

MALAYSIA INTERNATIONAL HALAL SHOWCASE - MIHAS 2024

EXHIBITION INFO PACK NORTH AFRICA REGION

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Booth Cost

NORTH AFRICA REGION

Libya

Algeria

Tunisia

Morocco

Sudan



Globalising **Halal** Innovations

17072024_Version

Commemorating two decades of thriving the **Halal** Excellence Journey!



Happy **20th** Anniversary **MIHAS!**

The 19th Malaysia International Halal Showcase successfully recorded sales of Halal products reaching **RM3 billion**, which exceeded its target by **24 per cent**. The world's largest Halal showcase connected 469 local companies with 231 international buyers from 44 countries.

YAB Dato' Seri Anwar Ibrahim
Prime Minister of Malaysia

MIHAS has been an iconic event in the global **Halal industry** since its inception in **2004**. With a legacy spanning two decades, MIHAS is established as a premier platform that gathers local and international companies, buyers and sellers in the Halal Industry to seize business opportunities and expand their Halal products and services in the global market.

When it first started, MIHAS consisted of only four clusters namely food, beverages, financial services and cosmetics that were featured during the showcase. In 2023, the 19th edition of MIHAS has grown up to **13 clusters** including media & recreation, retail & franchise and education.

Malaysia's Halal Industry Master Plan 2030 targets an industry contribution of **RM266 billion**, or **11%** of Malaysia's GDP by 2030. In achieving this, we will continue to build on the momentum generated by MIHAS 2023, particularly in facilitating market access for our Halal industry players to major supply chains globally.

**YB Senator Tengku Datuk Seri Utama
Zafrul Tengku Abdul Aziz**

Minister of Investment, Trade and Industry (MITI)



| **MIHAS** Overview

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

FROM F&B, Cosmetics, Halal Ingredients, Muslim-Friendly Tourism, Islamic Finance & Fintech, Modest Fashion & Lifestyle, Services and Enablers to Media & Recreation.

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 foreign businesses to thrive in the Halal trade and to contribute significantly to the global Halal economy.

More than 30 MoUs were exchanged between Malaysian and foreign organisations throughout **MIHAS**. MATRADE also expended considerable effort to engage other government organisations, resulting in the participation of 34 Federal and state agencies in this year's **MIHAS**.

YB Dato' Sri Reezal Merican Naina Merican

Chairman of MATRADE



I **MIHAS** Overview

MIHAS is the gateway to a growing Business Segment that has a real global reach, from MENA, to the Far-East.

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

The alignment of the growing Global Halal Market with Africa's potential for growth offers a unique opportunity for North African businesses to leverage lucrative sectors that are increasingly in demand worldwide. The positive market reach of halal exports beyond Islamic nations to Far-East nations underscores this global movement, highlighting immense possibilities for collaboration and trade valued at RM 3.2 billion, with participation from 44 countries and visitors from 100 countries around the globe (2023 Statistics by **MIHAS**).

I encourage you to seize this opportunity to strengthen our economic ties and promote sustainable growth as we collaborate to create a vibrant, interconnected community and shared wealth.

Madam Hajjah Hazizah Haji Awang

Chairperson Libyan-Malaysian Joint Business Chamber



MIHAS 2024 Is Better!

A Participative Platform for Products, and Services that are Halal

MIHAS covers the entire spectrum of the Islamic lifestyle demands. With over 30,000 visitors to MIHAS each year from nearly 100 nations, 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 20th International Halal Showcase- MIHAS 2024



MIHAS 2023 By The Numbers

RM3.11 Billion
In Sales

INSP Generated

RM1.89 +

Billion In Sales From MIHAS Showcase

RM1.22

Bring Together **CLOSE TO**

500 INTERNATIONAL
BUYERS

with

822 MALAYSIAN
EXPORTERS

MIHAS 2023 Media Value

RM9 MILLION
in PR Value

583 NEWS CLIPPINGS

160 Print | 382 Online | 41 Broadcast

RM2.5

MILLION
in Media Buy

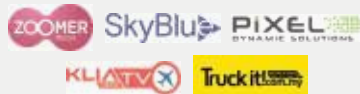
ATL RM1,700,000



BTL RM200,000



OOH RM300,000



Digital RM300,000

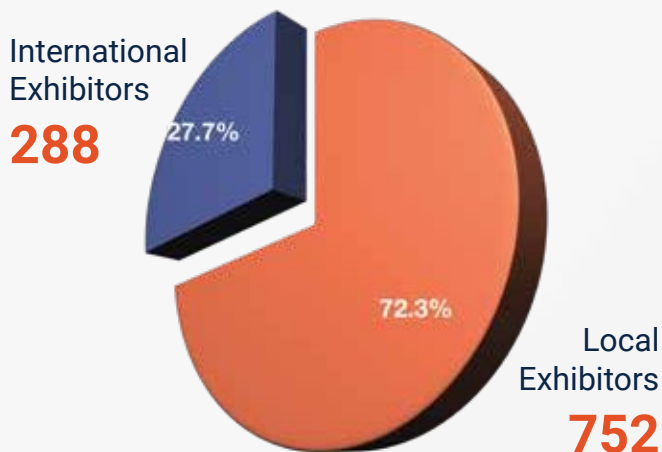


The higher number of international buyers participating in INSP this year proves that MIHAS is the trusted platform for sourcing of high-quality halal products and services. This opens up new export opportunities for Malaysian companies, particularly small and medium businesses (SMEs), to conveniently link with serious foreign buyers

YBhg. Datuk Mohd Mustafa Abdul Aziz
CEO of MATRADE



MIHAS 2023 Exhibitors



Total of **1,890**
Exhibition Booths



1,040 Exhibitors from 44 Countries

Top 5 Countries in MIHAS 2023



Indonesia



Japan



China

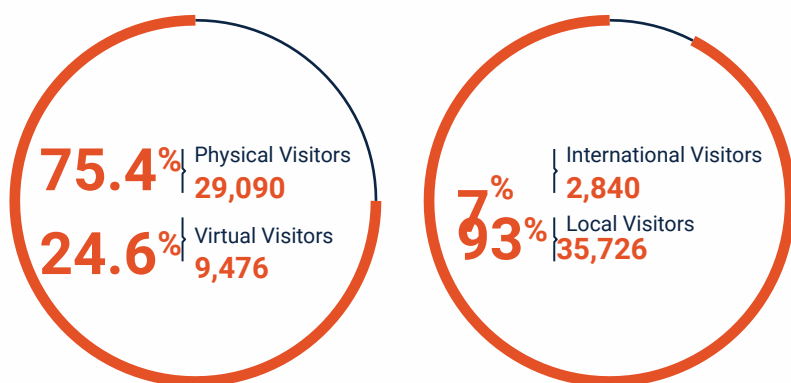


South Korea



Thailand

MIHAS 2023 Visitors



38,566 Visitors from 100 Countries

Top 5 Countries in MIHAS 2023



Indonesia



Japan



China



Singapore



Bangladesh

MIHAS 2023 Country Of Origin



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

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



Halal Ingredients



Media & Recreation



Islamic Finance & Fintech



Cosmetics & Personal Care



Muslim-Friendly Hospitality &

Tourism Services & Enablers



Islamic Arts & Crafts

Why You Should Visit **MIHAS 2024**

14 Major **Halal** Industry

Sectors for Halal products & services across 13 industry clusters

What's new in **2024**

Halal Ingredients

Explore new opportunities in the latest cluster, Halal ingredient. Don't miss out on the fast growing demands of a robust Halal F&B industry.



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

Highlights



MoU



MIHAS KITCHEN



OPENING CEREMONY



KNOWLEDGE HUB



INSP



PRIME MINISTER ARRIVAL



POCKET TALK



MIHAS FASHION



EXHIBITION



MIHAS AWARDS



mihasmalaysia



mihas-malaysia



mihas_malaysia



BOOK YOUR SPACE NOW!



Bare Space (Minimum 18sqm) **RM1,196/sqm**
Space & Shell Scheme **RM1,260/sqm**

Bare Space (Minimum 18sqm) **USD 354/sqm**
Space & Shell Scheme **USD 384/sqm**

Elevate Your Brand Presence as a Sponsor

Silver Sponsors



Bronze Sponsors



MIHAS Kitchen Main Sponsor



MIHAS Kitchen Co-Sponsor



Shuttle Bus Sponsor



Official Airlines



Courier Partner



Technology Partner



Sustainability Partner



In Support of



Halal Certification Partners



International Partners



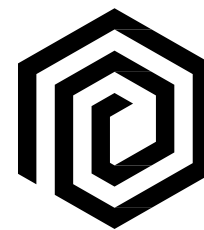
Media Partners



Business Community



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Authorship & Contact

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About the Document

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Any commercial interest can be forwarded to the person listed under contact.

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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.



<<<Register via QR
<https://forms.gle/zTf4xaxkPqR1e7Y69>

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.mihas.com.my

#ThinkHalalThinkMIHAS

To expedite your participation and address any inquiries regarding MIHAS 2024, 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
2. Mr. Zaki Algadhi, M: +60129171905, E: zaki@epictipsglobal.com

For general news and updates on MIHAS, kindly refer to www.epictipsglobal.com/mihas or the main event website at www.mihas.com.my or official MIHAS social media sites.



www.mihas.com.my