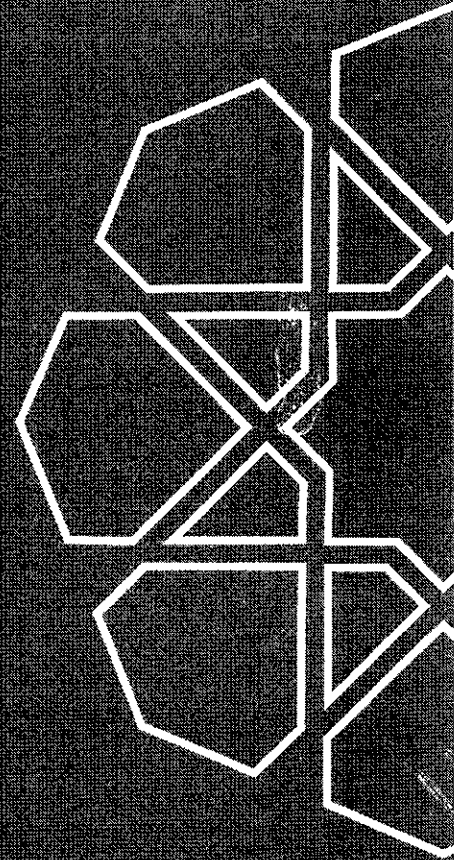




17th Malaysia International Halal Showcase

1-4 April 2020
MITEC, Kuala Lumpur, Malaysia

A participation proposal for a
TURKISH PAVILION





PROPOSAL OVERVIEW

This is a specially tailored proposal for the Turkish Pavilion at the 17th Malaysia International Halal Showcase (MIHAS 2020)

aim

To ensure the best possible chance for Turkish products to gain awareness and market access across regional markets at MIHAS 2020.

outline of proposal

This proposal incorporates a holistic approach to Turkey's participation at MIHAS which includes presence, brand awareness exercises as well as engagement activities to achieve the best possible results for Turkish companies.





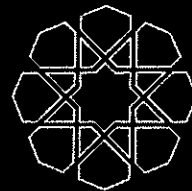
WHY
CHOOSE
MIHAS?

WE ARE NO1 IN HALAL FOR

When it comes to reaching out to Muslim markets, there is no getting around MIHAS. It is simply the world's largest dedicated tradeshow for Halal.

MIHAS also combines with the Global Halal Summit to successfully congregate the entire Halal eco-system under one roof, providing you unrivalled access to this lucrative segment.

Brand Visibility
Targeted Marketing
Lead Generation
Positive PR





YOUR HALL LOCATION

Hall 7, Level 2

Location
References

1. Hall 7, Level 2
2. Hall 7, Level 2
3. Hall 7, Level 2
4. Hall 7, Level 2

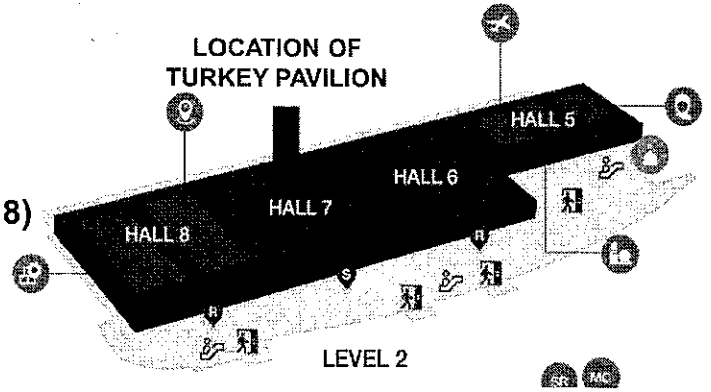


MIHAS THEATRE
BUSINESS LOUNGE

LOCATION OF TURKEY PAVILION

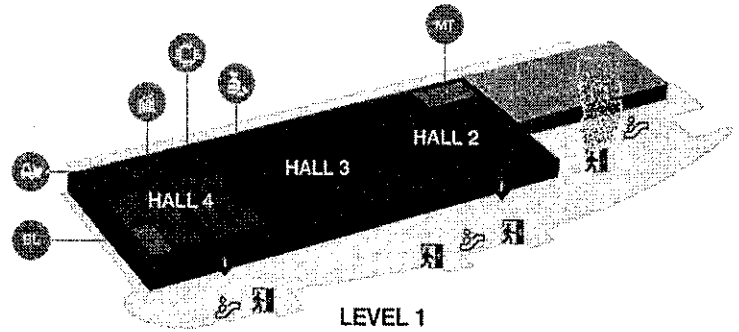
LEVEL 2 (HALLS 5, 6, 7 & 8)

REGISTRATION
INDUSTRY ZONE
Exhibition Clusters:
F&B, Franchise,
Manufacturing,
Modest Fashion,
Tourism,
Cosmetics



LEVEL 1 (HALLS 2, 3, 4)

MIHAS THEATRE
BUSINESS LOUNGE
Exhibition Clusters:
F&B, Finance,
Digital,
Pharmaceuticals,
Logistics



<http://e-belge.gtb.gov.tr> adresinden 6364-363-4998-4629-8086-9380-360401188 kodu ile çağrabilirsiniz.
İMZALIDIR.

UID: 4ee2d569-27ac-4c41-0d0b-1e9679cc0978-191713659. Bu kod ile <https://evrak.tim.org.tr> evrak dogrulama adresinden dogrulayabilirsiniz.



CONCLUSION

MIHAS provides a cost effective international platform for promoting Halal products and services. We strongly believe that Turkish companies will be able to reach a global audience in the niche segment of Halal.

THANK YOU

Evrakın elektronik imzalı suretine <http://e-belge.gib.gov.tr> adresinden 68746363-0998-4522-9080-99806040138 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.

5070 sayılı Kanun gereğince güvenli elektronik imza ile hazırlanmıştır. ID: 9920569-27Ac-4c41-ad0b-1e0976ca0070-101713650. Bu kod ile <http://evrak.tib.org.tr> adresinden doğrulayabilirsiniz.