



16TH MALAYSIA INTERNATIONAL HALAL SHOWCASE

3-6 April 2019

MITEC, Kuala Lumpur, Malaysia

Post Show Report





Content

MIHAS 2019	03
Tremendous Growth	04
Exhibitors	05
Trade Visitors	07
Buyer Insights	08
Exhibitor - Buyer Engagement	09
A Commitment To Knowledge Sharing	10
Media Impact	11
Gallery	12

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.



Thank You To MIHAS 2019 Sponsors & Partners





9

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

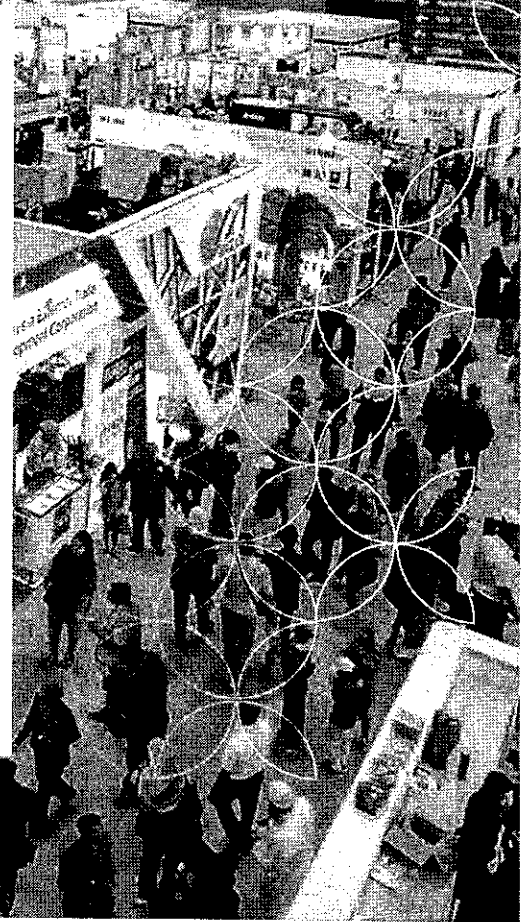
1200
trade
delegates

168
industry expert
discussions & talks

8
conferences



RM1.6 Billion
in Trade Being Conducted



04



**MIHAS 2019 is
the best platform
for networking
opportunities**

ATSUSHI HARADA
Sales Department
Hokto Kinoko, Japan

Sinokrot
Global Group

Trade Visitors

29,946
visitors
from
88
countries



64%
looking to source
or meet new
suppliers



82%
involved in
purchasing
process

33%
decision
makers

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



150%
increase in trade
visitors



75%
from Asia Pacific



70 trade delegations
from
10 countries



OUR FIGURES TELL THE STORY



RECORD NUMBERS

1,002 exhibitors from **44** countries
29,946 visitors from **88** countries
240 international buyers from **45** countries
1200+ trade delegations

RM 1.6 BILLION
in trade being conducted

RECORD GROWTH

43% visitor increase
29% exhibitor increase

22%
increase in trade

75%
increase in sponsorship

GLOBAL MEDIA PRESENCE

131
Media outlets

943
on-line articles

56,000
social media followers

4,052
social media mentions

491,411
web-site page views



Exhibitor - Buyer Engagement

HOSTED BUYER PROGRAMME



4500++
meetings

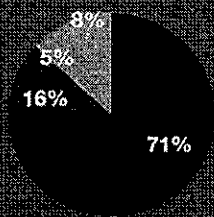


240 international buyers from
45 countries



RM1.6 Billion
in Trade Being Conducted

Hosted Buyers by Industry



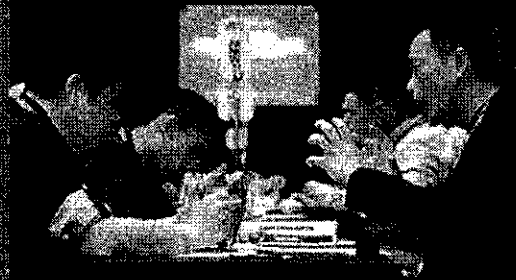
Food & Beverages
Pharmaceutical
Cosmetic
Tourism

INTERNATIONAL SOURCING PROGRAMME (INSP)

The INSP this year saw over 2,211 business meetings arranged for 610 local companies with 200 foreign buyers from 48 nations.

Top Performing Sectors (INSP)

Palm Oil Products	50.54%
Food	25.42%
Construction & Related Services	6.63%
Beverages	4.84%
Pharmaceutical, Toiletries & Cosmetics	3.94%



MIHAS CONNECT

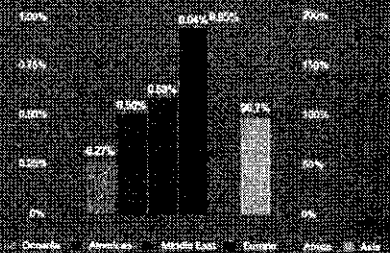
18659
ACCOUNTS
GENERATED

327%
INCREASE FROM
2016

95%
SATISFIED
WITH THE APP

89
COUNTRIES
PARTICIPATED

MIHAS Connect Users by Region



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6844003-098-4522-9090-998c6ED04855 ile edinilebilir. BELGENİN ASLI ELEKTRONİK İMZALIDIR.

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
Including the latest halal innovations

CONFERENCES

8 Conferences
Including on Islamic Finance, Innovation for Digital Economy

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



Wisnu Rahtomo Pratomo
Chief Executive Officer
Indofood Sukses Makmur
Director of Food, Ministry of Tourism, Indonesia



Rusydi Siddiqui
Vice Chairman
Othman's Corporation



Dato' Dr. Sirajuddin
Director
JAKIM, Malaysia



Dr. Barbara Ruiz-Bejarano
Director of International Relations
Instituto Tecnológico de España



Ziga Drev
Co-founder and Managing Director
Zigzag



Emmy Abdul Alim
Editor
DAILY SYARIAH



Nik Emir Din
Country Head Malaysia
MAGNET-PC



Professor Dr. Faridah Hj. Hassan
Professor of Halal, Marketing and Strategic Management
Faculty of Business and Management
Universiti Kebangsaan Malaysia



Bront Palarae
Group CEO
Paku Pak Group



Kamarul Bahrin
Deputy Chief Editor
Khalid News

“

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

MIRZA VEJZAGIC
CEO
Management Development Consultancy, Bosnia



Evrakın elektronik imzalı suretine <http://e-belge.gib.gov.tr> adresinden 628 4515 4978-4529-9086-9316 063411551 kntu ile emirgen BELGENİN ASLI ELEKTRONİK İMZALIDIR.

Gallery



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6344363-498-452-989-99060700155 kodu ile erişebilirsiniz.
BELGENİN ASLI ELEKTRONİK İMZALIDIR.

12

Uluslararası İslamiyet Konferansı (UİK) - 2014-2015 - 10. Uluslararası İslamiyet Konferansı - 10. Uluslararası İslamiyet Konferansı - 10. Uluslararası İslamiyet Konferansı

Gallery



Evrakın elektronik inzalı suretine <http://e-belge.gfb.gov.tr> adresinden 6344363-4998-4520-8089-930 cöDnKd58 kodu ile erişebilirsiniz.
BELGENİN ASLI ELEKTRONİK İMZALIDIR.

İstanbul Büyükşehir Belediyesi Elektronik Cihaz ve Yazılımların İD: 6344363-2700-1011-8089-4998-4520-8089-930 Bu kod ile <http://e-belge.gfb.gov.tr> adresinden belgeyi kontrol edebilirsiniz.