

22 MIHAS

Malaysia International Halal Showcase

Shaping **Trust**, Driving Innovation
23-26 Sept 2026 | MITEC, KL



MIHAS: The Malaysia International Halal Showcase

MIHAS: The World's Largest Halal Trade Event

Since 2004, **MIHAS** has stood as the undisputed global leader in the Halal economy. Officially recognized as the **world's largest Halal trade event**, it serves as the ultimate gateway for businesses to penetrate the trillion-dollar Islamic consumer market.

The secret to its two decades of dominance lies in its **unrivaled scale and strategic influence**:



- **Global Reach:** Connecting over **50,000 visitors** from **100 countries** on a single high-impact stage.



- **Market Authority:** Leveraging Malaysia's position as the world's foremost Halal economy to bridge international trade.



- **Complete Ecosystem:** A 360-degree showcase spanning F&B, finance, cosmetics, e-commerce, and education.

Metric

Achievement



Global Ranking

#1 Largest Halal Trade Show



Experience

20+ Years of Excellence



Connectivity

100 Countries Represented

MIHAS // WHY MIHAS 2026 ?



Proven ROI

Trade Success: 2025 targets achieved RM6.05 billion in trade value, demonstrating a high-intent audience.

Market Validation: A proven track record of converting exhibitions into tangible business growth.

The INSP Edge

Direct Access: Pre-matched business meetings with 450+ international buyers.

Financial Power: Connect with a buyer network holding a combined turnover of RM1.5 Trillion!

Official Government Backing

Top-Level Credibility: Organized by MATRADE and MITI, providing the highest G2G (Government-to-Government) trust.

Institutional Security: Leverage the reliability of a nationally endorsed trade platform.

Digital Trade Ecosystem

Seamless Integration: Direct access to over 734,000 registered local companies via the MADANI Digital Trade Platform.

AI-Driven Matchmaking: Utilize smart trade platforms to onboard your brand into the borderless digital marketplace.

Unrivaled APAC Reach

Regional Dominance: Leverage Malaysia's ecosystem to capture 45% of the Asia Pacific market, valued at USD 7-8 trillion.

Global Network: Access a primary gateway between the MENA region and Asia through 48 overseas MATRADE trade offices.

High-Impact Marketing & Visibility

Celebrity Influence: Strategic partnerships with top-tier influencers and celebrities like Neelofa and Khairul Aming to maximize brand credibility.

Massive Coverage: Extensive reach through official media partners and trade magazines to ensure global brand exposure.


The MIHAS 2026 Ecosystem: 14 Strategic Clusters

MIHAS 2026 is built upon a foundation of **14 carefully curated industry clusters**, each representing a vital component of the modern global Halal economy. Moving beyond traditional boundaries, these sectors have been selected to reflect the complete lifestyle and industrial spectrum ranging from core **Consumer Goods** and **Islamic Finance** to emerging frontiers in **Digital Technology**, **Green Packaging**, and **Sustainable Tourism**. By integrating these diverse sectors under one roof, MIHAS creates a powerful, unified ecosystem where innovation in one cluster fuels growth in another. Whether you are a manufacturer, service provider, or tech innovator, these 14 clusters provide a specialized platform to showcase your excellence to a high-intent global audience, ensuring your business is positioned at the very heart of the world's most comprehensive Halal trade community.

1. *Food & Beverages*
2. *Modest Fashion & Lifestyle*
3. *e-Commerce*
4. *Education*
5. *Retail & Franchise*
6. *Food Technology & Packaging*
7. *Pharmaceuticals & Medicals*
8. *Halal Ingredients*
9. *Media & Recreation*
10. *Islamic Finance & Fintech*
11. *Cosmetics & Personal Care*
12. *Muslim-Friendly Hospitality & Tourism*
13. *Services and Enablers*
14. *Islamic Arts and Crafts*



MIHAS // Strategic Advantages of Clusters

CLUSTER	THE " WHY "
 <p>Food & Beverages</p>	<p>Direct access to the largest segment of the Halal economy, projected to reach \$1.9 trillion by 2030. Meet with over 50,000 trade visitors, including procurement heads from global hypermarkets, institutional buyers, and HORECA professionals looking for export-ready products.</p>
 <p>Halal Ingredients</p>	<p>Position your brand as the "Critical Source" for the global manufacturing sector. With global MNCs increasing their Shariah-compliant production, this is the premier platform to secure long-term supply contracts for raw materials, emulsifiers, and flavourings that meet international standards.</p>
 <p>Cosmetics & Personal Care</p>	<p>Capitalize on the \$93 billion "Clean Beauty" movement. Demand is surging for Halal-certified skincare and cosmetics among Gen Z and millennial consumers who prioritize ethical, vegan, and alcohol-free formulations. Connect with distributors specializing in high-end retail and boutique pharmacies.</p>
 <p>Pharmaceuticals and Medicals</p>	<p>Tap into a high-barrier-to-entry market. Showcase your Halal-certified vaccines, medicine, and nutraceuticals to government health ministries and global NGOs who are increasingly prioritizing Halal integrity in medical supplies to ensure public trust in the Muslim world.</p>
 <p>Modest Fashion & Lifestyle</p>	<p>Showcase your designs in the "Modest Fashion Capital." This cluster provides a global stage to connect with high-end boutiques, international e-commerce aggregators, and investors seeking to capitalize on a market that currently accounts for nearly 10% of global fashion spend.</p>

MIHAS // Strategic Advantages of Clusters

22 JUI MIHAS
Malaysia International Fair Showcase
25-26 Sept 2026 | MITEC, KL



CLUSTER	THE " WHY "
 <p data-bbox="170 252 419 325">Islamic Finance & Fin Tech</p>	<p data-bbox="461 241 1760 342">Influence the future of ethical banking. Engage directly with a massive concentration of SMEs and high-net-worth individuals who are actively seeking Shariah-compliant investment vehicles, crowdfunding platforms, and digital payment solutions that align with their religious values.</p>
 <p data-bbox="198 432 394 463">e-Commerce</p>	<p data-bbox="461 405 1769 506">Integrate into the borderless digital marketplace. Leverage MIHAS's partnership with AI-driven trade platforms to onboard your brand into international marketplaces, reaching the 2 billion Muslim consumer base who are increasingly shifting their spending to mobile-first platforms.</p>
 <p data-bbox="224 596 380 626">Education</p>	<p data-bbox="461 568 1754 670">Lead the narrative on Halal professionalization. Use this platform to enroll international students, certify industry professionals, and promote academic research. This is where you meet government agencies looking to standardize Halal vocational training (TVET) on a global scale.</p>
 <p data-bbox="156 760 436 790">Retail & Franchise</p>	<p data-bbox="461 732 1763 834">Scale your proven business model through global partnerships. Connect with seasoned entrepreneurs and institutional investors looking for ready-to-deploy, Shariah-compliant franchise opportunities in F&B, education, and services to fill the gap in their local markets.</p>
 <p data-bbox="160 891 432 964">Food Technology & Packaging</p>	<p data-bbox="461 885 1789 987">Present your innovations to high-volume manufacturers. As global sustainability regulations (ESG) tighten, exhibitors here gain a competitive edge by offering biodegradable, active, and "intelligent" packaging solutions that maintain Halal integrity and extend shelf life.</p>

MIHAS // Strategic Advantages of Clusters

CLUSTER	THE " WHY "
 <p data-bbox="144 262 444 327">Muslim-Friendly Hospitality & Tourism</p>	<p data-bbox="463 251 1777 349">Capture the \$225 billion Halal travel market. Partner with tour operators, airlines, and hospitality groups looking to develop faith-based travel itineraries. Position your destination or hotel as a "halal-friendly" hub to attract high-spending tourists from the Middle East and ASEAN.</p>
 <p data-bbox="144 436 444 469">Media & Recreation</p>	<p data-bbox="463 414 1777 513">Connect with content distributors hungry for ethical media. As the demand for Shariah-compliant animation, gaming, and digital entertainment grows, this cluster offers a direct link to broadcasting networks and streaming services looking for content that reflects Muslim values.</p>
 <p data-bbox="144 600 444 677">Services and Enablers</p>	<p data-bbox="463 578 1777 677">Become the essential infrastructure for global trade. Offer your expertise in Halal certification, logistics (cold chain), and legal consultancy to thousands of exhibitors who are currently in the process of scaling their operations into new, complex international markets.</p>
 <p data-bbox="144 742 444 808">Islamic Arts and Crafts</p>	<p data-bbox="463 742 1777 840">Access a niche, high-value market of collectors and premium gift retailers. Showcase high-quality heritage products, calligraphy, and traditional crafts to global trade buyers who are looking for authentic, culturally significant items for luxury hotels and government institutions.</p>

MIHAS // Who is showcasing?/buying?

Cluster	Exhibitor Profile (The Supply)	Visitor Profile (The Demand)
Food & Beverages	Manufacturers of frozen foods, canned goods, bakery, and health drinks.	Global Hypermarket buyers, HORECA procurement, and major distributors.
Halal Ingredients	Suppliers of raw materials, food additives, and natural flavorings.	R&D Heads from Food MNCs and pharmaceutical production leads.
Cosmetics & Personal Care	Brand owners of Shariah-compliant skincare and "Clean Beauty" products.	Pharmacy chain buyers, Boutique retailers, and Wellness center owners.
Pharmaceuticals and Medicals	Producers of Halal vaccines, ethical medicine, and nutraceuticals.	Health Ministry procurement officers and hospital administrators.
Modest Fashion & Lifestyle	Ready-to-wear designers, textile manufacturers, and accessory brands.	Fashion department store buyers and E-commerce aggregators.
Islamic Finance & Fin Tech	Commercial banks, Takaful providers, and Fintech startups.	Corporate investors, SME owners, and Institutional fund managers.
e-Commerce	Marketplace platforms, app developers, and logistics enablers.	Tech-investors, social-commerce entrepreneurs, and logistics leads.

MIHAS // Who is showcasing?/buying?

Cluster	Exhibitor Profile (The Supply)	Visitor Profile (The Demand)
Education	Islamic universities, Halal training centers, and certification bodies.	Academic researchers, HR leads, and professional students.
Retail & Franchise	F&B franchise operators and specialty retailers seeking expansion.	Master franchise investors and Mall management teams.
Food Technology & Packaging	Innovation firms providing automated and eco-friendly packaging.	Manufacturing plant managers and Sustainability officers.
Muslim-Friendly Hospitality & Tourism	Inbound/outbound tour operators and Halal-compliant hotels.	Travel agents and Pilgrimage (Hajj/Umrah) organizers.
Media & Recreation	Animation studios and values-driven content production houses.	Streaming acquisition heads and TV network executives.
Services and Enablers	Certification bodies, supply chain consultants, and audit firms.	Business owners seeking certification and export managers.
Islamic Arts and Crafts	Artisans, calligraphy studios, and heritage product exporters.	Interior designers, museum curators, and luxury gift buyers.

MIHAS 2025 // In Figures

1 Destination for Halal Businesses

22
YEARS

Of championing the Halal industry for local and international Halal industry

INSP

International Sourcing Programme

450

International Buyers

4,000

Business Meetings

RM **6.05** BILLION IN SALES

2,400 Exhibition Booths

14 CLUSTER

HOSTED BUYERS

50

Local Buyers

RM **1.89** + RM **3.63**

Billion in Sales from MIHAS Showcase

Billion in Sales from INSP

from **80** Countries

From F&B, financial services, cosmetics, e-commerce, tourism, education to pharmaceuticals and others

372

Business Matched

50,340 Visitors

from **107** Countries

WiEX FORUM

Premier event aimed at accelerating Malaysian women-owned businesses into international markets

KNOWLEDGE HUB

Connecting businesses with Premium Buyers and past success stories

MIHAS Awards

Celebrating Global Halal Excellence

MIHAS // Overview

22nd JUB MIHAS
Malaysia International Year Showcase
23-26 Sept 2026 | MITEC, KL



MATRADE

ES



OPENING CEREMONY



SHOWCASE



INTERNATIONAL SOURCING PROGRAMME (INSP) & HOSTED BUYER PROGRAMME



WOMEN IN EXPORT (WiEX) FORUM



MOU



KNOWLEDGE HUB



POCKET TALK



MIHAS KITCHEN

MIHAS // Women In Export (WiEX) Forum

This year Women in Export (WiEX) Forum 2026 will be held alongside MIHAS 2026, whereas last year it was held separately on 10th June at Menara MATRADE. This is a premier event aimed at accelerating Malaysian women-owned businesses into international markets. The forum & mini showcase focused on export strategies, digital branding, and networking, aiming to raise female participation in Malaysian exports to 30%



MIHAS 2025 // Sales Revenue

RM6.05 Billion
In Sales

RM1.89

Billion In Sales From
MIHAS Showcase

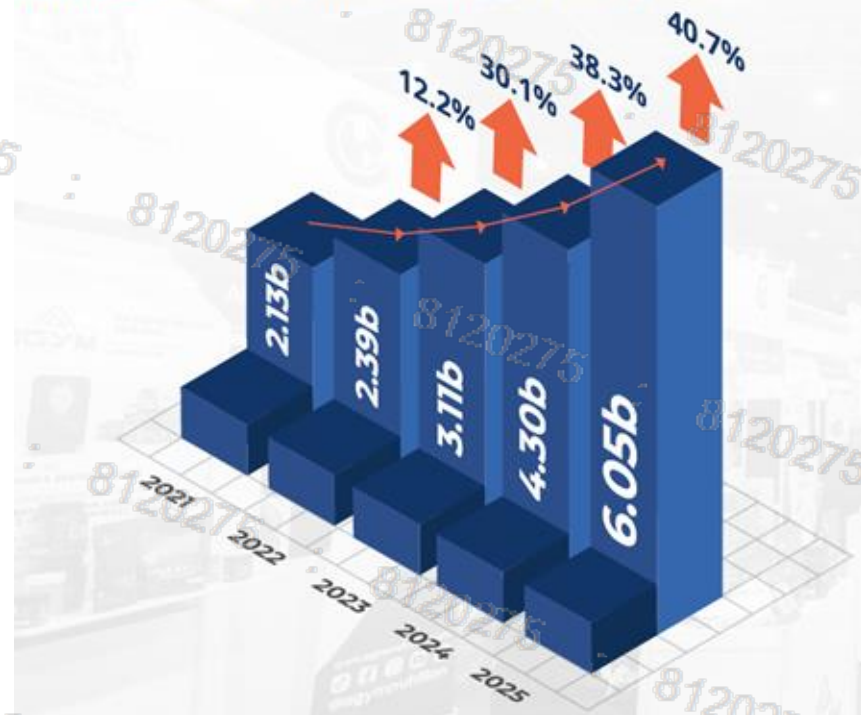
RM3.63

Billion In Sales From
INSP

RM0.53

Billion In Sales From
Hosted Buyer Programme

MIHAS Sales in Billion Ringgit Malaysia



INTERNATIONAL SOURCING PROGRAMME (INSP)

Bring Together **CLOSE TO**

450 INTERNATIONAL BUYERS

4,000 Business Meetings

HOSTED BUYER PROGRAMME

372
BUSINESS MATCHED

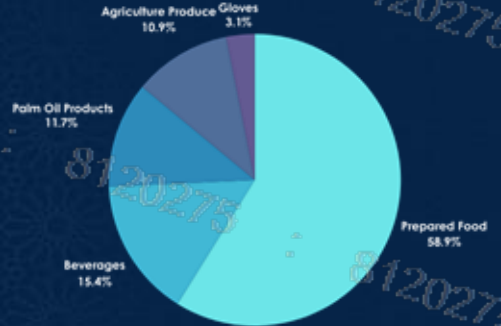
50
LOCAL BUYERS

MIHAS 2025 // Highlights of Premium Buyers

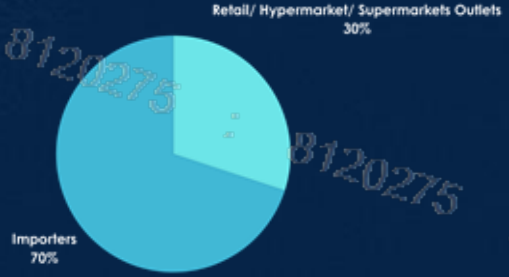
TOTAL OF 50 PREMIUM BUYERS FROM 30 MARKETS



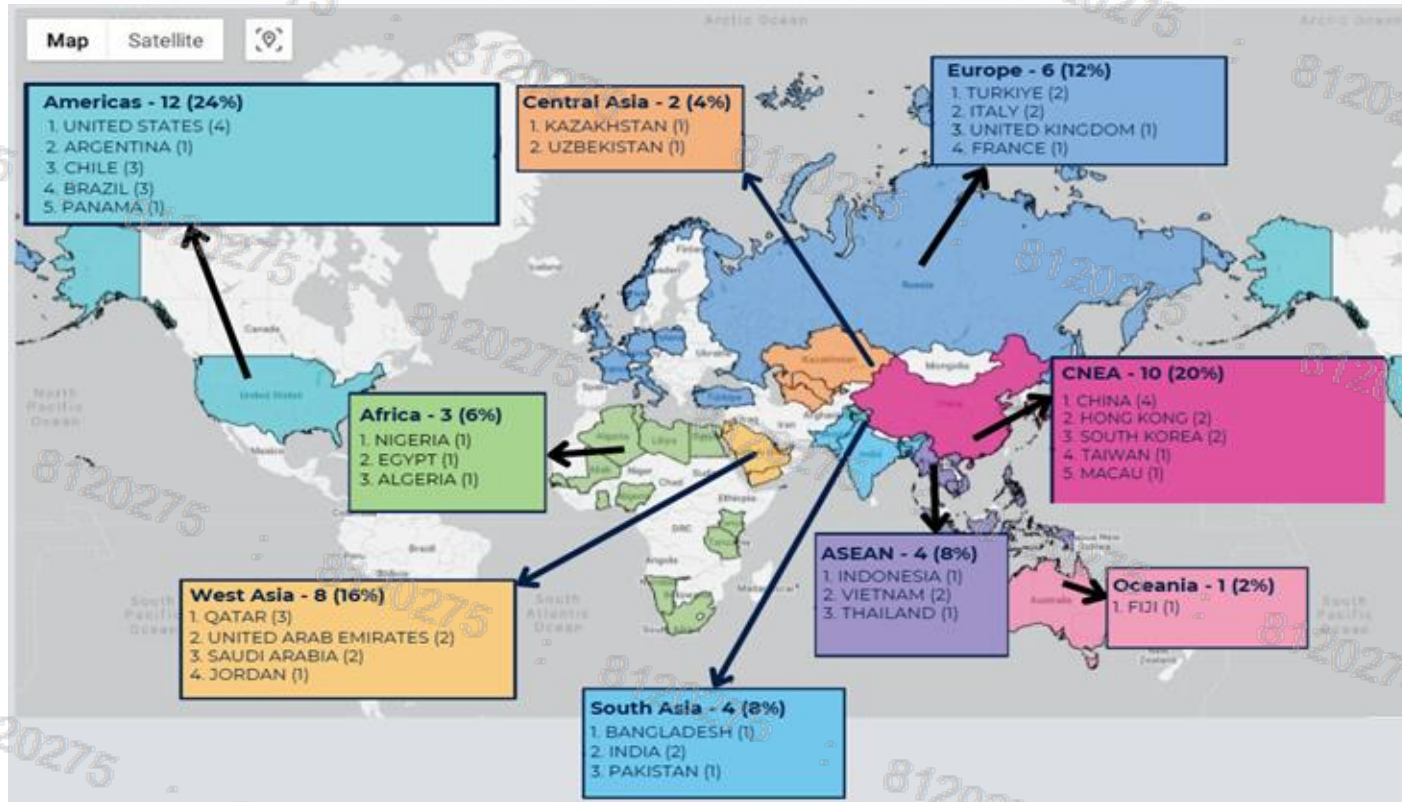
PRODUCT OF INTEREST



BUSINESS ACTIVITY



MIHAS 2025 // Premium Buyers by Region



MIHAS // INSP Hall 5



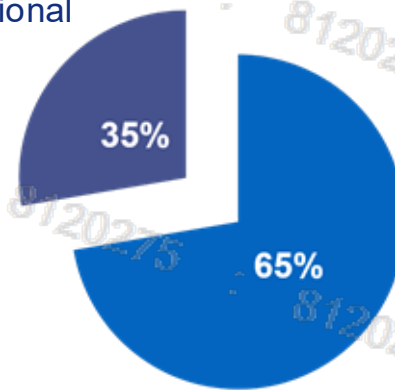


2,400

Exhibition Booths
from **80** Countries

International
Booths

840



Local
Booths

1,560

Top 5 Exhibitor Countries in MIHAS 2025



China



Indonesia



Vietnam



South Korea



Thailand

MIHAS 2025 // Visitors



50,340 Visitors

From over **107** Countries

Top 5 Visitor Countries in MIHAS 2025



China



Indonesia



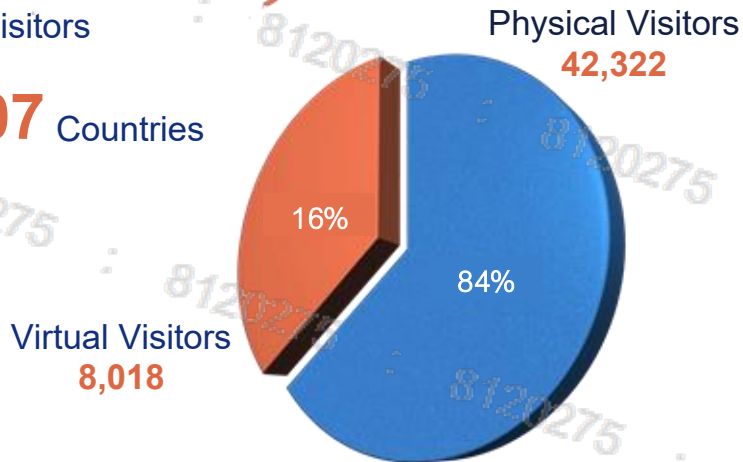
Singapore



Japan



Bangladesh



RM38 MILLION

In PR Value

RM2.5 Million In

Media Buy

ATL RM1,700,000

BTL RM200,000

OOH RM350,000

Digital RM250,000

Broadcast Media

1. BERNAMA TV
2. BERNAMA Radio
3. RTM
4. TV3
5. TV Al-Hijrah
6. IKIM FM
7. Verify Halal TV
8. BFM
9. UtusanTV
10. Astro Awani

Print Media

1. Nanyang Siang Pau
2. Utusan Malaysia
3. Sin Chew Daily
4. Berita Harian
5. New Straits Times
6. Kwong Wah Yit Poh
7. Harian Metro
8. The Star
9. The Sun

Online Media

1. BERNAMA
2. The Star Online
3. ZamanKini
4. Suara Keadilan
5. TV Sarawak
6. The Malaysian Reserve
7. Antara Media
8. The Malaysia Gazette
9. Defy Media
10. Media Telus
11. Asia Success
12. Malaysia News Channel
13. Channel News Asia

MIHAS 2025 // International Media Attendance

24 Media Agencies with

19 Hosted

5 Local Bureau Reps

27 Representatives

22 Hosted Reps

5 Local Bureau Reps

From:

18 Countries

6 Regions

ASEAN, East Asia, West Asia,
South Asia, Africa & Europe

Invited by:

16 TC & MO Offices

Bangkok, Chengdu, Cairo, Doha,
Dubai, Ho Chi Minh City, Hong Kong,
Istanbul, Jakarta, Jeddah, Lagos,
Manila, Phnom Penh, Seoul, Taipei &
Tokyo

ASEAN (5)



East Asia (5)



West Asia (5)



Al Shabiba



Al Ru'ya

South Asia (5)



Waqt
Newspaper

Africa (3)



Africa Independent
Television



Al-Ahram



Yum El Sabea
(Yum7)

Europe (1)



Turkish Radio and
Television Corporation

MIHAS 2025 // Media Quotes

MIHAS 2025 Records RM4.97 Bilion In Sales - Malaysia Tonight, RTM 1, 20 Sept 2025

The Malaysia International Halal Showcase (Mihās) is on track to achieving its target of RM4.5 billion in sales after recording RM4.1 billion in revenue over the first two days, says investment, trade and industry minister Tengku Zafrul Aziz. – Free Malaysia Today , 19 Sept 2025

Memasuki edisi ke-21, MIHAS 2025 membuktikan sekali lagi peranannya sebagai pemacu utama Industri halal, bukan sahaja di Malaysia, tetapi juga diperingkat antarabangsa. – Berita Harian, 20 Sept 2025

The Malaysia International Halal Showcase (Mihās) 2025 has recorded RM4.97 billion in sales as of the third day of the event, and the figure is set to increase even higher, according to the Malaysia External Trade Development Corporation (Matrade). “The sales momentum has been driven by international buyers’ trust in Malaysia’s halal certification, which is known for its stringent standards, - The Malay Mail, 20 Sep 2025

Malaysia drives halal trade growth through MIHAS Knowledge Hub 2025- Khmer Times, Sept 18, 2025

Korea flexes buying power at world’s largest halal expo - The Korea Herald, Sept. 18, 2025

Malaysia eyes deeper halal ties with Gulf as MIHAS 2025 showcases Asean-GCC synergy - Gulf Times, Sept 17, 2025

MIHAS 2025 // Media Quotes

MIHAS 2025 on Track to Achieve RM4.5 billion Target – Nabalu News, 20 Sept 2025

Sektor halal dijangka sumbang RM231 bilion kepada KDNK – Utusan Malaysia, 20 Sept 2025

PM: Halal exports to hit RM80bil by 2030 – The Star, 20 Sept 2025

MATRADE: MIHAS 2025 generates RM4.97b in sales, figures set to rise – The Malaysian Reserve – 20 Sept 2025

MIHAS 2025: Mercu keunggulan halal – Berita Harian, 20 Sept 2025

Malaysia kekal peneraju utama industri halal – RTM 1 Berita Pagi, 20 Sepr 2025

Deputy PM eyes Halal industry growth at Malaysia's global summit 2025 - Voice of Vietnam, 20 Sept 2025

The MIHAS 2026 floor management strategy utilizes a "Vertical Anchor" model to optimize visitor distribution. We have strategically concentrated F&B clusters within the central halls of Levels 1 and 2 to drive traffic through specialized sectors, while curating Level 3 as an elite showcase for sponsors and governmental partners to coincide with the Prime Minister's visitation.

- **Equalized Distribution:** Placing F&B at the "heart" of every floor creates a natural gravity that pulls visitors upward and across all levels, eliminating "dead zones" in the upper halls.
- **Strategic Flow:** To reach the high-traffic F&B zones, visitors must traverse the flanking specialized clusters (e.g., *Education & Retail* on Level 1, or *Hospitality* on Level 2). This "Mandatory Exposure" model ensures that niche exhibitors benefit from the massive F&B crowd.
- **Enhanced Dwell Time:** By dispersing F&B across the venue, we provide natural "recharge points" on every floor, keeping visitors engaged within the exhibition environment for longer periods without the fatigue of a single, overcrowded food hall.
- **Level 3** is engineered as the exclusive PM visitation floor, with the Opening Ceremony hosted in the Ballroom. This creates a high-prestige walkthrough route where Key Sponsors, Ministries, and Country Pavilions are strategically positioned for immediate VIP exposure and high-level diplomatic engagement.



Exhibition at
Level 3 Hall 9 – 11
(Registration at
Level 3 only)

Over **40,000 sqm**
of utilized space.

Exhibition at
Level 2 Hall 6-8



International Sourcing Programme (INSP)
located at **Level 2 Hall 5**

(attracting over 450 international buyers to meet with local exhibitors)

Exhibition at
Level 1 Hall 2 - 4

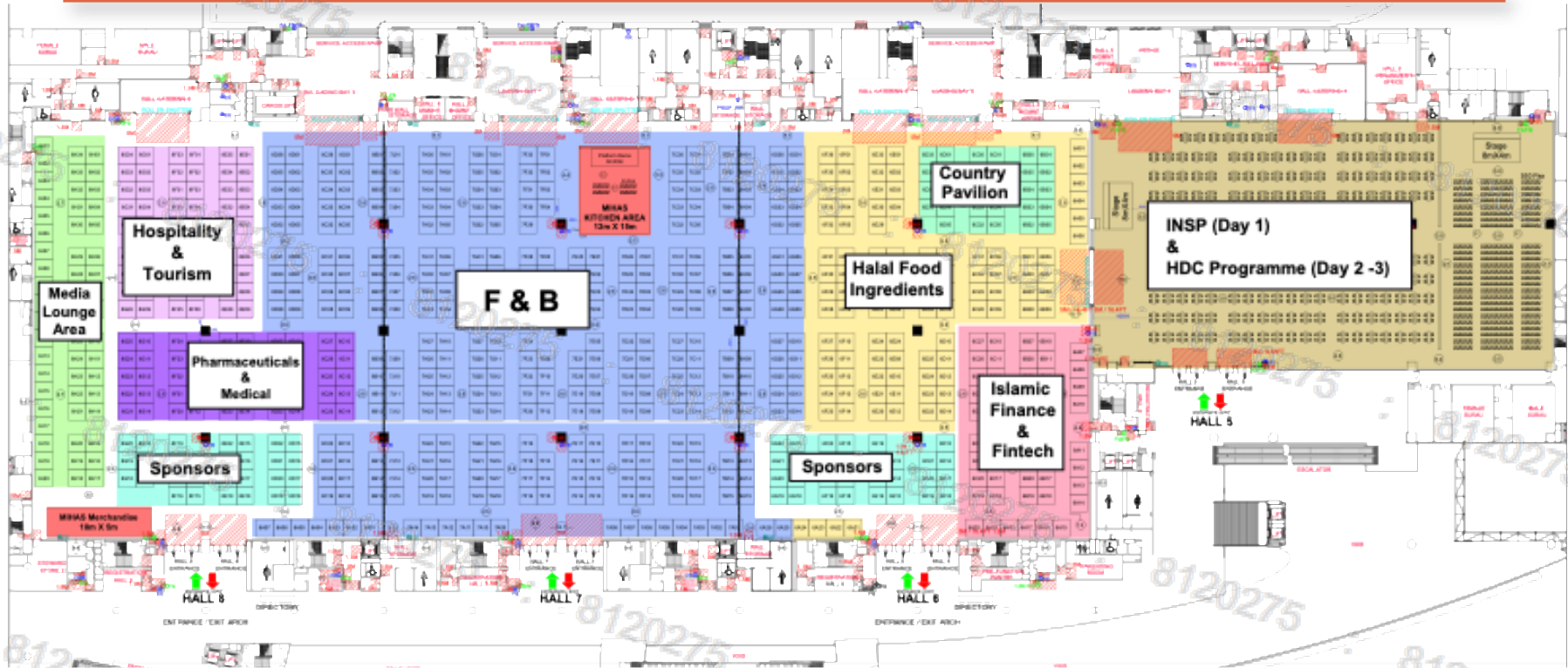


MIHAS // Exhibition Hall Level 1



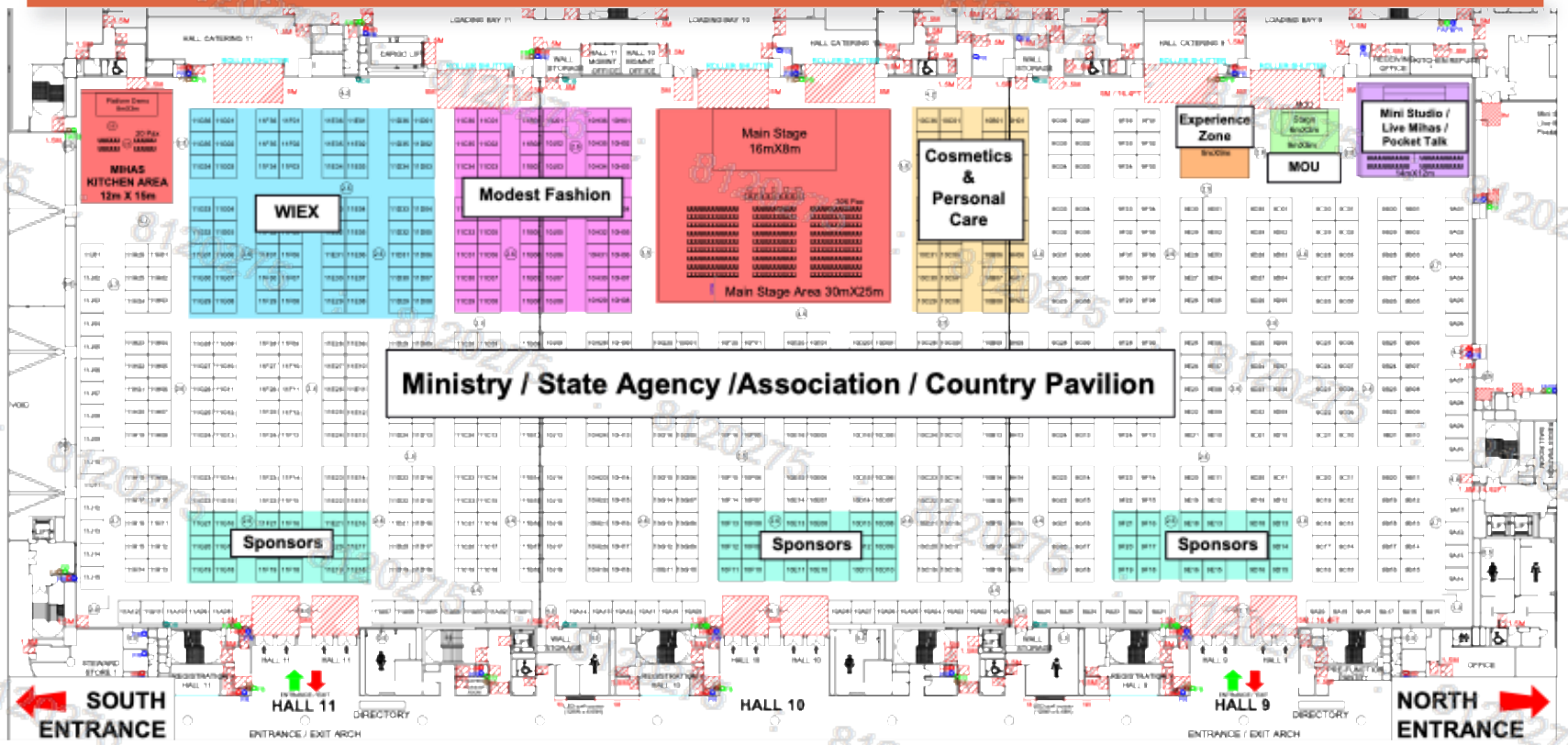
Level 1 (Consumer & Trade Enablers): By placing *Services & Enablers* between *Retail* and *F&B*, we create a logical path for business owners to source products and immediately find the service providers (logistics, packaging) to help scale them.

MIHAS // Exhibition Hall Level 2



Level 2 (The B2B Value Chain): Hospitality & Tourism sits beside F&B, which flows into Halal Ingredients and Islamic Finance. This allows a hotelier or restaurateur to source food, find raw ingredients, and secure Fintech/Finance solutions in a single, seamless walk-through.

MIHAS // Exhibition Hall Level 3



Level 3 is engineered as the exclusive PM visitation floor, with the Opening Ceremony hosted in the Ballroom. This creates a high-prestige walkthrough route where Key Sponsors, Ministries, and Country Pavilions are strategically positioned for immediate VIP exposure and high-level diplomatic engagement.

MIHAS // Exhibition Hall Level 1



Level 1 (Consumer & Trade Enablers): By placing *Services & Enablers* between *Retail* and *F&B*, we create a logical path for business owners to source products and immediately find the service providers (logistics, packaging) to help scale them.



Level 2 (The B2B Value Chain): Hospitality & Tourism sits beside F&B, which flows into Halal Ingredients and Islamic Finance. This allows a hotelier or restaurateur to source food, find raw ingredients, and secure Fintech/Finance solutions in a single, seamless walk-through.

MIHAS // Exhibition Hall Level 3



Level 3 is engineered as the exclusive PM visitation floor, with the Opening Ceremony hosted in the Ballroom. This creates a high-prestige walkthrough route where Key Sponsors, Ministries, and Country Pavilions are strategically positioned for immediate VIP exposure and high-level diplomatic engagement.

BOOK YOUR SPACE NOW!



9sqm: Length 3m x Width 3m

International:

Bare Space (Minimum 18sqm) : USD 8,100/18sqm/booth
USD 450/sqm

Space & Shell Scheme : USD 4,212/9sqm/booth
USD 468/sqm

Price after 6% SST

Bare Space (Minimum 18sqm) : USD 8,586/18sqm/booth

Space & Shell Scheme : USD 4,464.72/9sqm/booth

CONTACT US :



To secure your spot, please scan the QR Code below to access the Booking Form

For Space/Booth Sales Enquiries

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Thank You



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