



19th Malaysia International Halal Showcase

12 - 15 September 2023 | MITEC, KL

FACTSHEET (FORECAST)

Show Name:	Malaysia International Halal Showcase (MIHAS2023)
Date:	12 - 15 September 2023
Venue:	Malaysia International Trade & Exhibition Centre (MITEC)
Size of Exhibition:	55,000 sqm (gross) / 1200 Exhibitors / 1500 Booths
Profile:	<p>Covering the entire spectrum of the Halal industry including:</p> <ul style="list-style-type: none"> • Food & Beverages • Modest Fashion & Lifestyle • Cosmetic & Personal Care • Food Technology • Islamic Finance • Media & Recreational • Retails / Franchise • Muslim Friendly Travel • Services & Enablers • Education • E-Commerce • Pharmaceuticals • Islamic Arts • Hospitality
Organise & Support:	<p>Hosted by: Ministry of International Trade and Industry (MITI)</p> <p>Organised by: Malaysia External Trade Development Corporation (MATRADE)</p> <p>Supported by: Halal Development Corporation Berhad (HDC) Department of Islamic Development Malaysia (JAKIM)</p>
Highlights and features	<ul style="list-style-type: none"> • International Sourcing Programme (INSP) • MIHAS Forum • Knowledge Hub • International Halal Chef Competition

	<ul style="list-style-type: none"> • Halal Hospitality Career Segment • MIHAS Awards • MIHAS Kitchen Segment • MIHAS Halal Industry Theater • MIHAS Golf Tournament • MIHAS Technical Visit
Visitor Profile	<p>Attendees from the fields of: Agriculture & Products, Architecture, Design & Interior, Construction, Eco-Business, Engineering, Entertainment Establishments, Events Management, Fitness, Food & Beverage, Food Packaging, Food Preparation, Franchise chains, Governments, Hotel Businesses, Investment, Mall Management, Municipals, Real Estate, Wholesale / Retail, Export / Import, Venue Operators and Spa Centres.</p>
Exhibitor Profile	<p>Government Agencies & Trade Associations / Organisations</p> <ul style="list-style-type: none"> ▪ Ministries ▪ Government Agencies ▪ State Governments ▪ State Agencies ▪ Associations ▪ NGO's <p>Food, Beverage, Food Technology, Equipment & Franchise:</p> <ul style="list-style-type: none"> ▪ Agriculture Products ▪ Condiments & Spices ▪ Eco Food Packaging ▪ Military Food Technology and Products ▪ Fresh ingredients ▪ Kitchen Equipment ▪ Organic / Super Food ▪ Pastry ▪ Processed Food ▪ Meat / Poultry ▪ Halal Ingredients ▪ Frozen Foods ▪ Preserved / Canned Food ▪ Bakery Products ▪ Sauces and Paste ▪ Spices and Condiments ▪ Confectioneries ▪ Ice Cream / Sorbet ▪ Dairy Products ▪ Grain and Cereal ▪ Dry Noodles ▪ Coffee & Tea ▪ Concentrates / Cordials / Squash ▪ Energy Drinks ▪ Health & Herbal Drinks

- Chocolate
- Juices
- Sugar
- Malt Beverages
- Milk / Dairy Drinks
- Mineral & Spring Water
- Soft Drinks / Carbonated Beverages
- Soy
- Process technology
- Filling and Packaging Technology
- Packing Material, Packaging, Packaging Aids
- Labelling and Packaging Solutions
- Automation, Data Processing, Controlling and Regulation Technology
- Safety and Analytics, Quality Management
- Operating Materials, Environmental Technology, Biotechnology
- Refrigeration and Air Conditioning Technology
- Conveying, Transport and Storage Installation, Logistic
- Auxiliary Materials
- Components, Assemblies, Surface Technology, Accessories
- Food Service Equipment

Modest Fashion & Lifestyle

- Fabric & Textile
- Ready to Wear
- Footwear
- Sewing Equipment
- Designer Collection
- Modest Apparel
- Modest Sport Attire
- Fashion Accessories
- Manufacturer
- Runway & Event Facilities and Services
- Audio stream
- Cinema
- E-Shopping: e-wallets/online shopping / digital mall / pop up stores
- Coffee & Tea
- Fitness & Leisure
- Franchise
- Online food delivery platform
- Mobile apps / games
- Retail
- Streaming services
- Supermarket
- Vending machines

Pharmaceutical, Cosmetic & Personal Care:

- Acupuncture
- Ayurveda
- Beauty
- Essential Oils
- Herbal Therapy
- Homeopathy
- Traditional Massage
- Postnatal Care
- Pharmaceutical Products
- Medicine
- Vaccine
- Supplements
- Nutraceuticals
- Cosmetics
- Wellness
- Makeup foundations / Powders / Base / Lipstick
- Bath and personal cleanliness soaps / Bath oils / Salts
- Skin Care creams, Lotions, Powders and Sprays
- Haircare Shampoo / Bleach / Colour / Spray
- Manicure
- Fragrances / Cologne / Powders
- Suntan Gels / Creams / Liquids
- Shaving Lotion / Talcum / Cream / Soap
- Oral Hygiene Mouth Wash / Breath Freshners
- Eye Makeup Pencil / Eyeliner / shadow / Lotion
- Baby Shampoos / Lotions / Oils / Powders / Creams
- Raw Materials
- Personal Care & Wellness

Muslim Friendly Tourism:

- Islamic Friendly Destination
- Group Travel Operators
- Inbound & Outbound Tour Operators
- Islamic Compliant Accommodation
- Car Rental / Hire
- Appliance & Amenities
- Building & Architecture
- Decorative & Interior Design
- Furniture & Fittings
- Future Tech
- Lighting & Intelligence
- IT & Security
- Utensils
- Business Tourism
- Cultural Tourism
- Domestic Tourism

	<ul style="list-style-type: none"> ▪ Eco -Tourism ▪ Glamping ▪ Luxury Travels ▪ Medical Tourism ▪ Sports Tourism ▪ Sustainable Tourism ▪ Volunteer Travels <p>Islamic Finance, E-Commerce, Digital, Services & Enabler</p> <ul style="list-style-type: none"> ▪ Commercial ▪ Takaful ▪ Financial Technology ▪ Electronic Banking ▪ Cyber Security ▪ Digital Commerce Platforms ▪ Muslim Friendly Digital Applications <p>Education</p> <ul style="list-style-type: none"> ▪ School ▪ Pre - School ▪ Universities ▪ Pre - Universities ▪ Researcher <p>Islamic Arts</p> <ul style="list-style-type: none"> ▪ Artist ▪ Woods Arts ▪ Sand Arts ▪ Fabric Arts ▪ Clay Arts ▪ Architecture <p>Halal Hub & Logistic</p> <ul style="list-style-type: none"> ▪ Halal Hubs ▪ Services ▪ Airports, Ports & Harbours ▪ Halal Logistics (Warehousing /Service Providers)
<p>Country Group Pavilions</p>	<p>Singapore, Thailand, Indonesia, Philippines, Brunei, Vietnam, South Korea, Japan, South Africa, Oman, Jordan, Kuwait, Tunisia, Palestine, Iran, Saudi Arabia, China, Chinese Taipei, Pakistan, India, United Kingdom, United States of America, Turkiye</p>