



16TH MALAYSIA INTERNATIONAL **HALAL** SHOWCASE

3-6 April 2019

MITEC, Kuala Lumpur, Malaysia

Post Show Report



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MIHAS 2019

A unique showcase of everything **Halal**

The 16th edition of MIHAS continued on its upward growth trend amidst increased demand by Muslim markets across the globe.

MIHAS 2019 was the largest in its series and saw the exhibition **double in size** over the past 3 years. The introduction of the Modest Fashion segment this year completes MIHAS's offerings as a comprehensive showcase of Muslim lifestyle

products, which also includes Finance, Tourism, Digital and Logistics.

MIHAS also benefited this year from being co-located with JAKIM's and the Halal Development Corporations' conference programmes, which brought key industry stakeholders to MIHAS. This arrangement will be a feature for future editions.

The largest international platform for the halal industry.

Hosted by



Organized by



In Association with



Managed by



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Gold Sponsors



Sponsors



Official Shariah Certified Web Browser



Islamic App Partner



Digital App Partner



Official Knowledge Partner



Official Magazine



Official Arabic Magazine



Official OOH Partner



Official Transportation Partner



Official Business Matchmaking Partner



Official Coffee Partner



International Partners



Supporting Airlines



Supporting Partners



Official Media Partners



Media Partners



Tremendous Growth

42.6%
increase in trade
visitors

29,946 visitors
from
88 countries

29%
increase in
exhibitors

1002 exhibitors
from
44 countries

25%
increase in
exhibition area

281,024 sqft
of nett exhibition area

75%
increase in
sponsorship

240 international
buyers from
45 countries

4500++
meetings

1200
trade
delegates

168
industry expert
discussions & talks

8
conferences



RM1.6 Billion
in Trade Being Conducted





“

“I’m excited to be at MIHAS for the first time and get the opportunity to showcase my fashion collection to an international audience. I would be very excited to participate in MIHAS again because it is a very good platform, being the largest Halal trade show in the world.”

YANI BAKHTIAR
Fashion Designer
Yans Creation, Malaysia

“I like MIHAS. It is a good opportunity to meet entrepreneurs and future customers.”

MAHA BOUHAOUS
Founder
LADUNE Beauty, Morocco

“This year is our third year participating in MIHAS and we are grateful for the opportunity MIHAS provides us to invite the citizens of Malaysia to explore our beautiful country, the Philippines.”

ABDUL GHANIH
Under Secretary, Trade Promotion Group
Department of Trade and Industry (DTI) Philippines

”

Exhibitors

The number of Exhibitors grew year on year by **29%**

Participated by 44 Countries

ASEAN

Malaysia
Cambodia
Indonesia
Philippines
Singapore
Thailand
Vietnam

MIDDLE EAST

Palestine
Saudi Arabia
UAE
Egypt
Qatar
Yemen
Kuwait

NORTH & CENTRAL ASIA

China
Japan
South Korea
Taiwan
Hong Kong
Azerbaijan
Uzbekistan
Kazakhstan

SOUTH ASIA

India
Pakistan
Sri Lanka
Bangladesh

EUROPE

France
Bosnia
Denmark
Netherlands
Portugal
Switzerland
Ukraine
United Kingdom

AFRICA

South Africa
Tunisia
Morocco
Nigeria
Uganda

OCEANIA

Australia
New Zealand

THE AMERICAS

USA
Canada

Who Exhibits



72%
Food & Beverage



5%
Food Technology



2%
Pharmaceuticals



5%
Cosmetics



5%
Modest Fashion



2%
Tourism



4%
Islamic Finance



2%
E-commerce



1%
Logistics



2%
Education

79%
exhibitors
met their goals

89%
interested in participating at
MIHAS 2020

Some of The Biggest Names in The Halal Industry

CIMB ISLAMIC

BANK BANYAK

Nestle

F&N

BATOOK

هلال البركة

ALFARO

Singapore

Arla

ALFARO GROUP

FELDA

POPPARD

LILY PETUNA

maskargo

JAPFA

AMAL

HALAGEL

Merrybrown Mb

mia

Resources Berhad

Indofood



“MIHAS 2019 is the best platform for networking opportunities

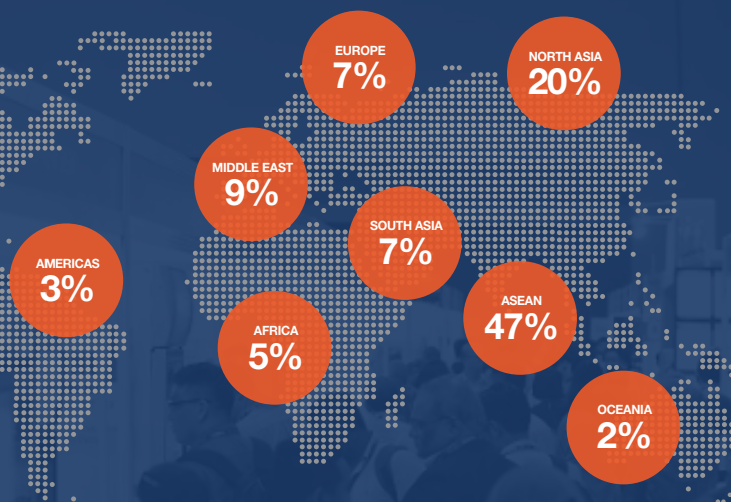
ATSUSHI HARADA
Sales Department
Hokto Kinoko, Japan

Trade Visitors

29,946
visitors

from

88
countries



Top 10 Visiting Countries

1. Singapore
2. Indonesia
3. China
4. Thailand
5. Japan
6. Philippines
7. India
8. South Korea
9. Brunei
10. Iran / United Kingdom



42.6%
increase in trade
visitors



76%
from Asia Pacific



29 trade delegations
from
10 countries

64%

looking to source
or meet new
suppliers

82%

involved in
purchasing
process

33%

decision
makers



Buyer Insights

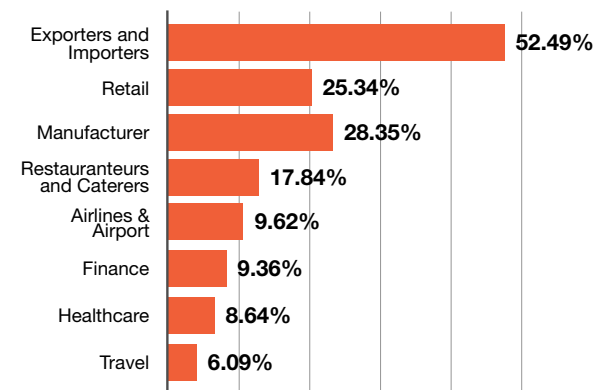
MIHAS 2019 Key Buyers



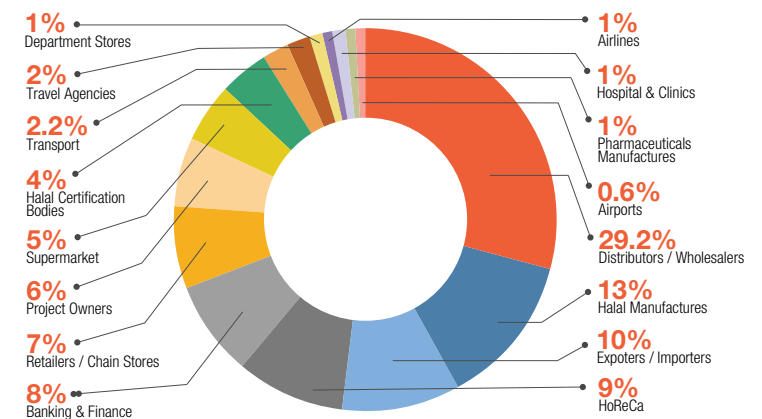
Top 8 Sought After F&B Products



Trade Visitor Classified by Business Activity



Everyone is There



Exhibitor - Buyer Engagement

HOSTED BUYER PROGRAMME



4500++
meetings

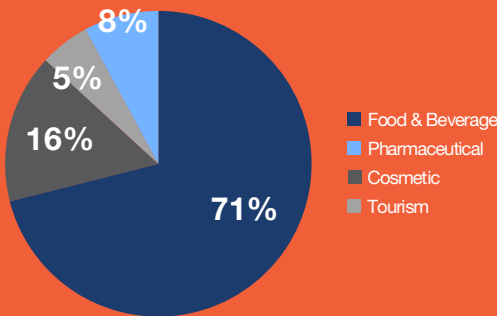


240 international
buyers from
45 countries



RM1.6 Billion
in Trade Being Conducted

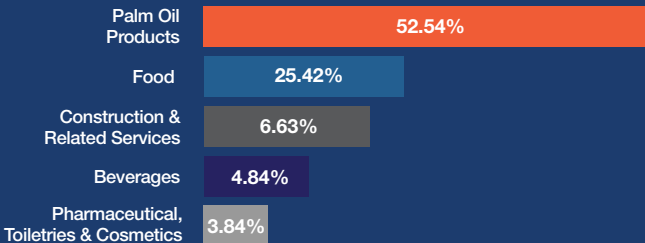
Hosted Buyers by Industry



INTERNATIONAL SOURCING PROGRAMME (INSP)

The INSP this year saw over 2,211 business meetings arranged for 610 local companies with 200 foreign buyers from 43 nations.

Top Performing Sectors (INSP)



MIHAS CONNECT

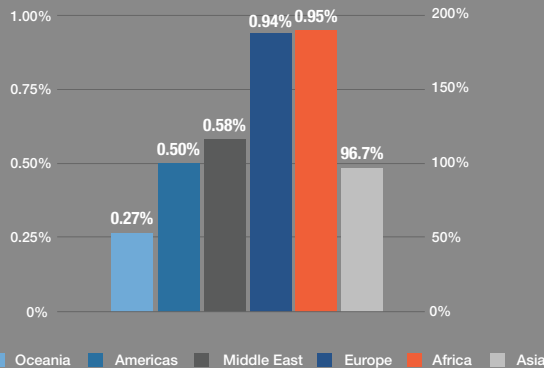
18659
ACCOUNTS
GENERATED

327%
INCREASE FROM
2018

95%
SATISFIED
WITH THE APP

89
COUNTRIES
PARTICIPATED

MIHAS Connect Users by Region



A Commitment To Knowledge Sharing

Over 100 different programmes catering to all industry segments

INDUSTRY ZONE & MIHAS SPOTLIGHT



24

Panel Sessions

68

Presentations

including Market insights, Country Focus & Industry Trends

MIHAS THEATRE



77

Product Demonstrations

involving the latest halal innovations

CONFERENCES



8

Conferences

touching on Islamic Finance, Innovation, the Digital Economy

Some of The Leading Halal Industry Thought Leaders Spoke at MIHAS 2019



Wisnu Rahtomo Pratomo

Chief Executive Officer
Halal Tourism Acceleration and Development Team, Ministry of Tourism, Indonesia



Rushdi Siddiqui

Vice-Chairman
OneAgrix (Singapore)



Dato' Dr. Sirajuddin

Director
JAKIM (Malaysia)



Dr. Barbara Ruiz-bejarano

Director of International Relations
Halal Institute of Spain



Žiga Drev

Co-Founder and Managing Director
OriginTrail



Emmy Abdul Alim

Editor
Salaam Gateway



Nik Emir Din

Country Head Malaysia
Muslim Pro



Professor Dr. Faridah Hj. Hassan

Professor of Halal, Marketing and Strategic Management
Institute of Quality and Knowledge Management InQKA



Bront Palarae

Group CEO
Pixel Play Group



Kamarul Bahrin

Deputy Chief Editor
Astro Awani

“

I would like to recommend international companies to experience MIHAS and its many opportunities

MIRZA VEJZAGIC

CEO

Management Development Consultancy, Bosnia

”

Media Impact

The estimate PR value of MIHAS's marketing campaign is **RM 43,232,375.00**

In The Media



256 accredited media

16 countries

131 media outlets



39 media partners



3,382,552.00
estimation media value
with media partners (RM)



943 online news/articles

Social Media



55,949
total social media
followers



4,052
total social
media mentions



710
total social
media posts



In The Web



491,411
website page views



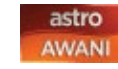
79.8%
new visitors



20.2%
returning visitors



OFFICIAL MEDIA PARTNERS



malaysiakini
news and views that matter



MEDIA PARTNERS



Gallery



Gallery

