

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

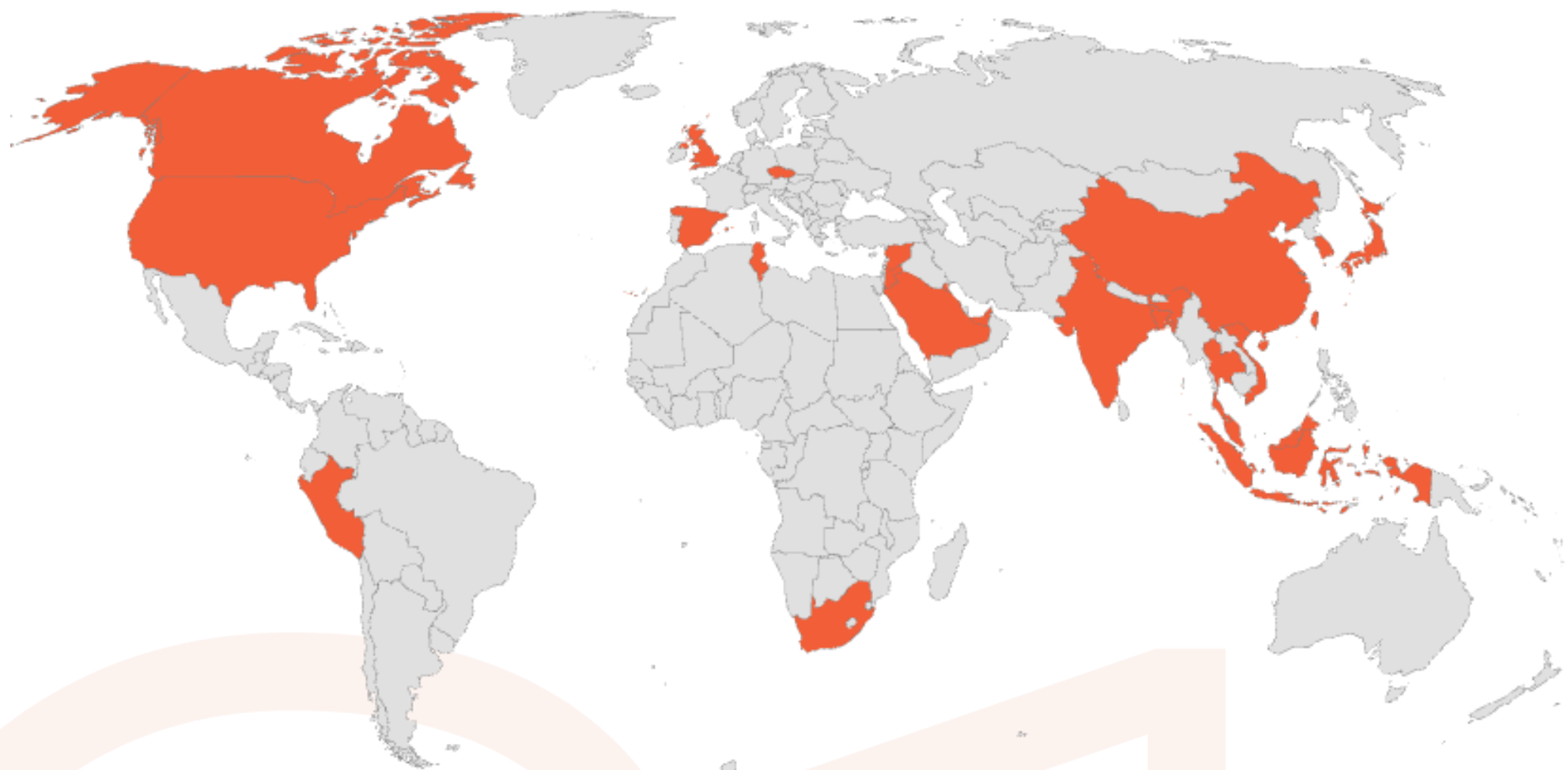


MIHAS Kitchen



Fashion Show

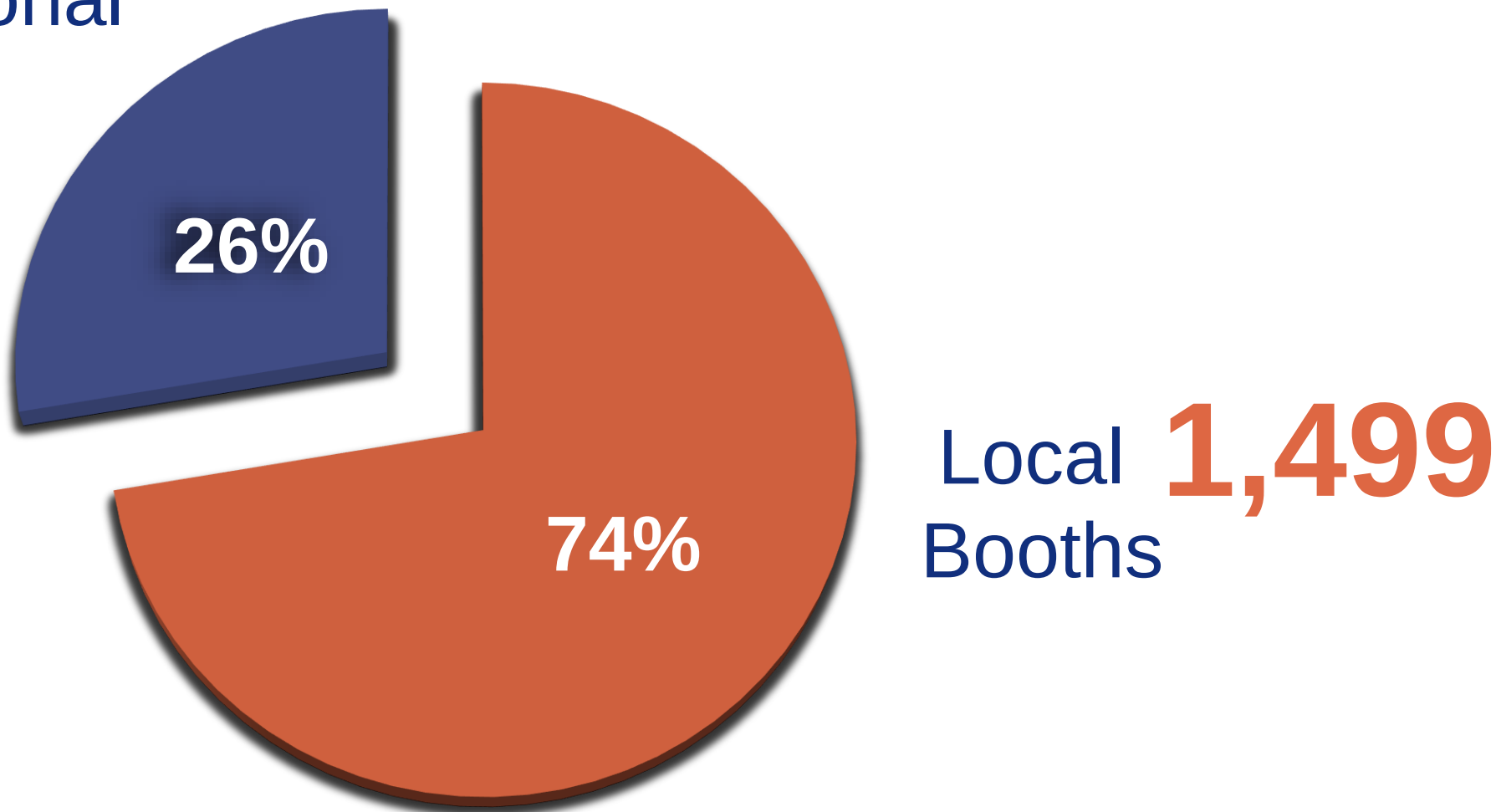
MIHAS 2024 // Exhibitors



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



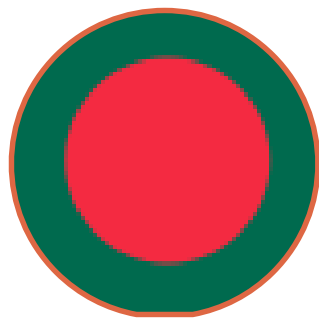
Indonesia



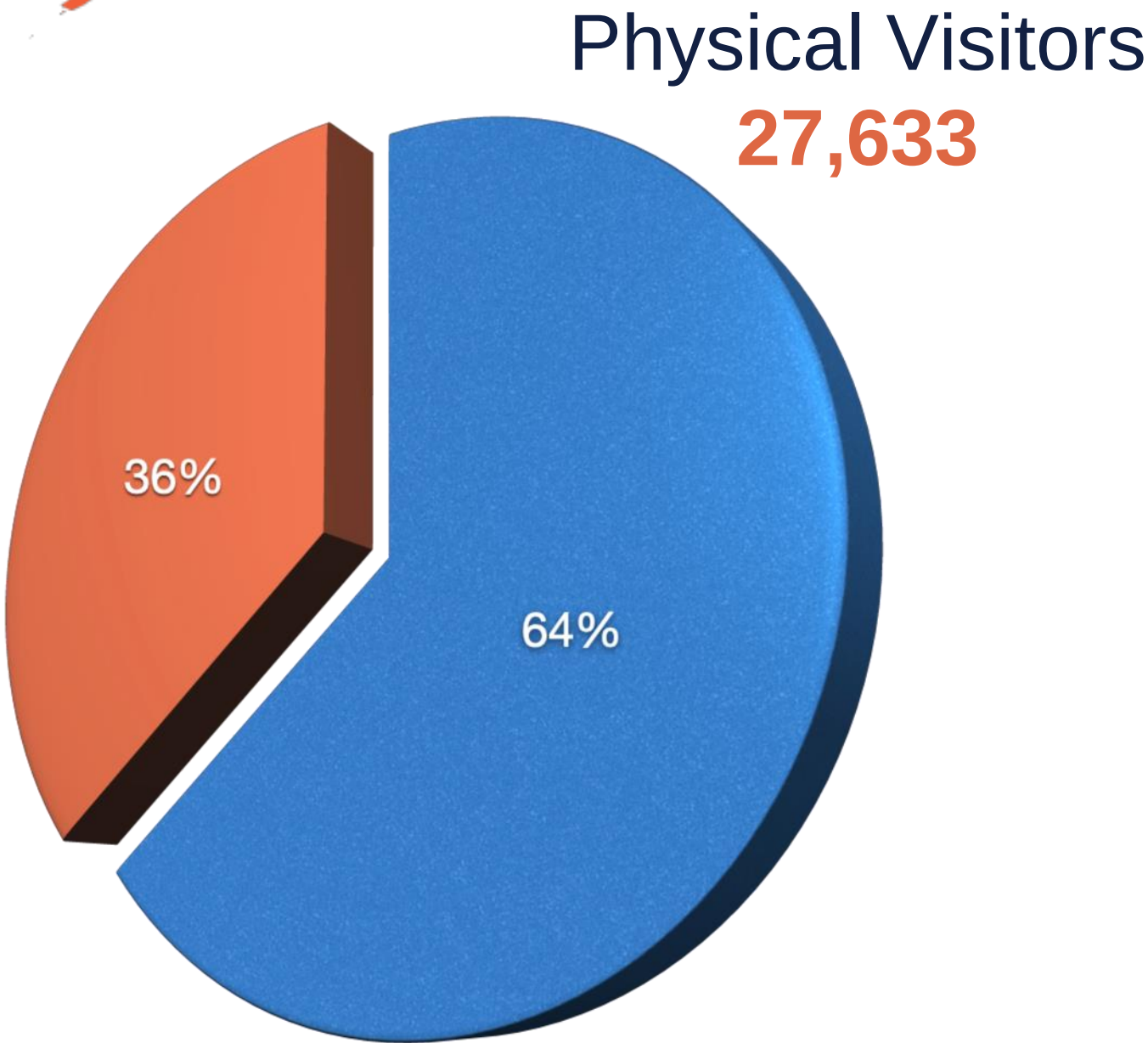
Singapore



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

BERNAMA

星洲日報

南洋商報

TheStar

BFM 89.9
The Business Station

astro AWANI

BTL RM200,000

malaysia airlines

BUSINESSTODAY

VERIFY HALAL

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

EAsia FOOD & BEVERAGES

OOH RM350,000

ZOOMER MEDIA

PIXEL DYNAMIC SOLUTIONS

Truck it! .com.my

LAGUNA Inspiring Digital Out-of-Home

KLIATV
Take your brand to greater heights

Digital RM250,000

asabih

NEWPAGES Malaysia Business Portal

DagangHalal.com
halal trade globally

Halal Focus
Daily Halal market news
commentary & analysis

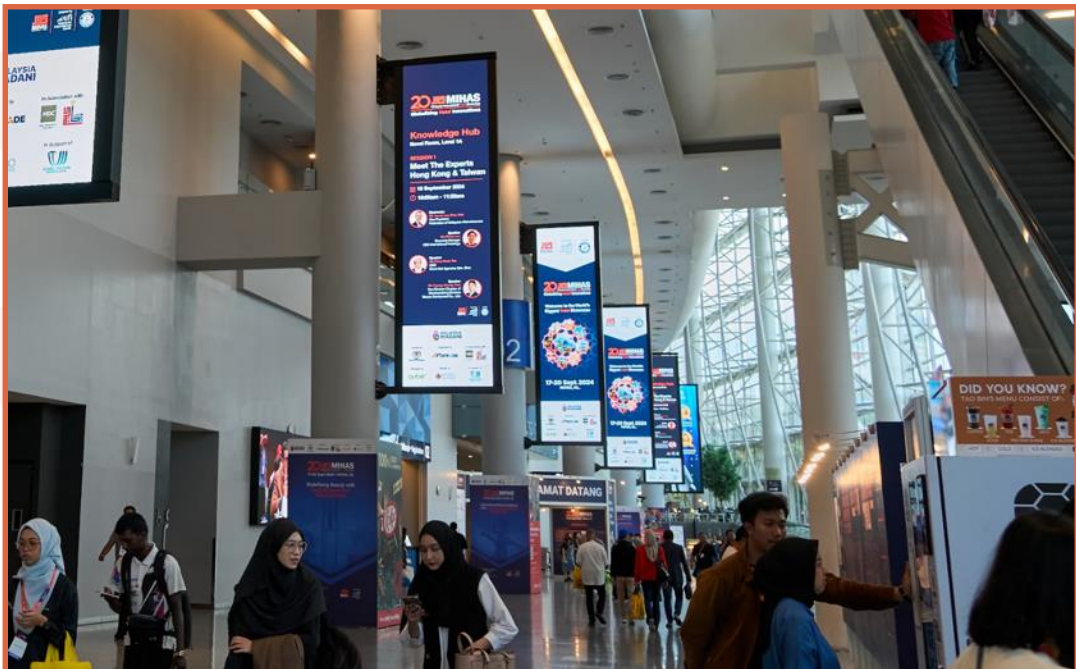
Halal Research Council

WB WARGA BIZ

XTIMES



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



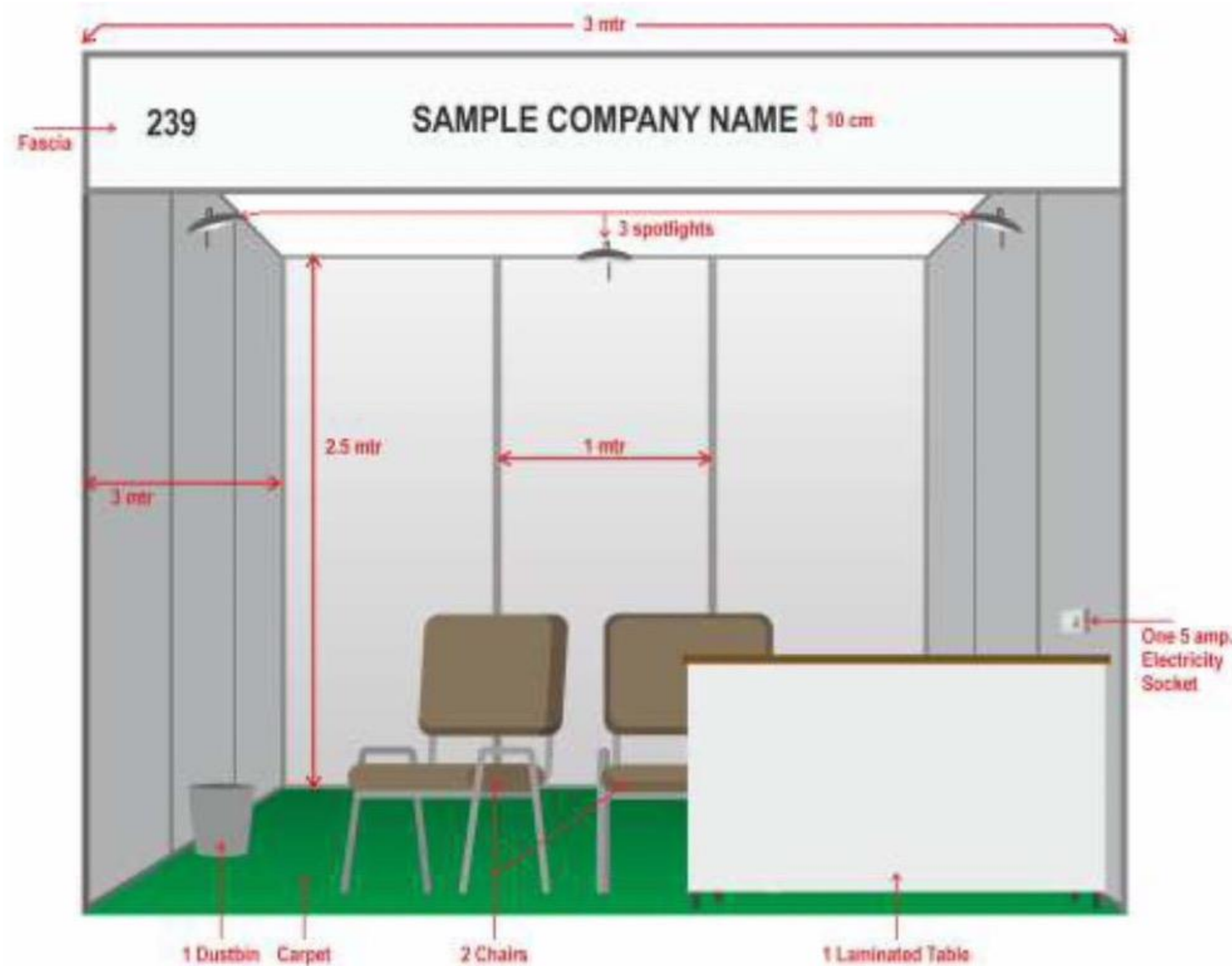
Conferences & Seminars

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
nurin@qube.com.my

For Sales Enquiries

Ieya Zainuddin

Sales, Government
adawiah@qube.com.my

Yvonne Lai

Executive, Sales, Malaysia
yvonnelai@qube.com.my

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

K
KREASI MODA INTERNATIONAL

Sponsors

FG
FARMACIA GELAT

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