



# 25th MIHAS

Malaysia International Halal Showcase

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17-20 Sept 2025 | MITEC, KL

Hosted by



Organised by



In Association with



Managed by



Winner of



Supported by



# MIHAS : The Malaysia International Halal Showcase A Momentous Marketplace

Joined by international brands  
connecting buyers and sellers  
offering insightful trends  
expanding the **Halal** industry

# ABOUT MIHAS

MIHAS is an annual trade fair focused on showcasing Halal certified products and services.

MIHAS brings international and local exhibitors and trade visitors together, offering opportunities across various Halal clusters from F&B, Modest Fashion, Cosmetics to Islamic Finance and many more.

MIHAS 2025 will be held from **17th to 20th September 2025**, at Malaysia International Trade and Exhibition Centre (MITEC), KL

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

#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

MIHAS Awards

Celebrating Global Halal Excellence



International Sourcing Programme



Exhibition



Knowledge Hub



MIHAS Awards



Opening Ceremony



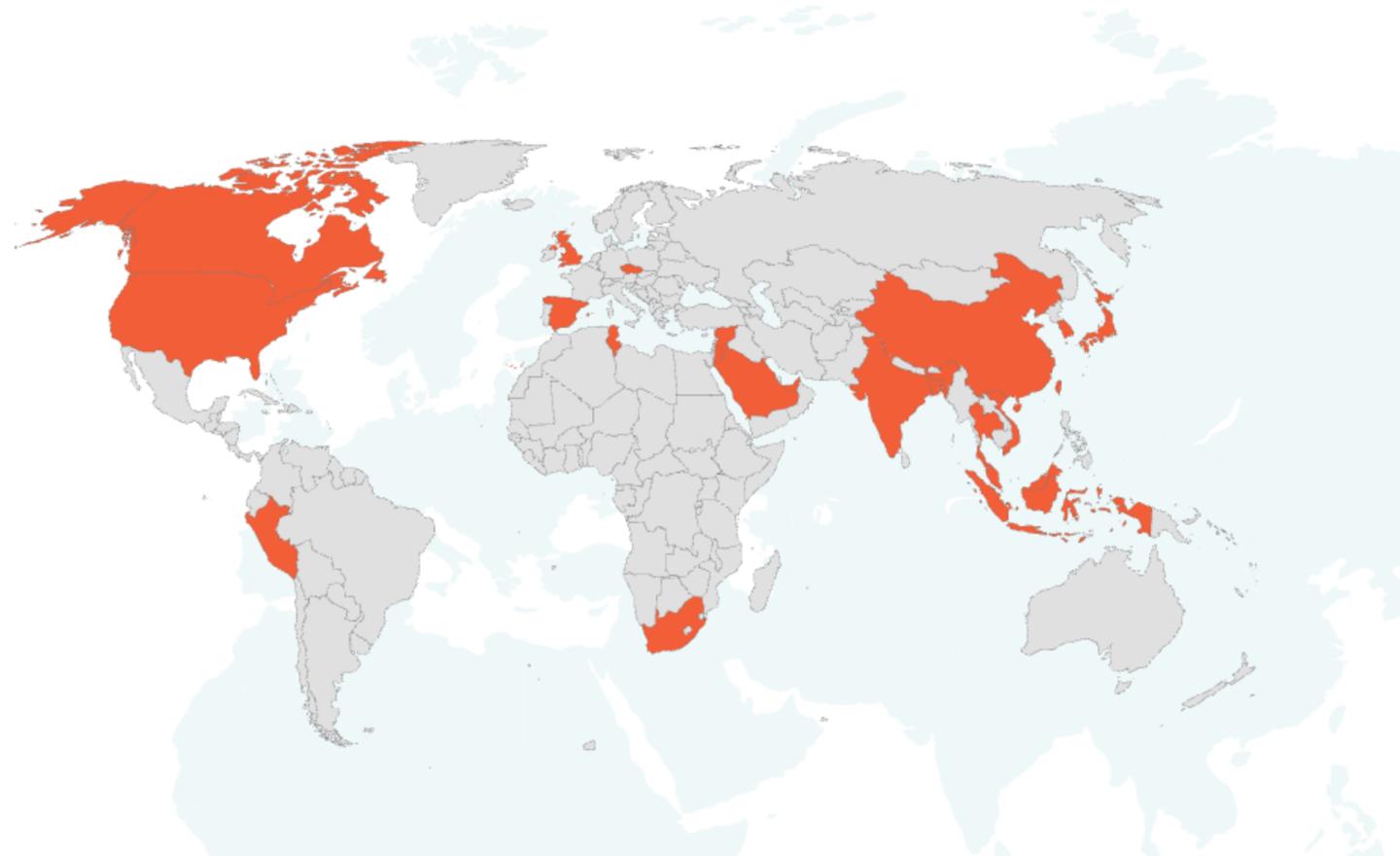
MoU



MIHAS Kitchen



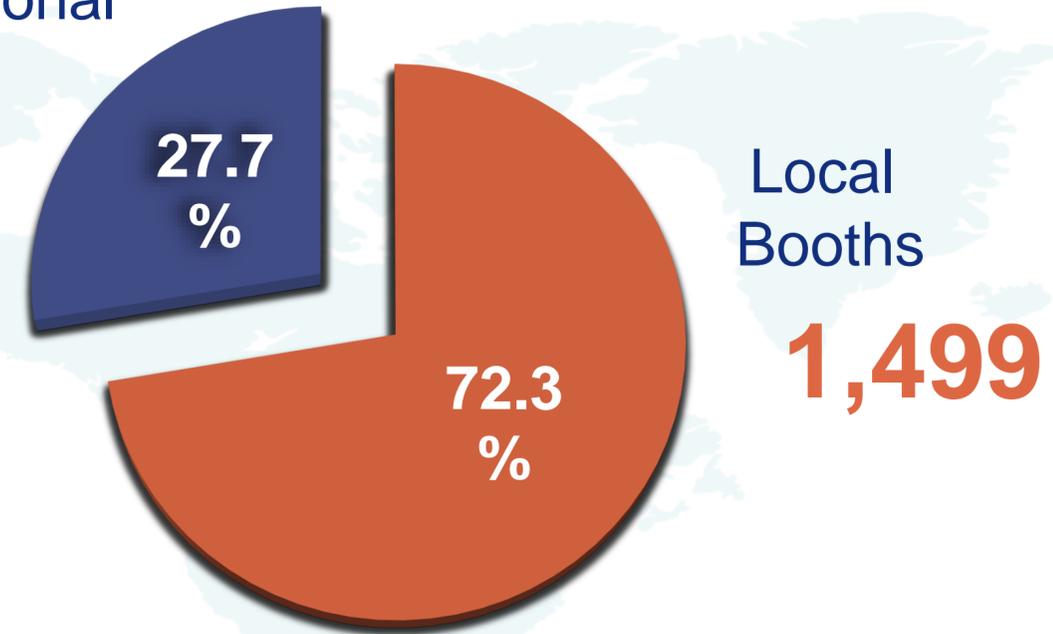
Fashion Show



**2,028**

Exhibition Booths  
from **66** Countries

International  
Booths  
**529**



Local  
Booths  
**1,499**

### Top 5 Countries in MIHAS 2024



China



Indonesia



Saudi  
Arabia



South Korea



Thailand



**43,353** Visitors  
from **90** Countries

## Top 5 Visitor Countries in MIHAS 2024



China



Indonesia



Singapore

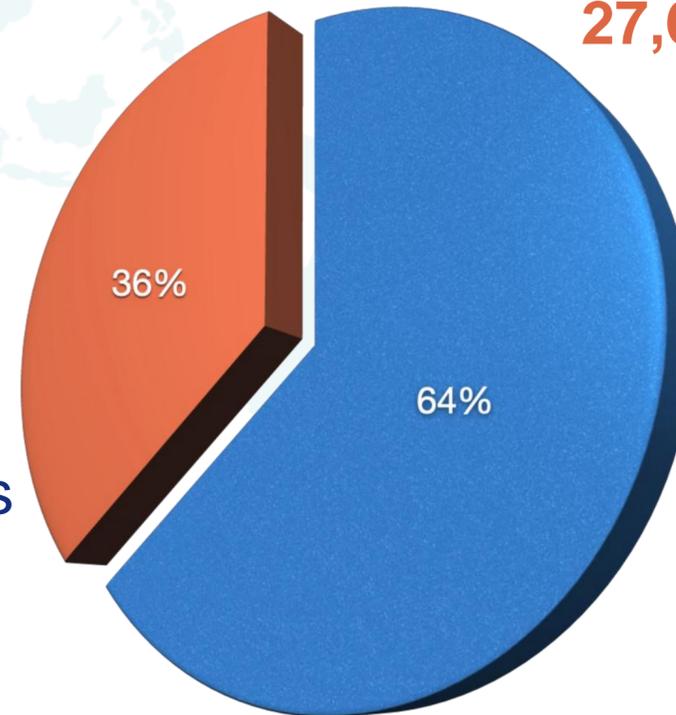


Japan



Bangladesh

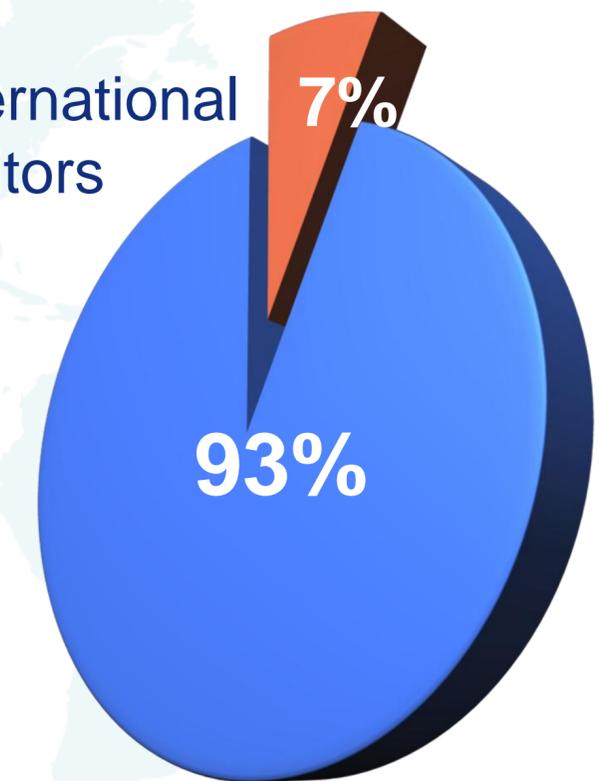
Virtual Visitors  
**15,720**



Physical Visitors  
**27,633**

Local Visitors

International Visitors



**RM4.30** Billion  
In Sales

**RM1.77**  
Billion In Sales From  
MIHAS Showcase

+

INSP  
Generated  
**RM2.53**  
Billion In Sales

## International Sourcing Program (INSP)

**330**

INTERNATIONAL  
**BUYERS**

**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

**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*



*Halal 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

# Exhibition Hall @ MITEC

Over **35,000 sqm** of gross exhibition space in 9 halls.



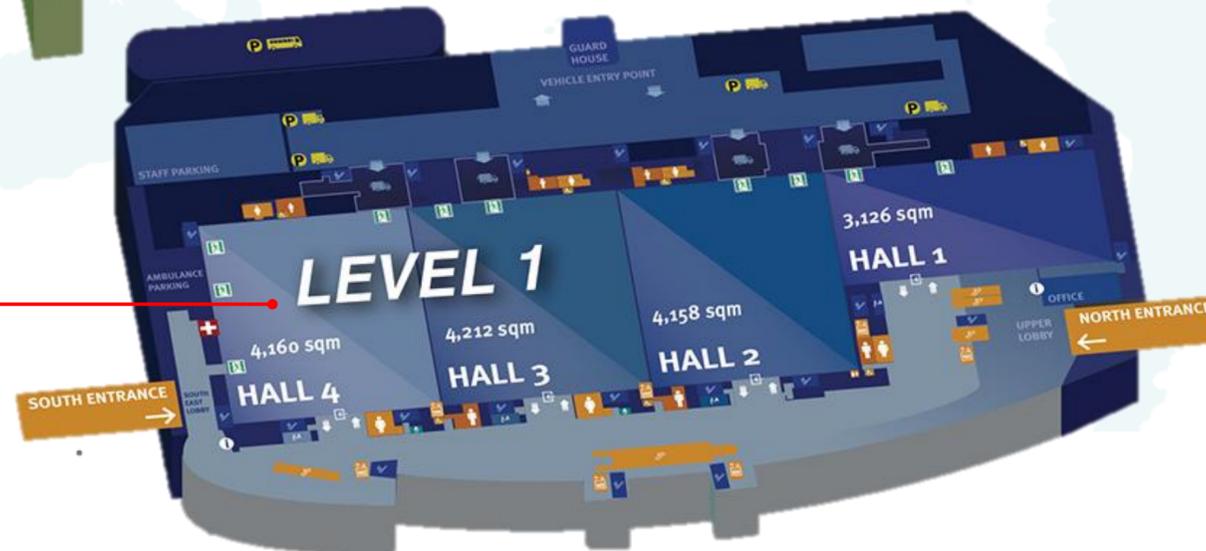
Government Pavilion at **Level 3 Hall 9 - 11**

International Hall at **Level 2 Hall 6-8**



International Sourcing Programme (INSP) located at **Level 2 Hall 5**  
*(attracting over 300 international buyers to meet with local exhibitors)*

Local Companies at **Level 1 Hall 2 - 4**



# Exhibition Participation Cost

## *What do you get*

- 3m x 3m = 9sqm shell scheme structure with carpet flooring
- Fascia board with the company's name wording only
- 1 no. 13-amp Power Socket
- 2 nos. Fluorescent Lights
- 1 no. Information Counter
- 2 nos. Folding Chairs
- 1 no. Wastepaper bin

**Price: USD410 / sqm or USD3,690 / booth 9sqm**



**9sqm: Depth 3m x Front 3m**  
Standard Shell Scheme package

## What do you get

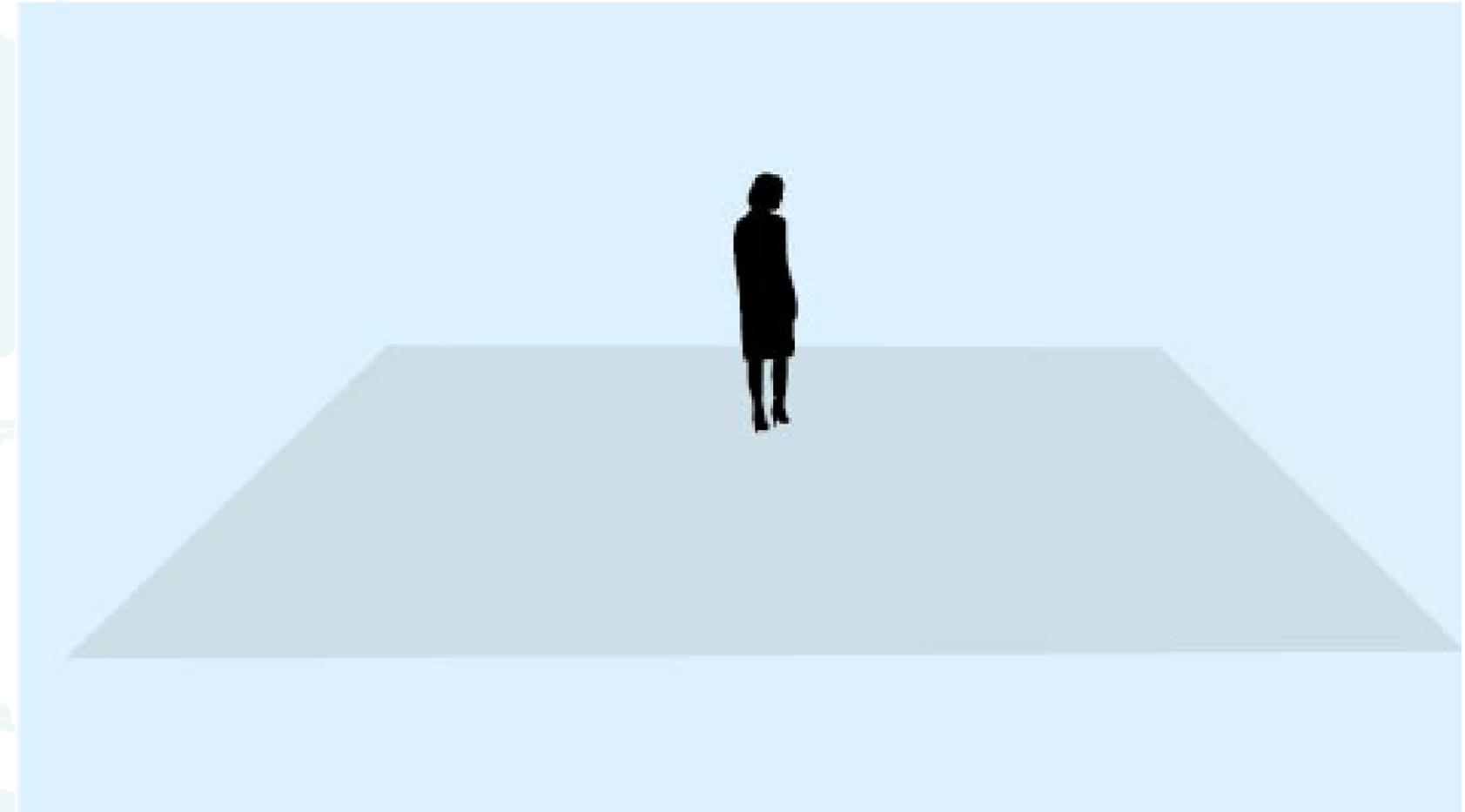
- Space only (**no power supply, lighting, furniture, carpet**)
- Exhibitors are responsible for booth designing, constructing & furnishing

### Option 1: Appoint Official Contractor

- Booth planning & design, construction
- Electrical, furniture, printing and other services could be packaged in
- Venue liaising if needed
- Admin fees & performance bond waived
- Flexibility and immediate support during show day

### Option 2: Appoint Non Official Contractor

- Additional cost for admin fees @RM50 per sqm
- Performance Bond (refundable) : RM3,000 below 36sqm, RM5,000 above 36sqm. No damages or against the rules, bond will be fully refunded after the show, and it should be borne by your appointed contractor.
- All electrical equipment and installations must be handled by the official contractor



**Price : USD375 / sqm or USD6,750 /18sqm (min.)**

# BOOK YOUR SPACE NOW!



## Worldwide:

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

## For Sales Enquiries

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## Media and Branding

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# Elevate Your Brand Presence as a Sponsor



## MIHAS 2024 Sponsors

### Diamond Sponsor



### Gold Sponsors



### MIHAS Kitchen Main Sponsors



### Official Airline



### Courier & Logistic Partner



### F&B Partners



### Modest Fashion Strategic Partners



### Sponsors



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Recipient of Guinness World Records Award



The Largest Attendance for Halal Trade Show