



# 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

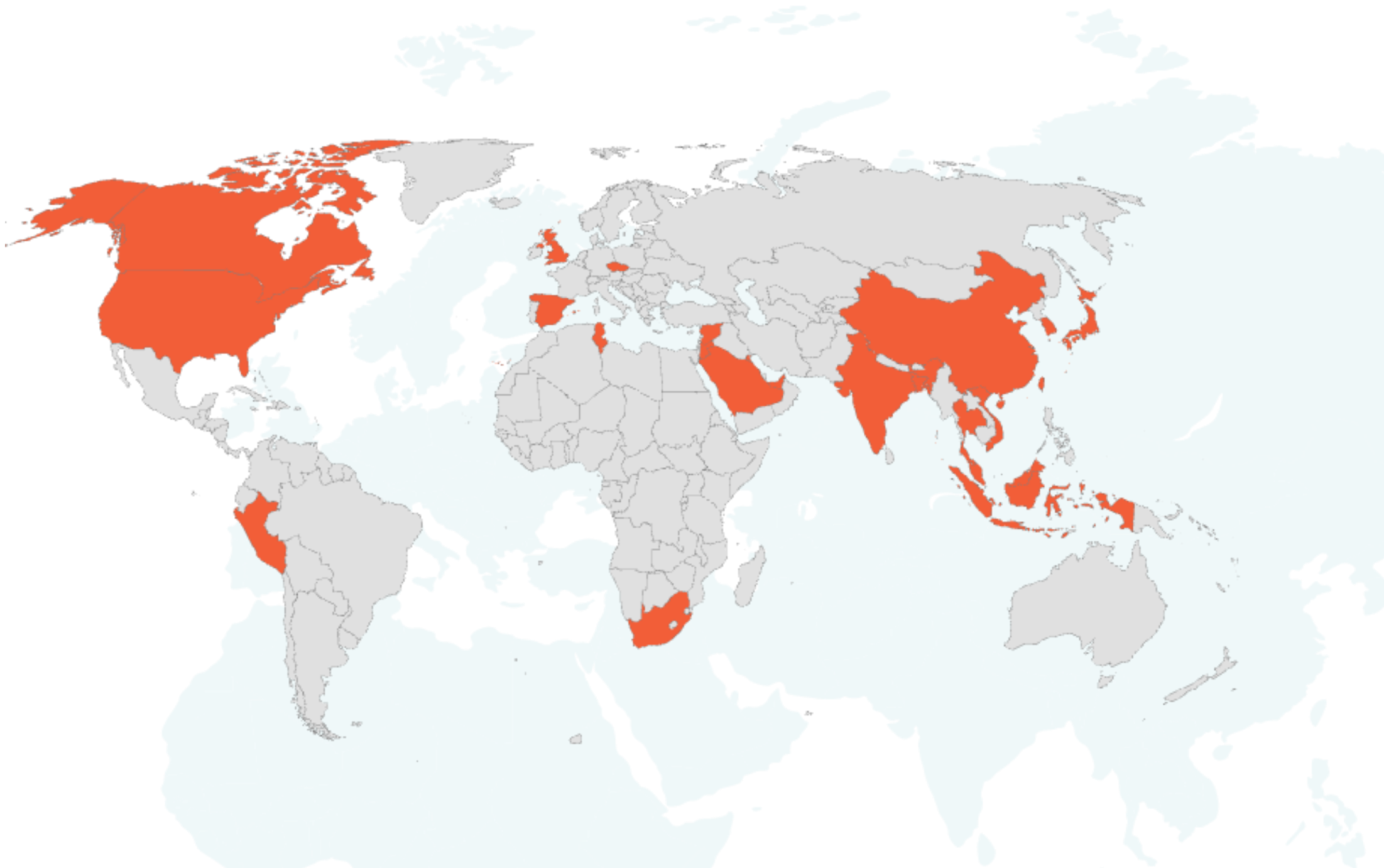


MIHAS Kitchen



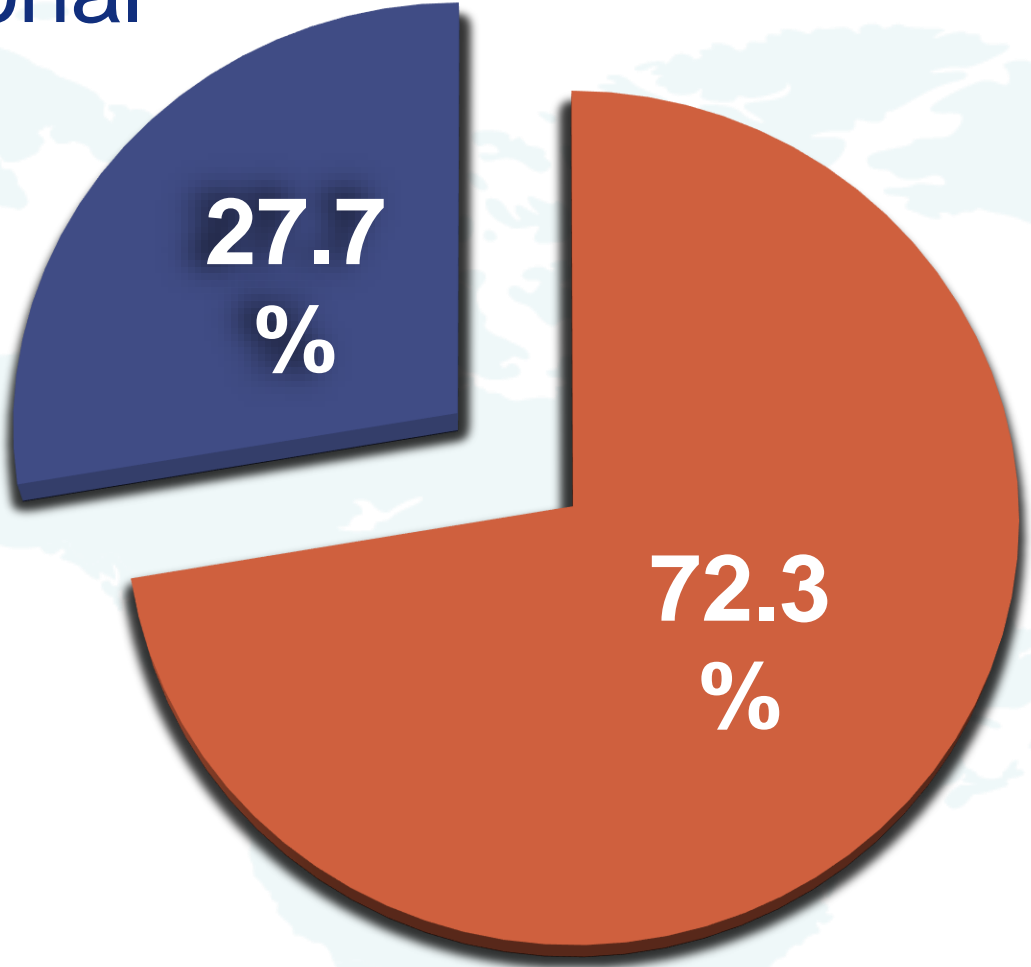
Fashion Show





**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



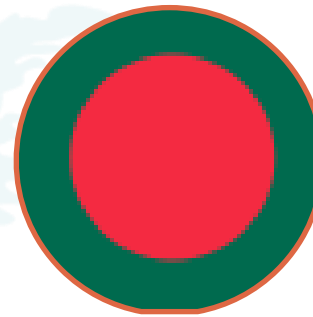
Indonesia



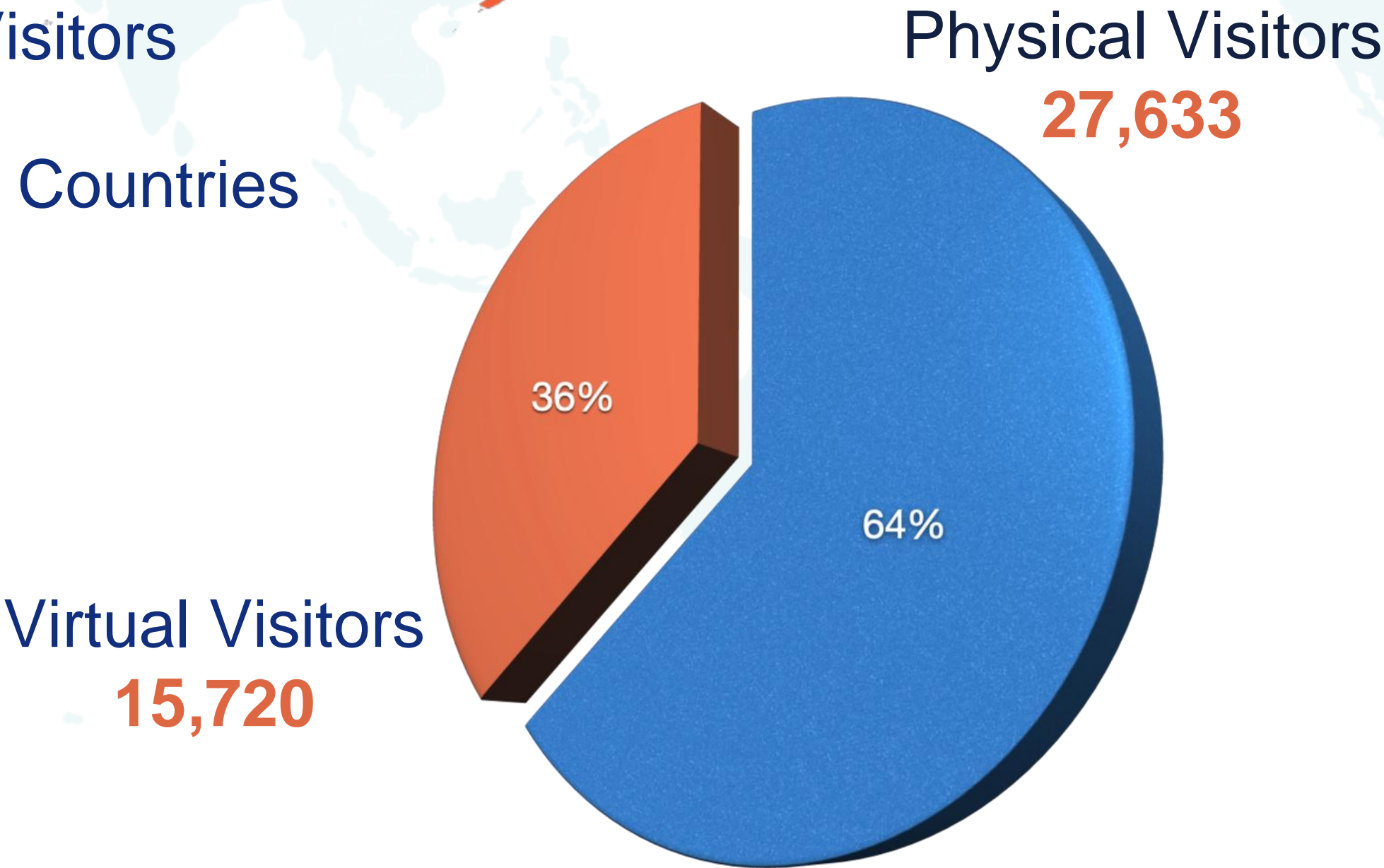
Singapore



Japan



Bangladesh





**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



星洲日報  
南洋商報

TheStar

BFM 89.9  
The Business Station

astro  
AWANI

BTL RM200,000

malaysia airlines

OIC TODAY  
Business & Investment Magazine  
READERS OF TODAY  
LEADERS OF TOMORROW

BUSINESS TODAY

VERIFY HALAL

EAsia  
FOOD & BEVERAGES

OOH RM350,000

ZOOMER MEDIA

LAGUNA  
Inspiring Digital Out-of-Home

PIXEL  
DYNAMIC SOLUTIONS

KLIATV  
Take your brand to greater heights

Truck it!  
ADVERTISE ON TRUCKS  
com.my

Digital RM250,000

asabih

Halal Focus  
Daily Halal market news  
commentary & analysis

WB  
WARGA BIZ

NEWPAGES  
Malaysia Business Portal

Halal Research Council

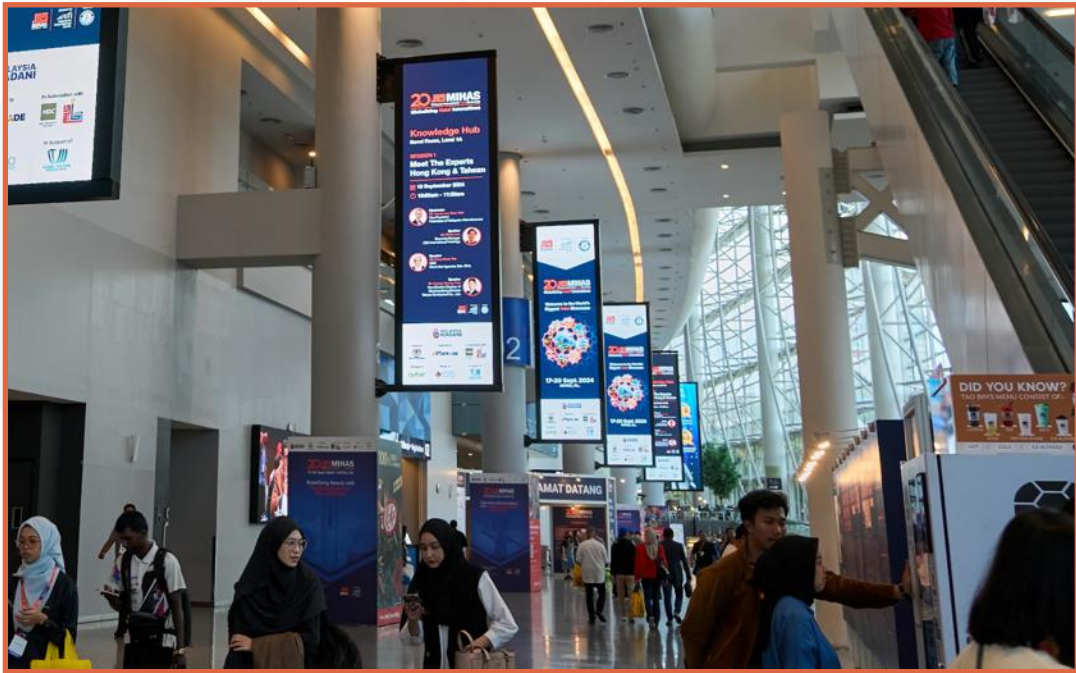
X TIMES

DagangHalal.com  
halal trade globally





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

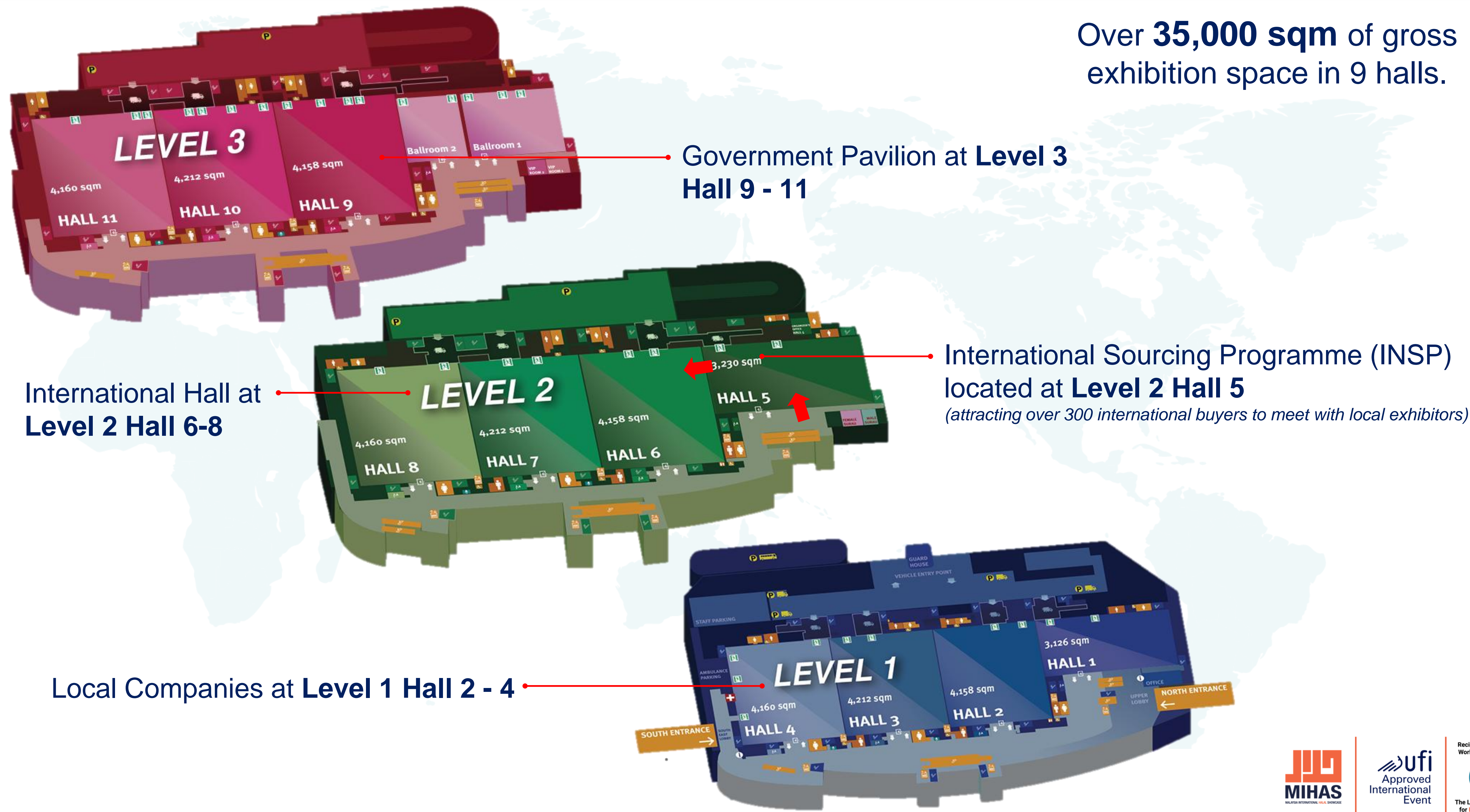
Connect with more than 1,000 exhibitors from all over the world



# Exhibition Hall @ MITEC



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





# 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

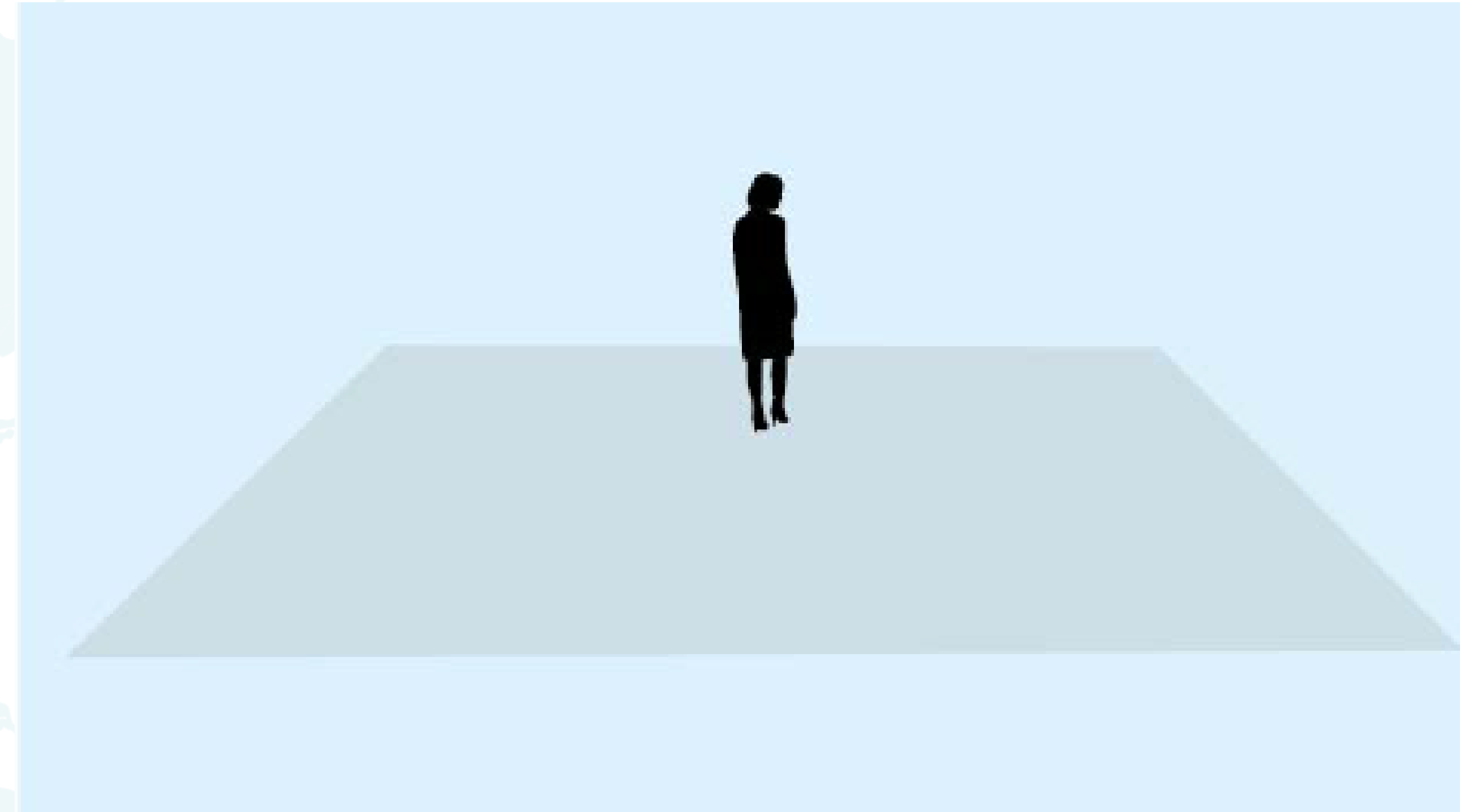
- Space only (**no power supply, lighting, furniture, carpet**)
- Exhibitors are responsible for booth designing, constructing & furnishing

## 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!

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



## Worldwide:

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

## For Sales Enquiries

**Saw Hui-Yi**

Sales, International  
[huiyi@qube.com.my](mailto:huiyi@qube.com.my)

## Media and Branding

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Brand Director  
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**SitiHazirah**

Corporate Comm Executive  
[Hazirah@qube.com.my](mailto:Hazirah@qube.com.my)





# Elevate Your Brand Presence as a Sponsor



## MIHAS 2024 Sponsors

### Diamond Sponsor

**Allana**  
...since 1865

### Gold Sponsors

**CIMB ISLAMIC**  
**100**  
YEARS & MORE

**Nestle**

### 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

**EG**  
WALLET  
BANK

**moh**  
Pharmaceutical  
Technologies

**MIAOW**  
MIAOW  
Heart Miaowtong Taste

**MAMEE**

**vida**

**vida**

**Starbucks**

**ZHULIAN**

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