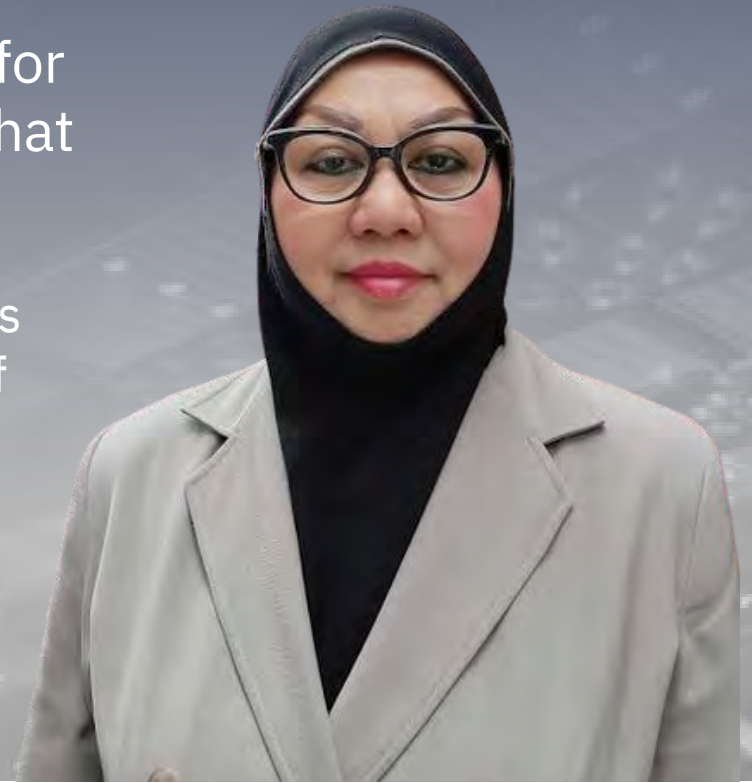
### Scaling Global-Local to Capitalise on International Markets through Halal

“ MIHAS this year (2022) 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.

”

## MIHAS 2023 Is Better! A Participative Platform for Products, and Services that are Halal

13 Industry Sectors provides  
the growing diversification of  
the Global **Halal** Industry &  
Market.



### **Madam Hazizah Hj. Awang**

Chairperson  
Libyan-Malaysian Joint Business Chamber

Raising the Platform for the North-African Region  
Businesses entry into the Global Market through Halal

“ Africa is the next leading global region of growth to drive the World Economy. The North African region extending into the MENA as an economic bloc has the immense potential to jumpstart that growth in establishing strategic economic and development partnerships and the import-export of products and services. This opportunity to use the fast growing Halal Industry network that is a ripe, strategic and ready to access sectors, is simply not to be missed. This opportunity would undoubtedly lead to mutual beneficial business and community building amongst participating businesses and stakeholders.

”

# OVERVIEW

MIHAS is a must attend annual trade show for businesses catering to Islamic and Halal consumer market.

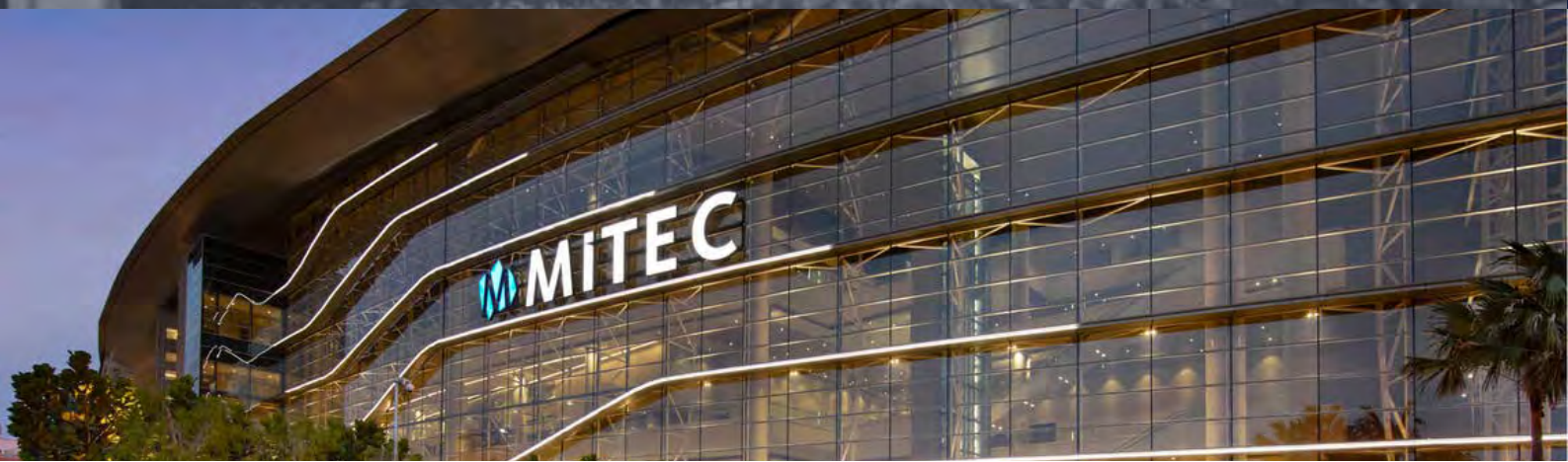
**From F&B, Cosmetics, Halal  
Ingredients, Tourism, Finance,  
Logistics to Digital.**

MIHAS covers the entire spectrum of the Islamic 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.

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.

Since its inception in 2004, MIHAS has become an event for local and international businesses to thrive in the Halal trade and to contribute significantly to the global Halal economy.

Malaysia International Trade and Exhibition Centre - MITEC owned by MATRADE is a premier Expohall in Kuala Lumpur, is the venue for the 19th International Halal Showcase- MIHAS 2023

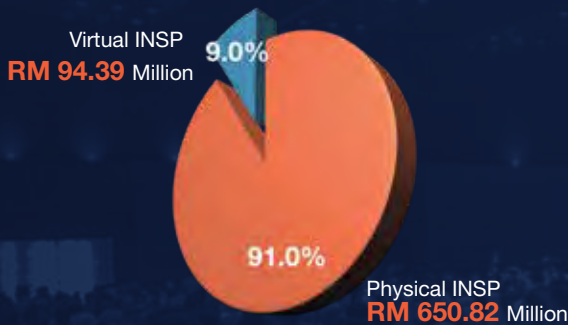


# MIHAS By The Numbers

RM **2.39** Billion  
In Sales

RM **1.65**  
Billion In Sales From  
MIHAS Showcase

+ RM **745.20**  
Million In Sales From  
INSP



## Physical Meeting Between

**264** Malaysian Exporters & **192** Foreign Buyers  
From **33** Countries

## Virtual Meeting Between

**246** Malaysian Exporters & **197** Foreign Buyers  
From **47** Countries

RM **2.44** Million In  
PR Value

**17** Print | **179** Online | **13** Broadcast | **209** News Clippings

**ATL** RM 1,500,000



**BTL** RM 200,000



RM **2.13** Million In  
Media Buy

**OOH** RM 200,000



**Digital** RM 230,000



“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.



“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.”

**Sudakaren**

International Business Manager, Baba Products Sdn. Bhd.



# Exhibitors & Countries

620 Exhibitors from 32 Countries

- 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

## Top 5 Countries in MIHAS 2022



Kuwait



Indonesia



Thailand

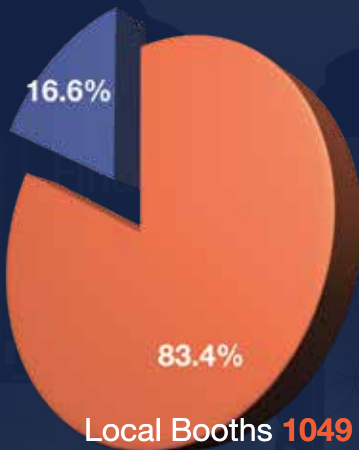


South Africa



Palestine

## International Booths 209



## Exhibitor Clusters



Total 1,258 Exhibition Booths



"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!"

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

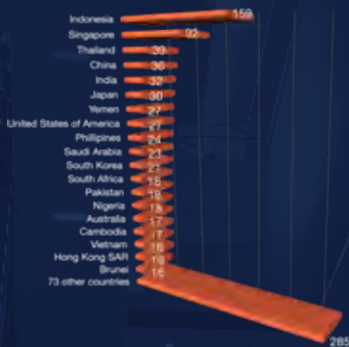


# Visitors & Countries

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

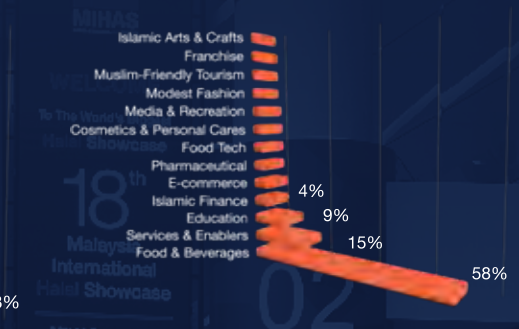


## Visitors from Top 20 Countries

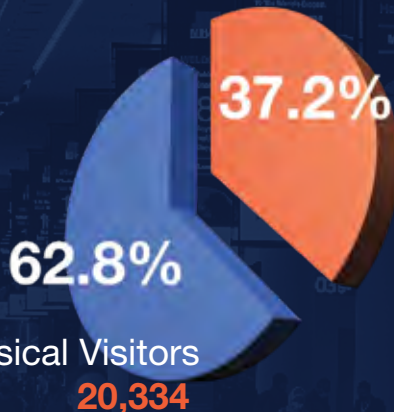


**7.5%** of visitors are International visitors

**92.5%** of visitors are Domestic visitors



Virtual Visitors **12,022**



**106**

Business Matching Meetings



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

**Why You  
 Should Visit  
 MIHAS  
 2023?**

## 13 Major Halal Industry Clusters

Source for Halal products & services across 13 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.

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.



## 13 MIHAS Clusters

 Food & Beverages

 Food Technology & Packaging

 Muslim-Friendly Hospitality & Tourism

 Modest Fashion & Lifestyle

 Pharmaceuticals & Medicals

 Services & Enablers


 E-Commerce


 Media & Recreation

 Islamic Arts & Crafts

 Education

 Islamic Finance & Fintech

 Retail & Franchise

 Cosmetics & Personal Care

“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)



# BOOK YOUR SPACE NOW!



## Malaysia:

Bare Space (Minimum 18sqm2)	: RM 1,040/sqm2
Space & Shell Scheme	: RM 1,050/sqm2
Space & Enhanced Shell Scheme	: RM 1,200/sqm2
Space & Upgraded Shell Scheme	: > RM 1,600/sqm2

## Worldwide:

Bare Space (Minimum 18sqm2)	: USD 295/sqm2
Space & Shell Scheme	: USD 305/sqm2
Space & Enhanced Shell Scheme	: USD 325/sqm2
Space & Upgraded Shell Scheme	: > USD 450/sqm2

## Elevate Your Brand Presence as a Sponsor

### Platinum



### Gold



### Silver



### Strategic Partners



### Sponsors



### Media Partners



### @Halal



### Official Arabic Media Partners



### Event Partners



### International Partners



### APP Partners



### Business Community



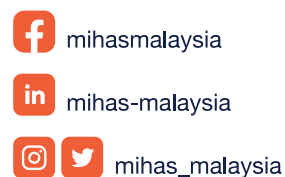
## Official Information



[www.mih.com.my](http://www.mih.com.my)



[www.epictipsglobal.com/mih](http://www.epictipsglobal.com/mih)



[www.mih.com.my](http://www.mih.com.my)

Hosted by



Organised by



in Association with



Managed by



Official Rep. (North Africa)



# Registration & Inquiries

To Register as an exhibitor kindly fill in the **MIHAS Registration Form- North African region** by scanning the QR Code below. Alternatively you may email your registration to [mihas@epictipsglobal.com](mailto:mihas@epictipsglobal.com).



Registration QR |  
<https://forms.gle/s4ZrSHgu42tJnmhYA>

If you have any other inquiries relating to MIHAS as an exhibitor you may email the MIHAS Official Representatives below.

For general information you may refer to the MIHAS website at [www.mihhas.com.my](http://www.mihhas.com.my)

#ThinkHalalThinkMIHAS

To expedite your participation and address any inquiries regarding MIHAS 2023, please contact our sole MIHAS Official Representative in your region: Epic Tips Global (M) for the North Africa Region (which includes Libya, Algeria, Tunisia, Morocco, and Sudan).

1. Mr. Taufiq Nazarudin, M: +60108087900, E: [taufiq@epictipsglobal.com](mailto:taufiq@epictipsglobal.com)
2. Mr. Zaki Algadhi, M: +60129171905, E: [zaki@epictipsglobal.com](mailto:zaki@epictipsglobal.com)

For general news and updates on MIHAS, kindly refer to [www.epictipsglobal.com/mihhas](http://www.epictipsglobal.com/mihhas) or the main event website at [www.mihhas.com.my](http://www.mihhas.com.my) or official MIHAS social media sites.



[www.mihhas.com.my](http://www.mihhas.com.my)