

Sayı: 17812098-TİM.AKİB.GSK.FUAR.2025/293-4566
Konu: FUAR DUYURUSU (MIHAS 2025)

Mersin, 21/08/2025

Sayın Üyemiz,

T.C. Ticaret Bakanlığı İhracat Genel Müdürlüğü'nden alınan yazıda, T.C. Dışişleri Bakanlığı'ndan alınan yazıya atıfla, 17-20 Eylül 2025 tarihleri arasında Kuala Lumpur'da düzenlenmesi öngörülen 21. Uluslararası Helal Ticaret Fuarı'nın (MIHAS) dünyanın en büyük helal ticaret fuarları arasında yer aldığı, 2024 yılında 66 ülkeden 2.000'in üzerinde katılımcının ve 43.000'den fazla ziyaretçinin fuara iştirak ettiği ve fuarda yaklaşık 1 milyar ABD Doları tutarında satış işlemi gerçekleştirildiği belirtilerek söz konusu fuara yönelik davet mektubunun iletildiği ifade edilmektedir. Fuara ilişkin davet mektubu ve fuar broşürü Ek'te tarafınıza sunulmaktadır.

Bilgileri rica olunur.

Dr. Canan AKTAN SARI
Genel Sekreter V.

Ek:

- 1-21. Uluslararası Helal Ticaret Fuarı - Broşürü MIHAS 2025
- 2-21. Uluslararası Helal Ticaret Fuarı MIHAS - Davet Yazısı



25th MIHAS

Malaysia International Halal Showcase

17-20 Sept 2025 | MITEC, KL



Recipient of Guinness
World Records Award



The Largest Attendance
for Halal Trade Show



Hosted by



Organised by



In Association with



Managed by



Winner of



In Support of



#1 Destination for
Halal Businesses

INSP International
Sourcing
Programme

Business meetings between local
businesses and International Buyers

21 YEARS

Of championing the Halal
industry for local and
international Halal industry.

2,028

Exhibition Booths
across **9 Halls**

14 Clusters

From F&B, financial services,
cosmetics, e-commerce, tourism,
education to logistics and others

Knowledge Hub

Connecting businesses with Premium
Buyers and past success stories

Pocket Talk

An avenue to share product insights
with international audience

MIHAS // Overview



INSP



Exhibition



Knowledge Hub



Pocket Talk

MIHAS // Overview



Opening Ceremony



MoU

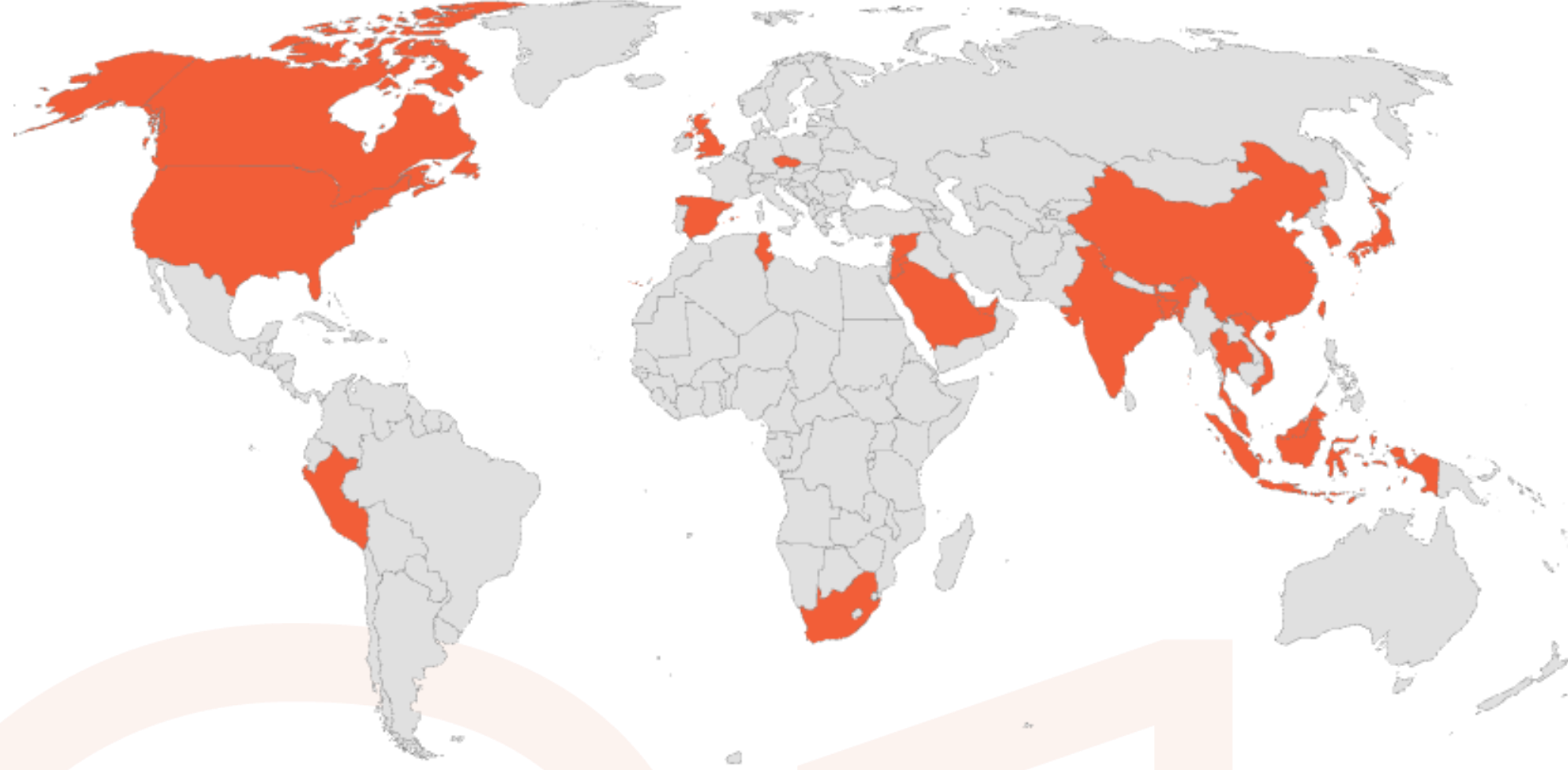


MIHAS Kitchen



Fashion Show

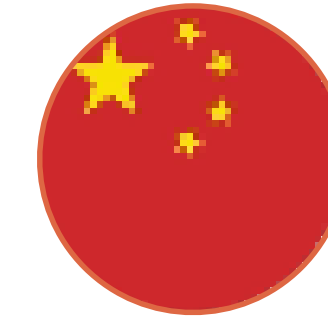
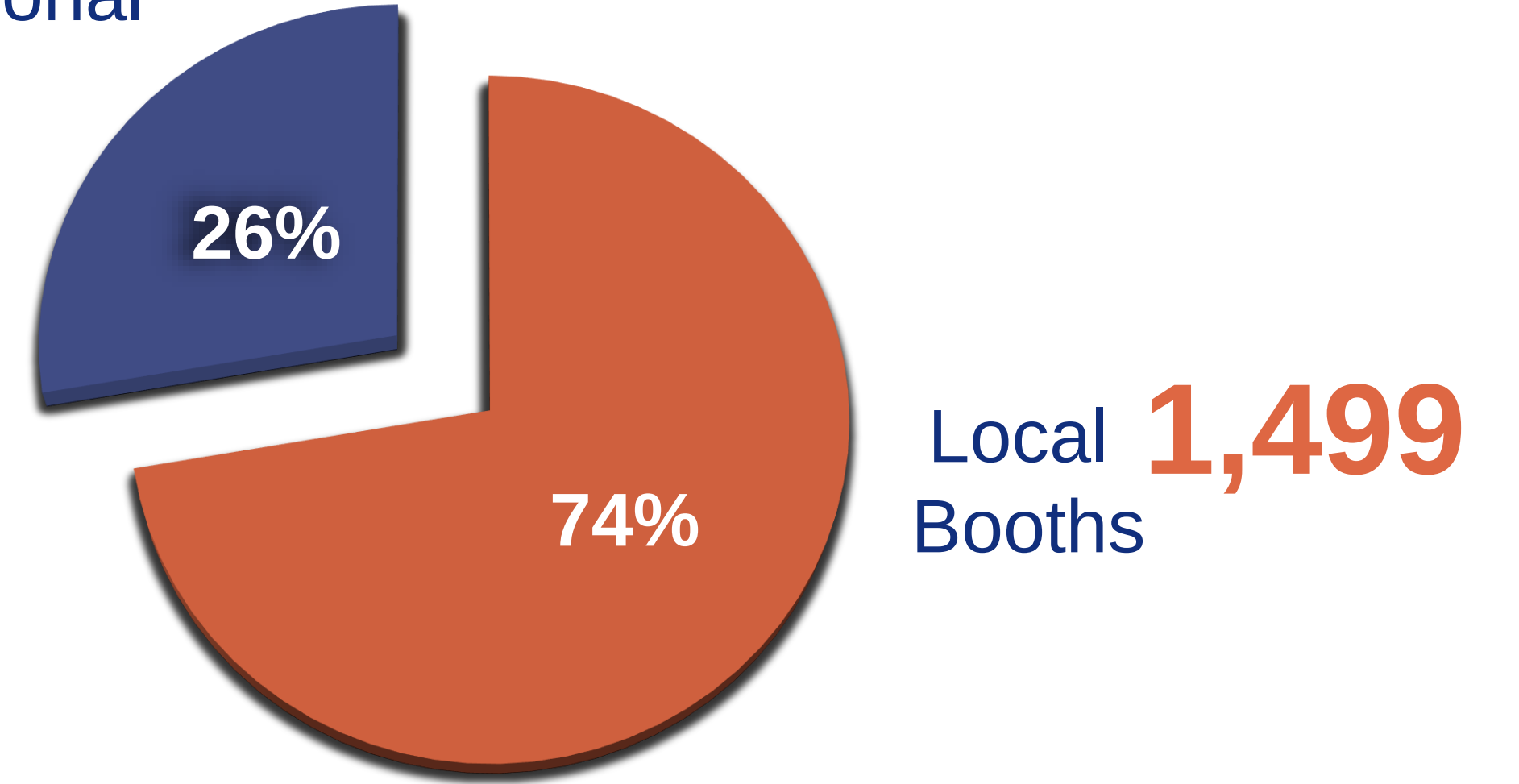
MIHAS 2024 // Exhibitors



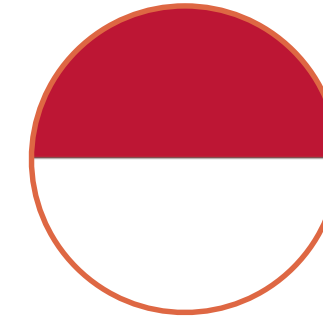
2,028

Exhibition Booths
from 66 Countries

International
Booths
529



China



Indonesia



Saudi
Arabia



South Korea



Thailand

Top 5 Countries in MIHAS 2024

MIHAS 2024 // Visitors



43,353 Visitors
From
over **90** Countries

Top 5 Visitor Countries in MIHAS 2024



China



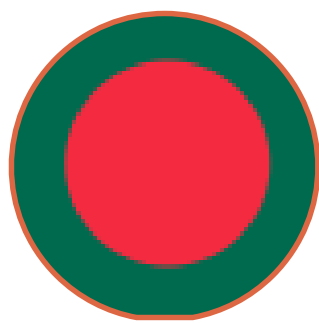
Indonesia



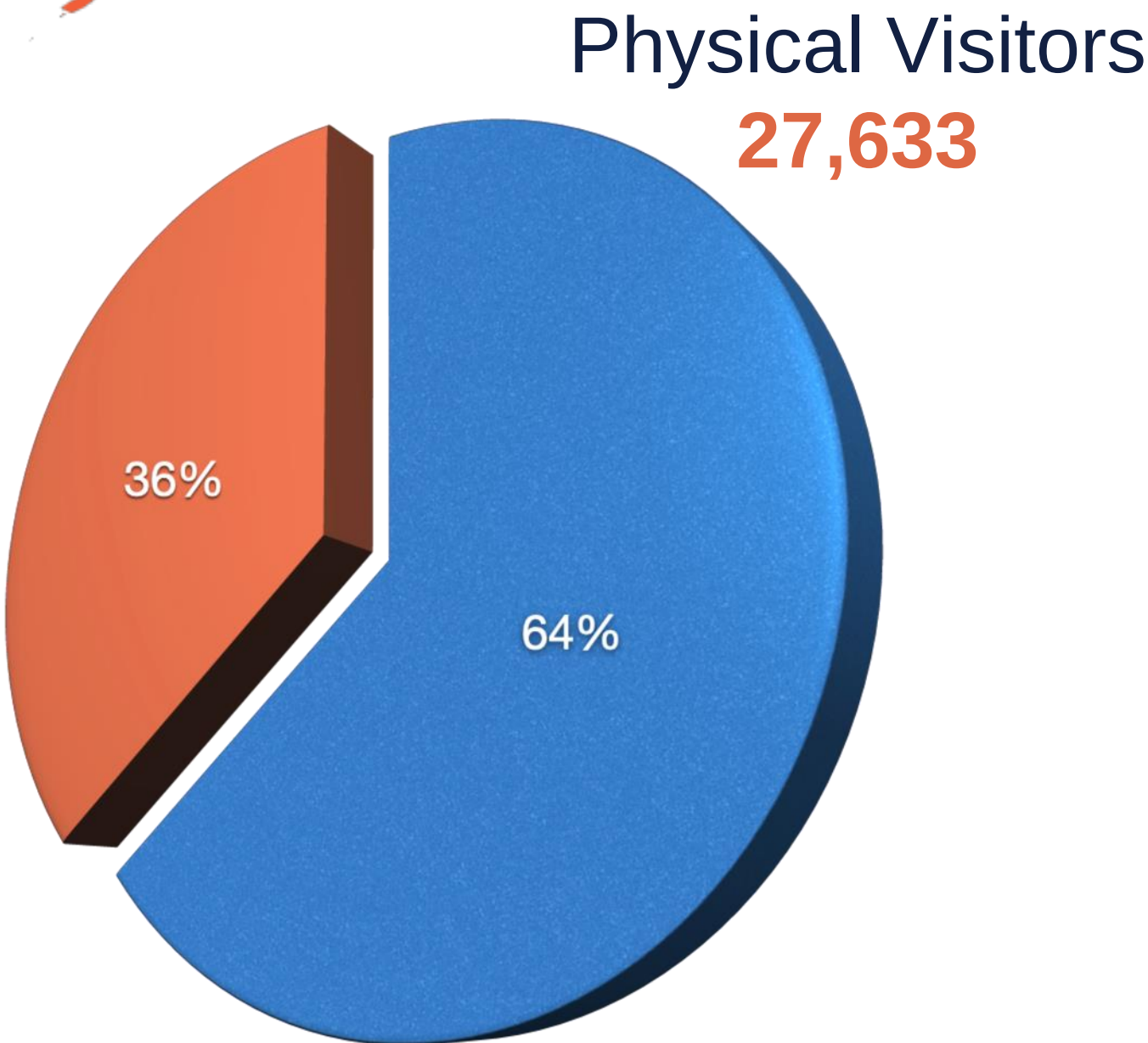
Singapore

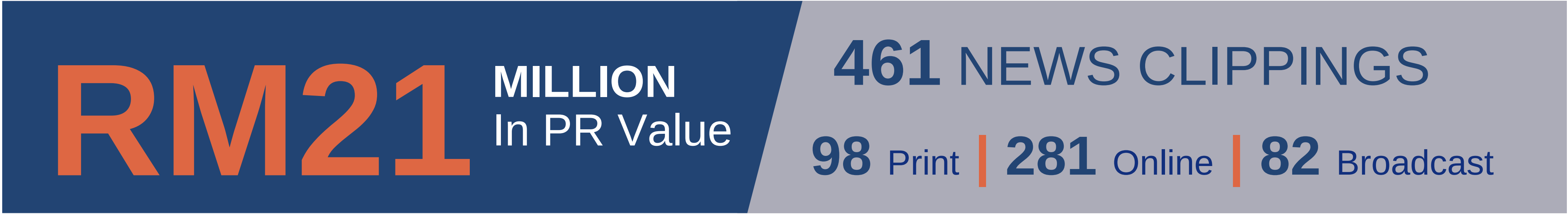


Japan



Bangladesh





RM2.5 Million In
Media Buy

ATL RM1,700,000



BTL RM200,000



OOH RM350,000

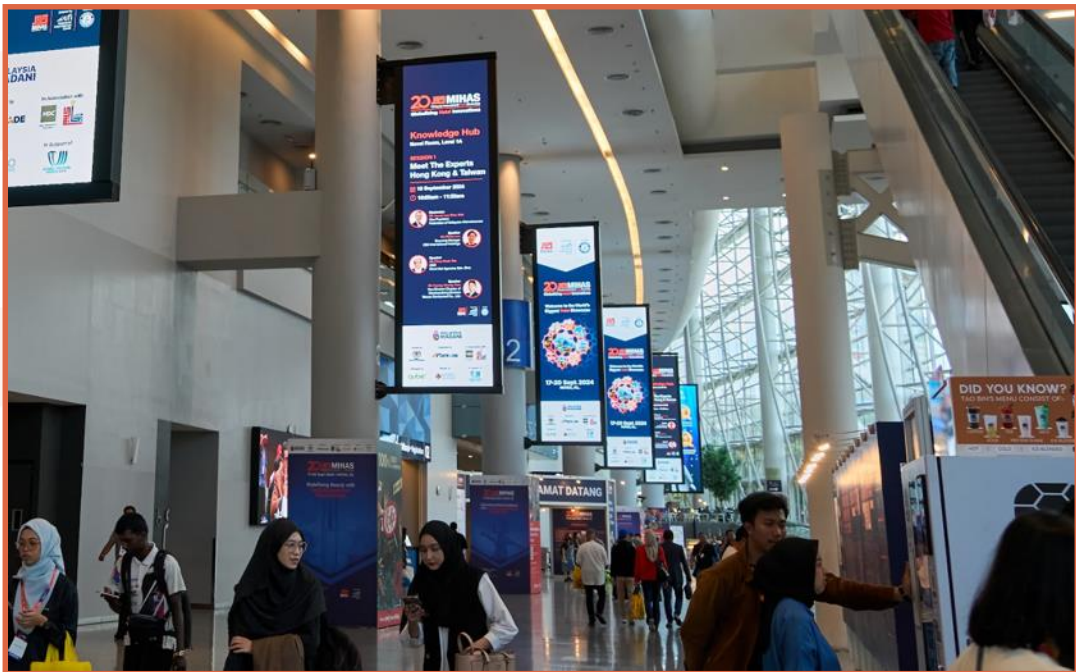


Digital RM250,000





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

-  Food Ingredients
-  Media & Recreation
-  Islamic Finance & Fintech
-  Cosmetics & Personal Care
-  Muslim-Friendly Hospitality & Tourism
-  Services & Enablers
-  Islamic Arts & Crafts

Why You Should Visit **MIHAS** 2025?

14 Major **Halal** Industry Sectors

Source for Halal products & services across 14 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



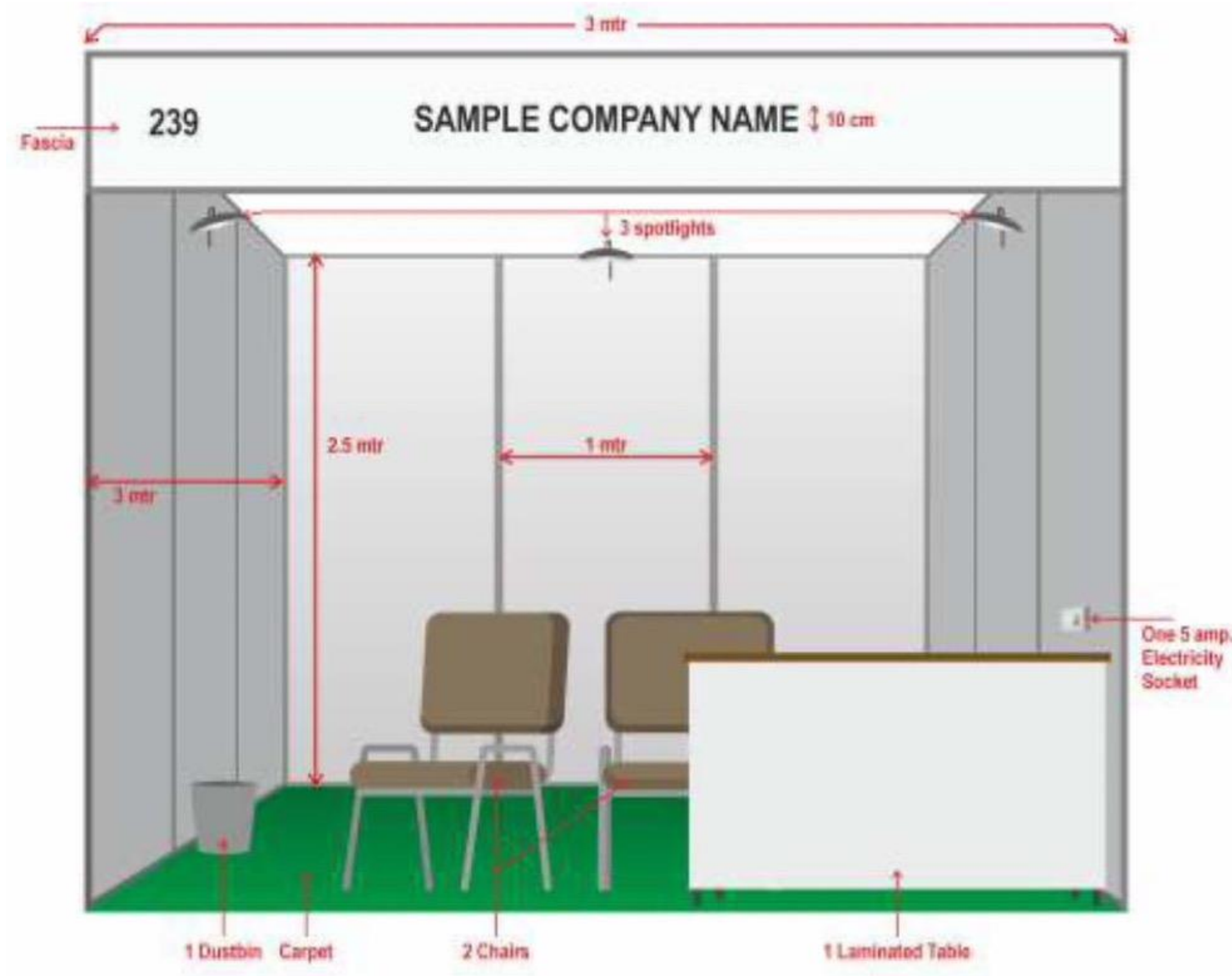
Conferences & Seminars

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

BOOK YOUR SPACE NOW!



9sqm: Depth 3m x Front 3m

Malaysia:

Bare Space (Minimum 18sqm) : RM1,280/sqm
Space & Shell Scheme : RM1,350/sqm

Worldwide:

Bare Space (Minimum 18sqm) : USD 375/sqm
Space & Shell Scheme : USD 410/sqm

BOOK YOUR SPACE NOW!

For Marketing & Sponsorship Enquiries

Azlina Jane Zahri
Director, Sales & Commercial
azlina.jane@qube.com.my

Nurin Aqilah
Assistant Manager, Sales & Commercial
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For Sales Enquiries

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Yvonne Lai
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Puteri Nur Bainun
Sales, International
bainun@qube.com.my

Yusufe Zamir
Executive, Sales, Malaysia
yusufe@qube.com.my

Saw Hui-Yi
Sales, International (China)
huiyi@qube.com.my



Elevate Your Brand Presence as a Sponsor

Diamond Sponsor

Allana
...since 1865

Gold Sponsors

CIMB ISLAMIC
100 YEARS & MORE

Nestlé

MIHAS Kitchen Main Sponsors

F&N

LONG COOL

Official Airline

malaysia airlines

Courier & Logistic Partner

POS MALAYSIA

redlyexpress

F&B Partners

BIG ONION CATERER

BERJAYA BERJAYA FOOD BERHAD

Modest Fashion Strategic Partners

MODA
Malaysian Official Designers Association

KREASI MODA INTERNATIONAL

Sponsors

FG

moh
Pharmaceutical Technologies

MIAOW MIAOW
Heart Misawting Taste

MAMEE

vida

Starbucks

ZHULIAN

Media and Branding

Paul Low

Brand Director

paulow@qube.com.my

SitiHazirah

Corporate Comm Executive

Hazirah@qube.com.my

A-03-08, Galeria Hartamas, No 21, Jalan 26A/7-A, Desa Sri Hartamas, 50480, Kuala Lumpur, Malaysia

Tel: +603-6211 4224

Email: sales@mihas.com.my

MIHAS
MALAYSIA INTERNATIONAL HALAL SHOWCASE

ufi
Approved International Event

Recipient of Guinness World Records Award
GUINNESS WORLD RECORDS
The Largest Attendance for Halal Trade Show

Fail Tuan :
Your Ref :

Tarikh :
Date :

15 April 2025

Fail Kami :
Our Ref : MATRADE.600-3/2/247 Jld. 2 (90)

H.E Emir Salim Yüksel

Ambassador of the Republic of Turkiye to Malaysia
Embassy of the Republic of Turkiye
Level 18, Menara Tan & Tan,
207 Jalan Tun Razak,
50400 Kuala Lumpur.

Your Excellency,

INVITATION TO PARTICIPATE IN THE 21st MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS), 17 - 20 SEPTEMBER 2025

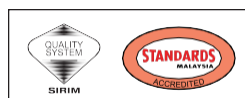
Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

2. It is with great honor that I invite Your Excellency to participate in the 21st Malaysia International Halal Showcase (MIHAS) 2025, taking place at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. MIHAS is the largest Halal exhibition globally and was officially recognised by the Guinness World Records for hosting the highest attendance at a halal event in 2023.

3. The Halal market, valued currently at USD3 trillion, spans across food and beverages, cosmetics, pharmaceuticals, finance, and logistics, presenting vast, untapped opportunities for growth and innovation. This burgeoning industry caters to nearly two billion Muslims worldwide, alongside a growing consumer base seeking quality and ethically produced goods. MIHAS has consistently played a key role in connecting businesses to this thriving market, cementing Malaysia's position as a leading Halal hub.

4. In its 20th edition in 2024, MIHAS attracted over 2,000 exhibitors from 66 nations and attendance of more than 43,000 visitors, generating impressive sales surpassing RM4.30 billion. This establishes MIHAS as not only a Halal marketplace but a catalyst for global Halal industry growth.

National Trade Promotion Agency under the Ministry of Investment, Trade and Industry (MITI), Malaysia



CERTIFIED TO ISO 9001:2015 & CERT. NO.: QMS 03470

5. For MIHAS 2025, MATRADE is enhancing engagements by hosting buyers specifically for international exhibitors through tailored business matching programs. These initiatives will connect exhibitors with relevant industry leaders and potential partners, maximizing business opportunities and fostering valuable relationships.

6. In this regard, I have the honour and pleasure to invite Your Excellency to consider establishing a Turkish country or industry pavilion. The Turkish pavilion would certainly be appreciated by the Government of Malaysia and signify the long-standing bilateral bond between Malaysia and the Republic of Turkiye.

I eagerly anticipate Your Excellency's favorable response and look forward to Turkish country pavilion esteemed presence at MIHAS 2025.

Thank you and kind regards,



(DATUK MOHD MUSTAFA ABDUL AZIZ)

Chief Executive Officer
MATRADE

cc : Mr. Yuhanis Latif
Director
Qube Integrated Malaysia Sdn. Bhd.