

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.

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.

25th MIHAS

Malaysia International Halal Showcase

17-20 Sept 2025 | MITEC, KL



#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

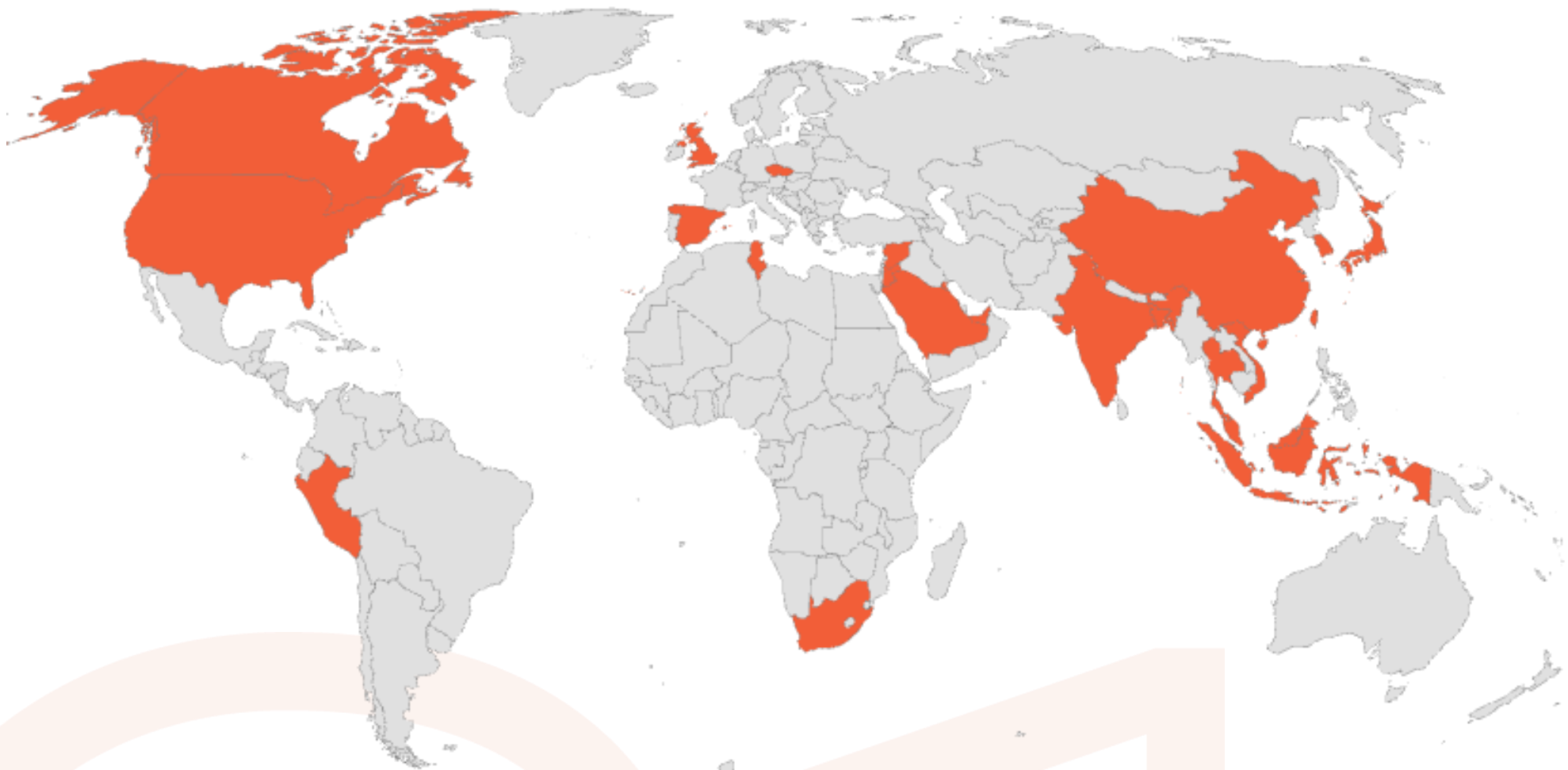


MIHAS Kitchen



Fashion Show

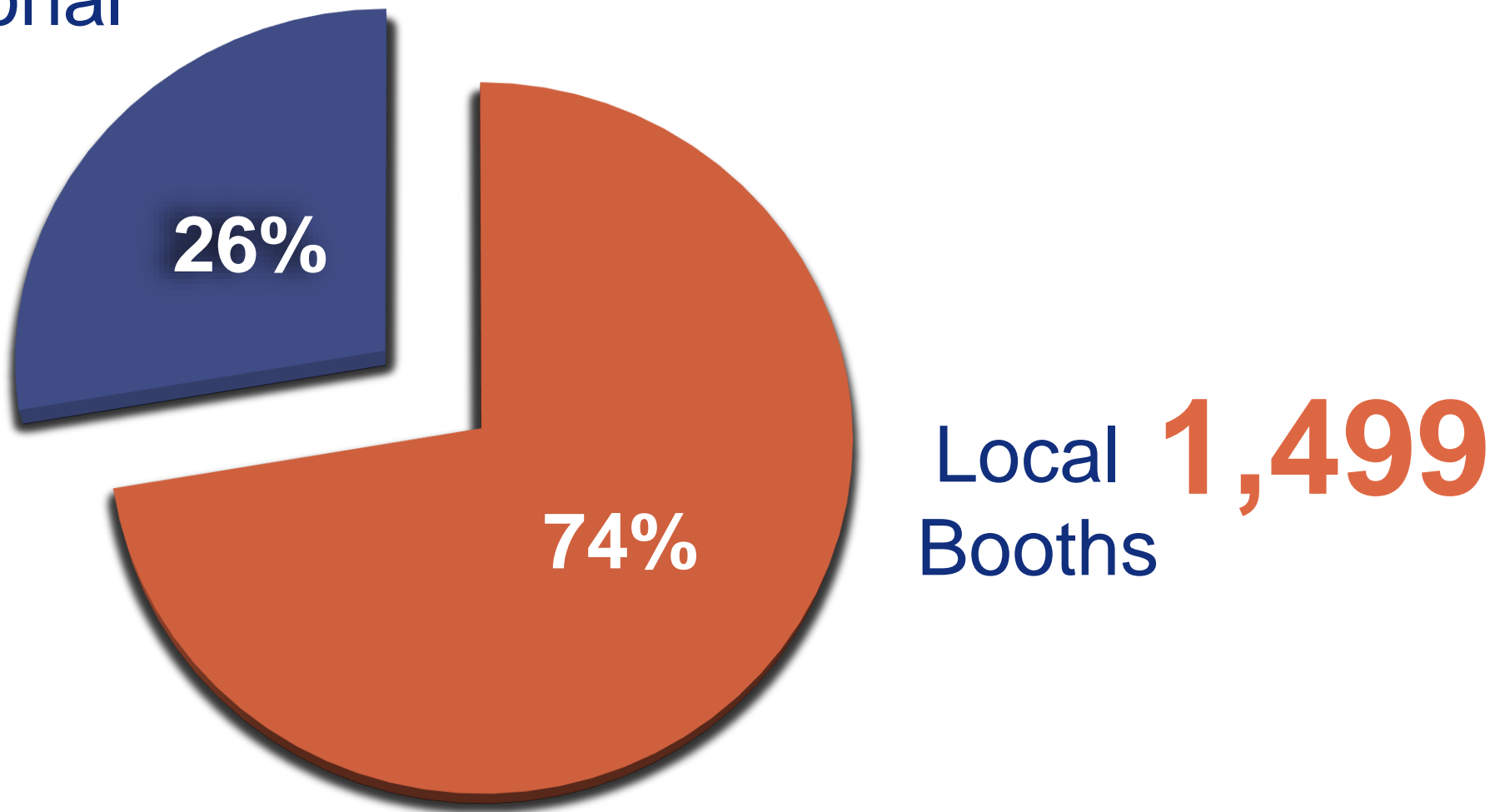
MIHAS 2024 // Exhibitors



2,028

Exhibition Booths
from 66 Countries

International
Booths
529



Top 5 Countries in MIHAS 2024



China



Indonesia



Saudi
Arabia



South Korea



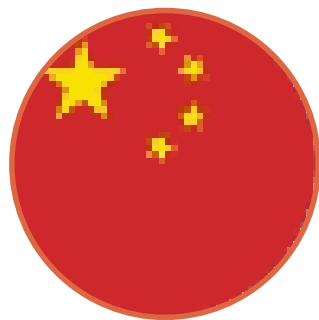
Thailand

MIHAS 2024 // Visitors



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

Top 5 Visitor Countries in MIHAS 2024



China



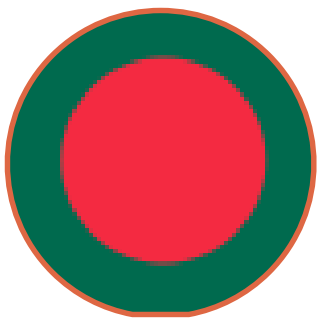
Indonesia



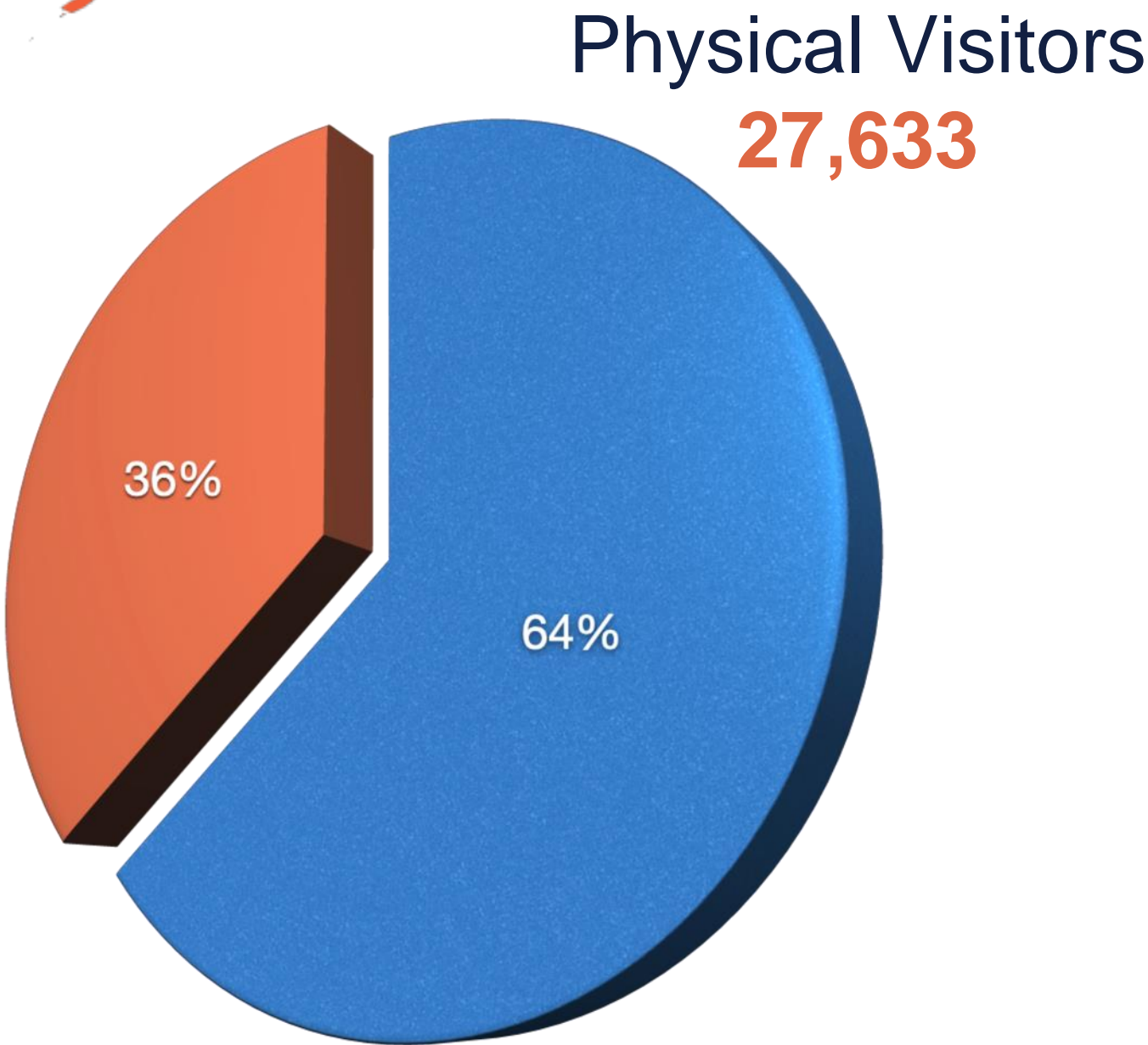
Singapore



Japan



Bangladesh



RM4.30 Billion
In Sales

RM1.77
Billion In Sales From
MIHAS Showcase

+

INSP
Generated
RM2.53
Billion In Sales

International Sourcing Program (INSP)

Bring Together **CLOSE TO**

330 INTERNATIONAL
BUYERS

with

800 MALAYSIAN
EXPORTERS

3,066 Business
Meetings

RM21

MILLION
In PR Value

461 NEWS CLIPPINGS

98 Print | 281 Online | 82 Broadcast

RM2.5 Million In
Media Buy

ATL RM1,700,000



星洲日報

南洋商報

TheStar

BFM 89.9
The Business Station

astro AWANI

BTL RM200,000



malaysia airlines

READERS OF TODAY
LEADERS OF TOMORROW

BUSINESS TODAY

VERIFY HALAL

Asia FOOD & BEVERAGES

OOH RM350,000



zoomer MEDIA

Inspiring Digital Out-of-Home

PIXEL DYNAMIC SOLUTIONS

KLIA TV

Truck it! .com.my

Digital RM250,000



asabih

Daily Halal market news commentary & analysis

NEWPAGES Malaysia Business Portal

Halal Research Council

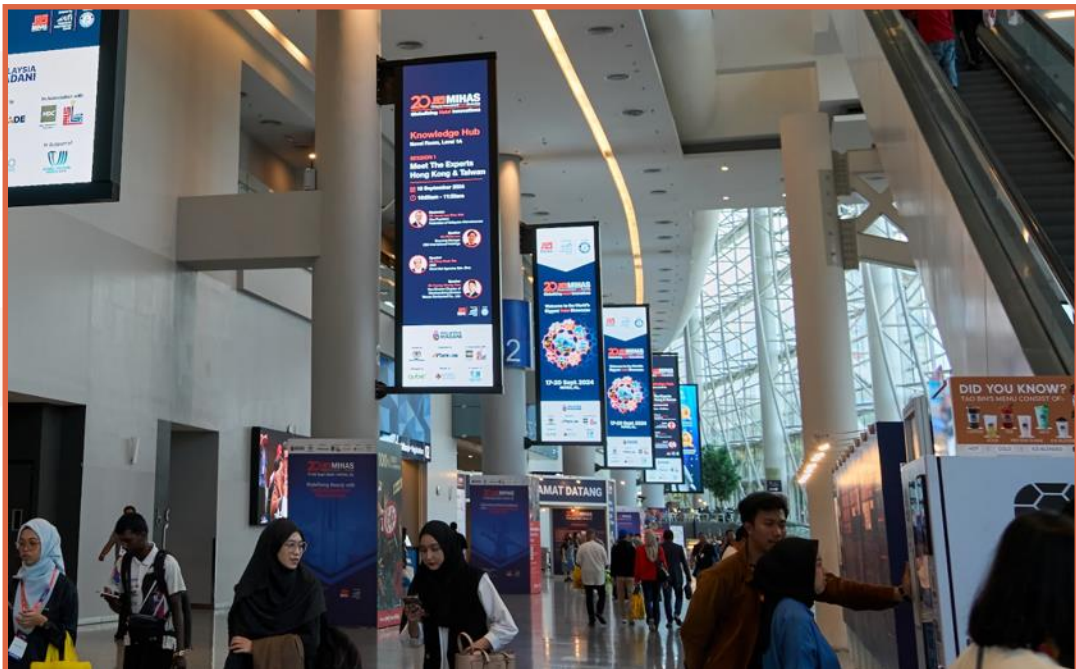
DagangHalal.com

WB WARGA BIZ

X TIMES



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



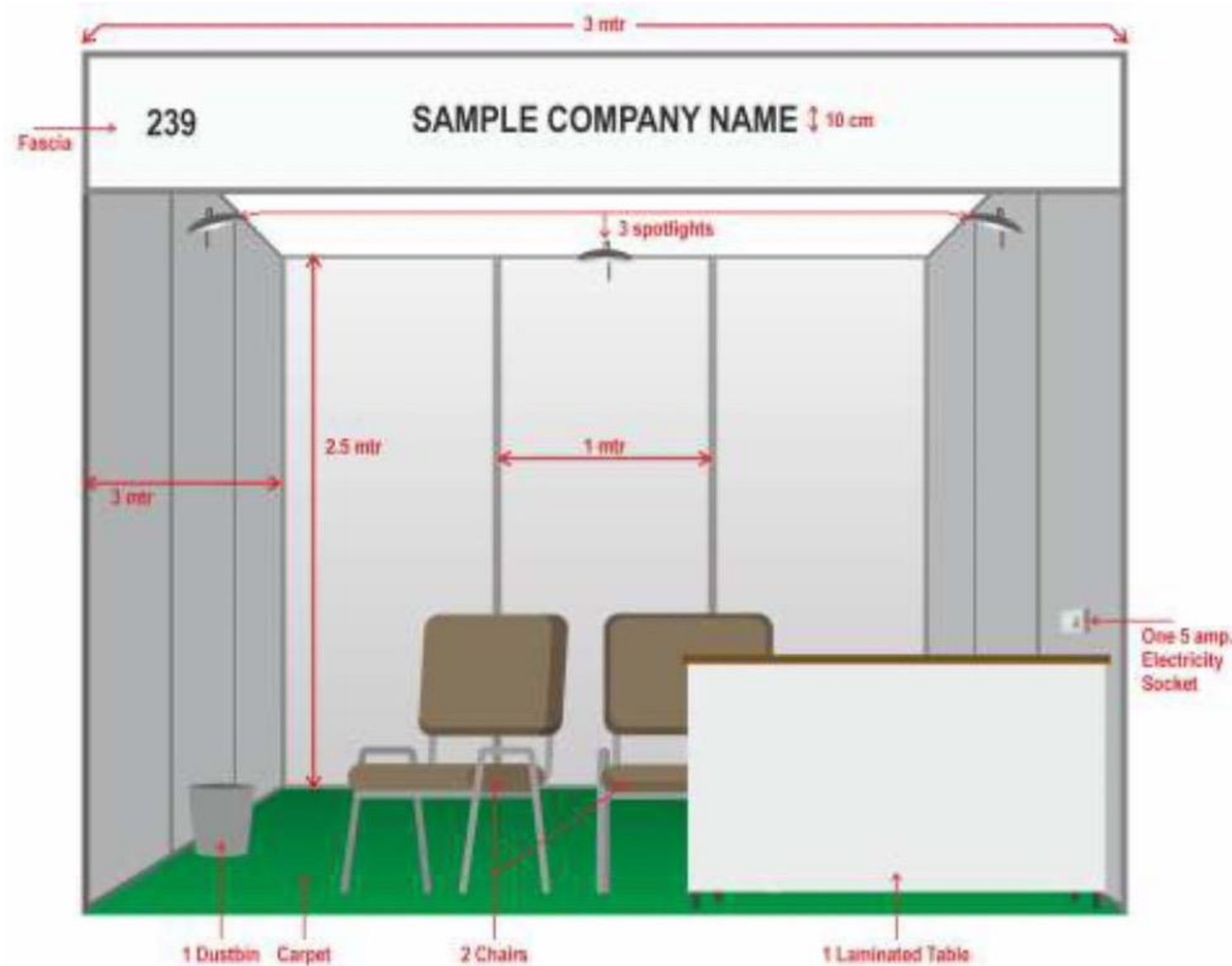
Conferences & Seminars

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!

21st MIHAS
Malaysia International Halal Showcase
17-20 Sept 2025 | MITEC, KL



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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

K
KREASI MODA INTERNATIONAL

Sponsors

FG
FARMACIA GEMILANG

MOH
Pharmaceutical
Technologies

MIAOW MIAOW
Heart Misawting Taste

MAMEE

vida

vida

Starbucks

ZHULIAN

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