



T.C.

TİCARET BAKANLIĞI
İhracat Genel Müdürlüğü



TÜRKİYE
YUZYILI



Sayı : E-82877844-454.09-00112619166
Konu : Fuar Duyurusu (MIHAS 2025)

DAĞITIM YERLERİNE

Dışişleri Bakanlığından alınan yazıda, 17-20 Eylül 2025 tarihleri arasında Kuala Lumpur'da düzenlenmesi öngörülen 21. Uluslararası Helal Ticaret Fuarı'nın (MIHAS) dünyanın en büyük helal ticaret fuarları arasında yer aldığı, 2024 yılında 66 ülkeden 2.000'in üzerinde katılımcının ve 43.000'den fazla ziyaretçinin fuara iştirak ettiği ve fuarda yaklaşık 1 milyar ABD Doları tutarında satış işlemi gerçekleştirildiği belirtilerek söz konusu fuara yönelik davet mektubunun iletildiği ifade edilmektedir.

Bu kapsamda, fuara dair davetiye ve broşür ekte yer almakta olup mezkûr fuarla ilgilenebilecek firmalarımıza duyuru yapılması hususunda gereğini rica ederim.

Hıfzı Oğuz KORKMAZ
Bakan a.
Daire Başkanı T.

EKLER:

- 1- 21. Uluslararası Helal Ticaret Fuarı - Brochure MIHAS 2025
- 2- 21. Uluslararası Helal Ticaret Fuarı MIHAS - Davet Yazısı

Bu belge güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu: DB7B4F93-D5F5-4C9C-B1D4-3E558E038437

<https://www.turkiye.gov.tr/ticaret-bakanligi-ebys>

Adres: Söğütözü Mahallesi Nizami Gencevi Caddesi 63/1 06530 Çankaya / ANKARA

Telefon No: 8769 Faks No: 03122048632

e-Posta: cakarh@ticaret.gov.tr

İnternet Adresi: www.ticaret.gov.tr

KEP Adresi:

Ayrıntılı bilgi için:

Habibe Hilal ÇAKAR

Ticaret Uzman Yardımcısı

Telefon No: 8769



Dağıtım:

Türkiye Odalar ve Borsalar Birliği Genel Sekreterliğine
Türkiye İhracatçılar Meclisi Genel Sekreterliğine
Akdeniz İhracatçı Birlikleri Genel Sekreterliğine
Batı Akdeniz İhracatçılar Birliği Genel Sekreterliğine
Denizli İhracatçılar Birliği Genel Sekreterliğine
Doğu Anadolu İhracatçılar Birliği Genel Sekreterliğine
Doğu Karadeniz İhracatçılar Birliği Genel Sekreterliğine
Ege İhracatçı Birlikleri Genel Sekreterliğine
Güneydoğu Anadolu İhracatçı Birlikleri Genel Sekreterliğine
İstanbul Maden ve Metaller İhracatçı Birlikleri Genel Sekreterliğine
İstanbul İhracatçı Birlikleri Genel Sekreterliğine
İstanbul Tekstil ve Konfeksiyon İhracatçı Birlikleri Genel Sekreterliğine
Karadeniz İhracatçı Birlikleri Genel Sekreterliğine
Orta Anadolu İhracatçı Birlikleri Genel Sekreterliğine
Uludağ İhracatçı Birlikleri Genel Sekreterliğine

Bu belge güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu: DB7B4F93-D5F5-4C9C-B1D4-3E558E038437

<https://www.turkiye.gov.tr/ticaret-bakanligi-ebys>

Adres: Söğütözü Mahallesi Nizami Gencevi Caddesi 63/1 06530 Çankaya /
ANKARA

Telefon No: 8769 Faks No: 03122048632

e-Posta: cakarh@ticaret.gov.tr

İnternet Adresi: www.ticaret.gov.tr

KEP Adresi:

Ayrıntılı bilgi için:

Habibe Hilal ÇAKAR

Ticaret Uzman Yardımcısı

Telefon No: 8769



Fail Tuan :
Your Ref :Tarikh :
Date : 15 April 2025Fail Kami :
Our Ref : MATRADE.600-3/2/247 Jld. 2 (90)**H.E Emir Salim Yüksel**

Ambassador of the Republic of Turkiye to Malaysia
Embassy of the Republic of Turkiye
Level 18, Menara Tan & Tan,
207 Jalan Tun Razak,
50400 Kuala Lumpur.

*Your Excellency,***INVITATION TO PARTICIPATE IN THE 21st MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS), 17 - 20 SEPTEMBER 2025**

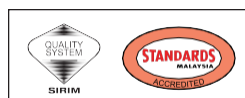
Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

2. It is with great honor that I invite Your Excellency to participate in the 21st Malaysia International Halal Showcase (MIHAS) 2025, taking place at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. MIHAS is the largest Halal exhibition globally and was officially recognised by the Guinness World Records for hosting the highest attendance at a halal event in 2023.

3. The Halal market, valued currently at USD3 trillion, spans across food and beverages, cosmetics, pharmaceuticals, finance, and logistics, presenting vast, untapped opportunities for growth and innovation. This burgeoning industry caters to nearly two billion Muslims worldwide, alongside a growing consumer base seeking quality and ethically produced goods. MIHAS has consistently played a key role in connecting businesses to this thriving market, cementing Malaysia's position as a leading Halal hub.

4. In its 20th edition in 2024, MIHAS attracted over 2,000 exhibitors from 66 nations and attendance of more than 43,000 visitors, generating impressive sales surpassing RM4.30 billion. This establishes MIHAS as not only a Halal marketplace but a catalyst for global Halal industry growth.

National Trade Promotion Agency under the Ministry of Investment, Trade and Industry (MITI), Malaysia



CERTIFIED TO ISO 9001:2015 & CERT. NO.: QMS 03470

MATRADE.600-3/2/247 Jld. 2 (90)

5. For MIHAS 2025, MATRADE is enhancing engagements by hosting buyers specifically for international exhibitors through tailored business matching programs. These initiatives will connect exhibitors with relevant industry leaders and potential partners, maximizing business opportunities and fostering valuable relationships.

6. In this regard, I have the honour and pleasure to invite Your Excellency to consider establishing a Turkish country or industry pavilion. The Turkish pavilion would certainly be appreciated by the Government of Malaysia and signify the long-standing bilateral bond between Malaysia and the Republic of Turkiye.

I eagerly anticipate Your Excellency's favorable response and look forward to Turkish country pavilion esteemed presence at MIHAS 2025.

Thank you and kind regards,



(DATUK MOHD MUSTAFA ABDUL AZIZ)

Chief Executive Officer
MATRADE

cc : Mr. Yuhanis Latif
Director
Qube Integrated Malaysia Sdn. Bhd.

25 MIHAS

Malaysia International **Halal** Showcase

17-20 Sept 2025 | MITEC, KL



MIHAS // Overview

#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

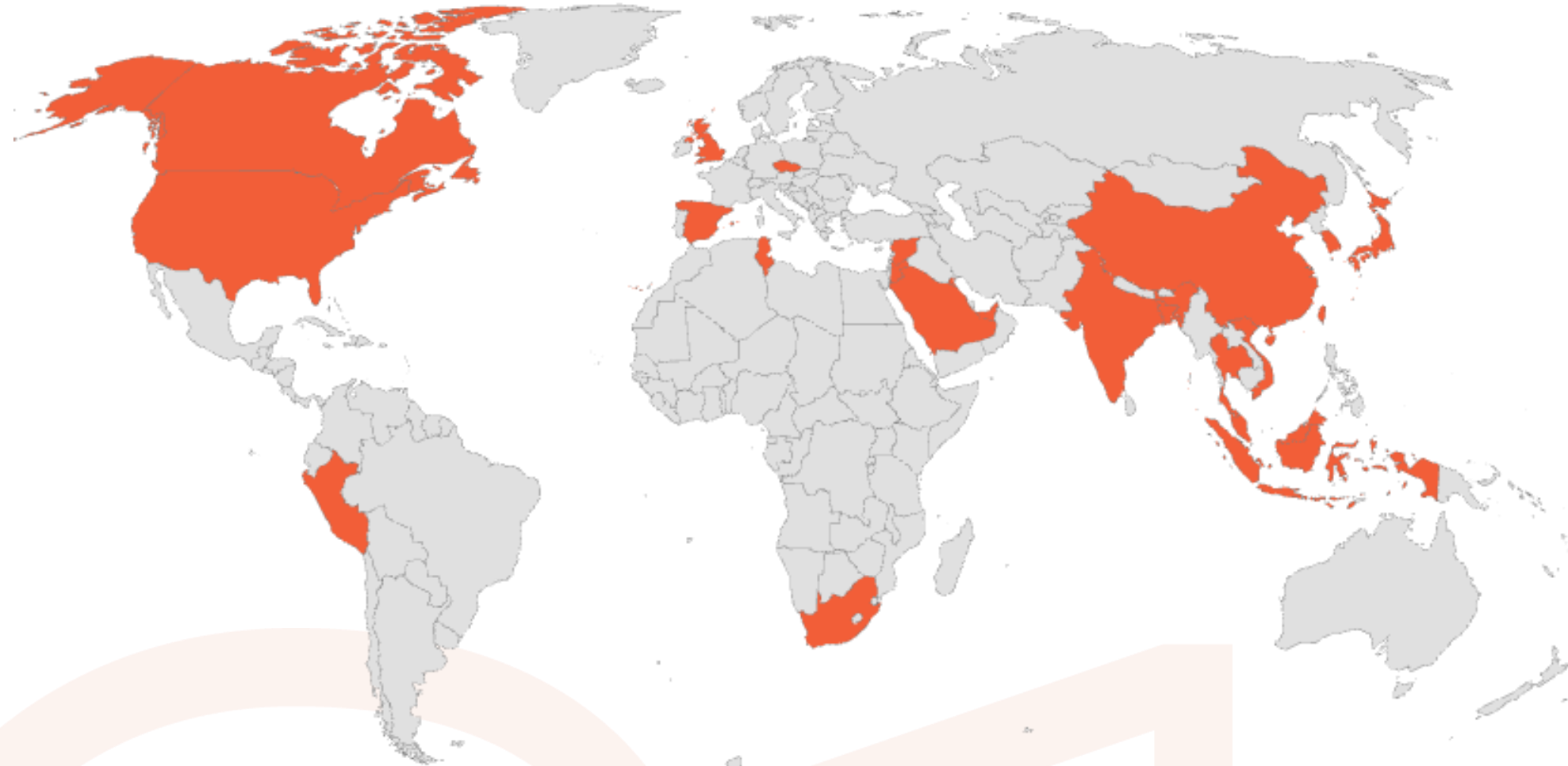


MIHAS Kitchen



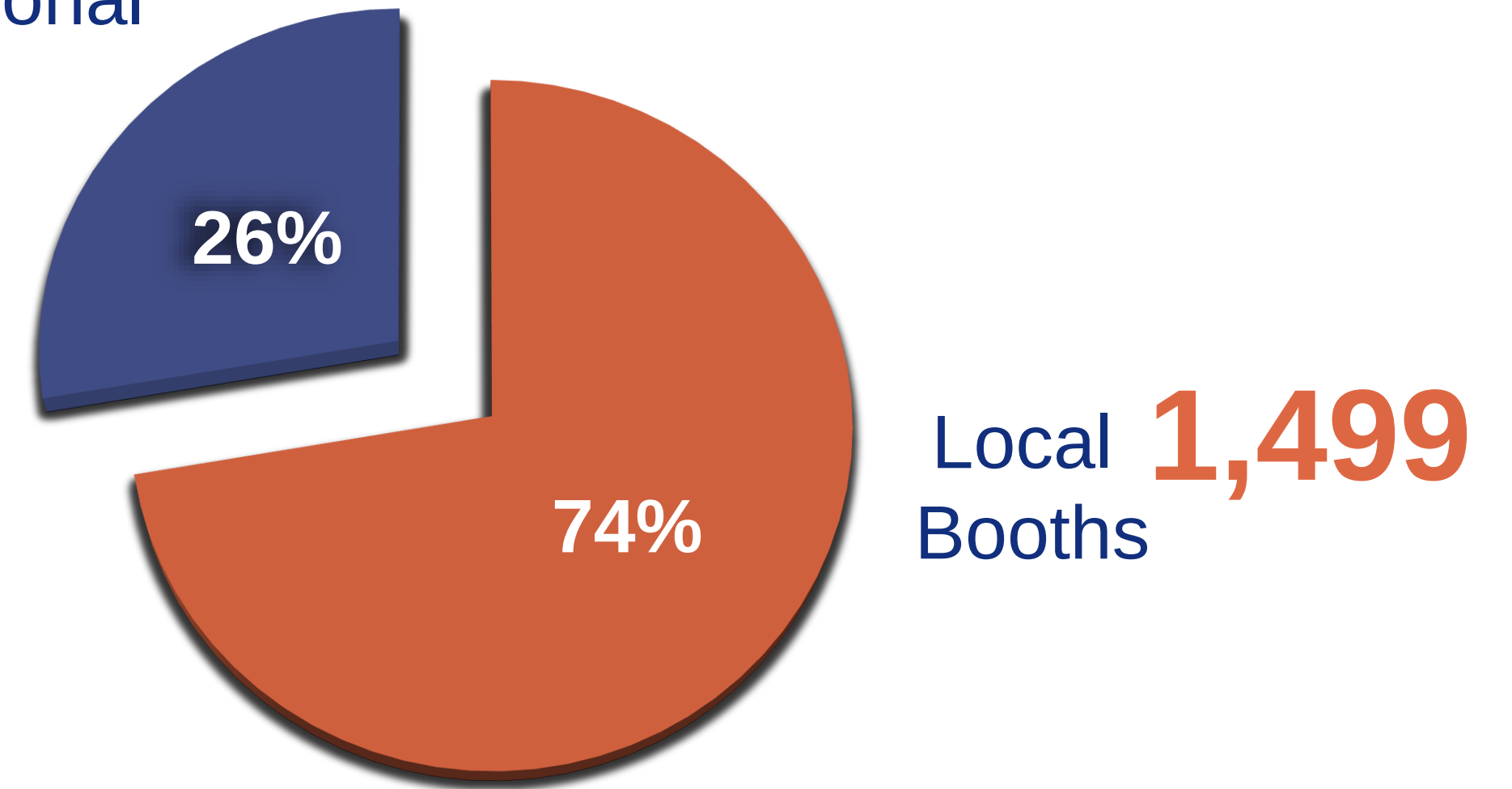
Fashion Show

MIHAS 2024 // Exhibitors

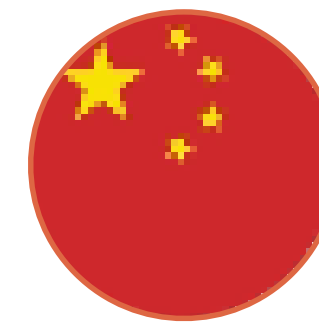


2,028
Exhibition Booths
from **66** Countries

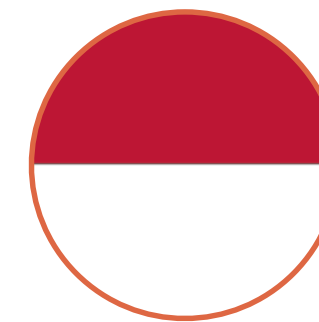
International
Booths
529



Top 5 Countries in MIHAS 2024



China



Indonesia



Saudi
Arabia

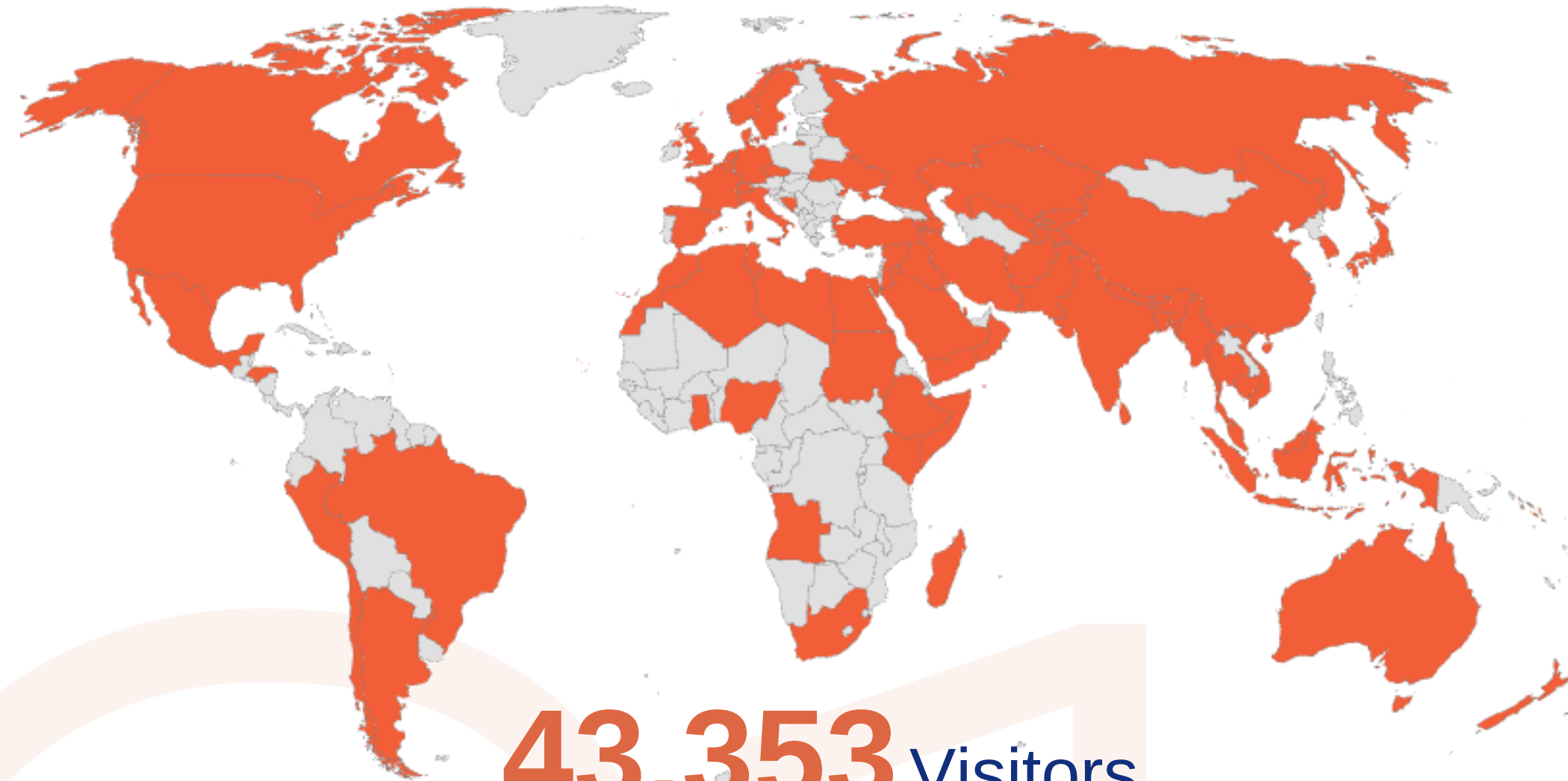


South Korea



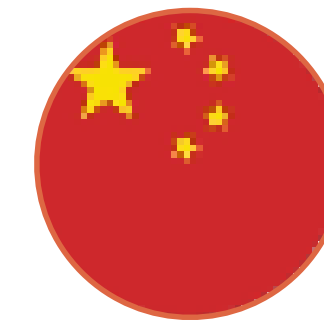
Thailand

MIHAS 2024 // Visitors

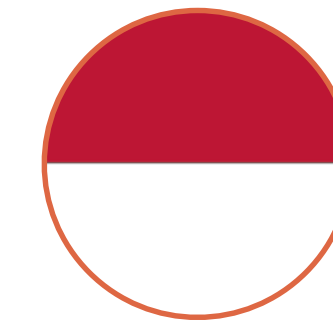


43,353 Visitors
From
over **90** Countries

Top 5 Visitor Countries in MIHAS 2024



China



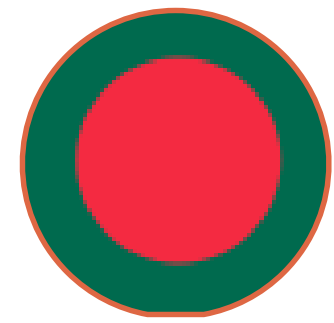
Indonesia



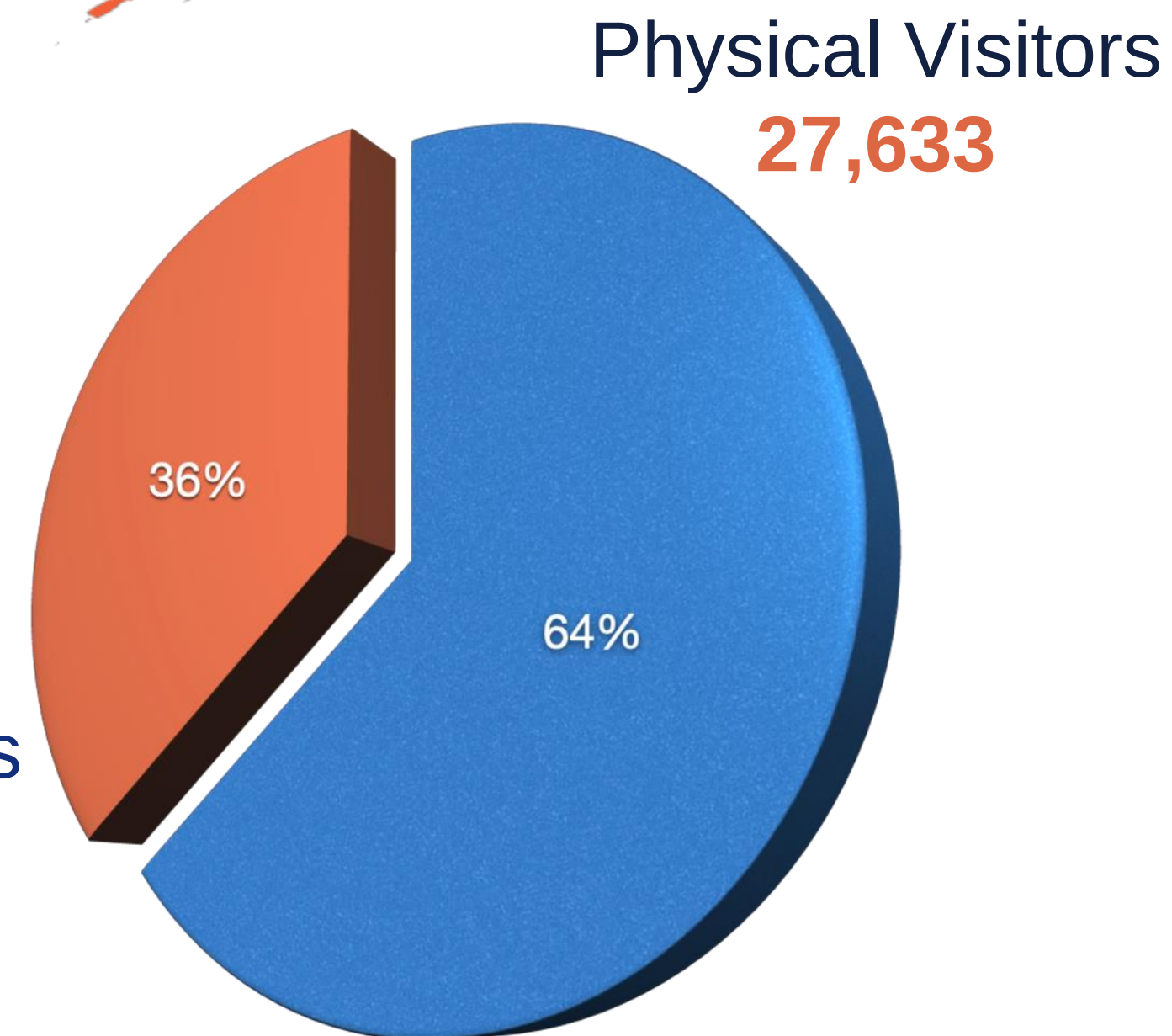
Singapore



Japan



Bangladesh



Virtual Visitors
15,720



Local Visitors

MIHAS 2024 // By The Numbers

RM4.30 Billion
In Sales

RM1.77 + INSP
Billion In Sales From Generated
MIHAS Showcase **RM2.53**
Billion In Sales

International Sourcing Program (INSP)

Bring Together **CLOSE TO**

330 INTERNATIONAL
BUYERS

with

800 MALAYSIAN
EXPORTERS

3,066 Business
Meetings

MIHAS 2024 // Media Value

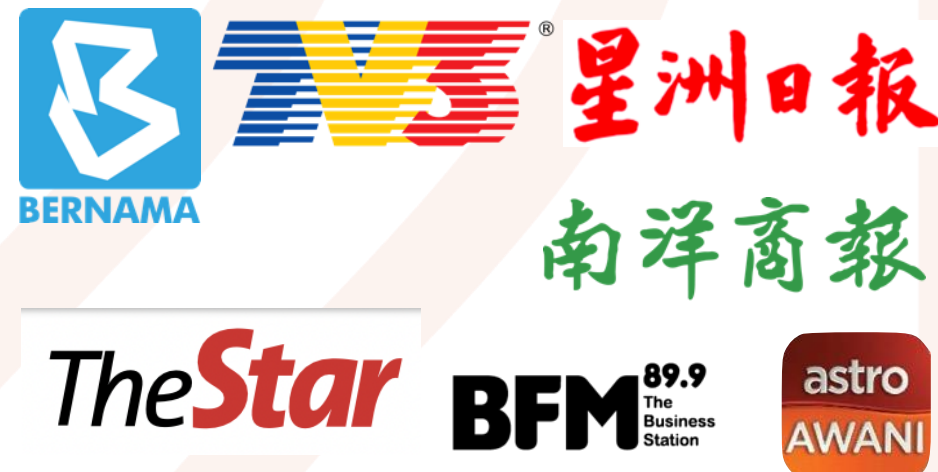
RM21 MILLION
In PR Value

461 NEWS CLIPPINGS

98 Print | **281** Online | **82** Broadcast

RM2.5 Million In
Media Buy

ATL RM1,700,000



BTL RM200,000



OOH RM350,000



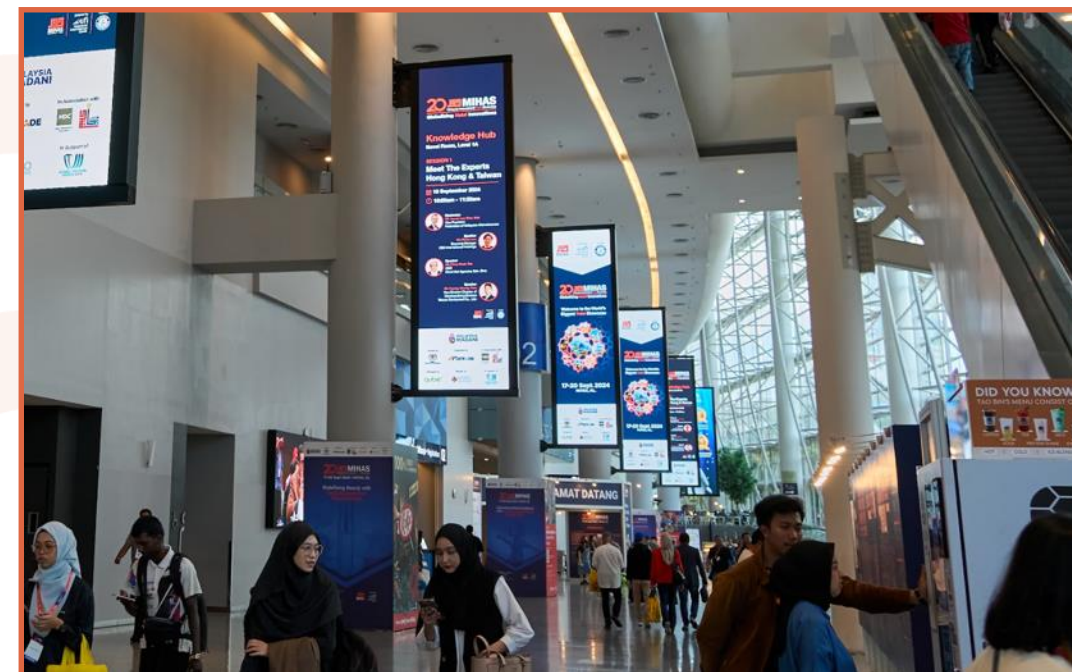
Digital RM250,000



MIHAS Clusters



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

The World's No.1 Platform for Sourcing **Halal** Products & Services

21st MIHAS
Malaysia International Halal Showcase
17-20 Sept 2025 | MITEC, KL



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



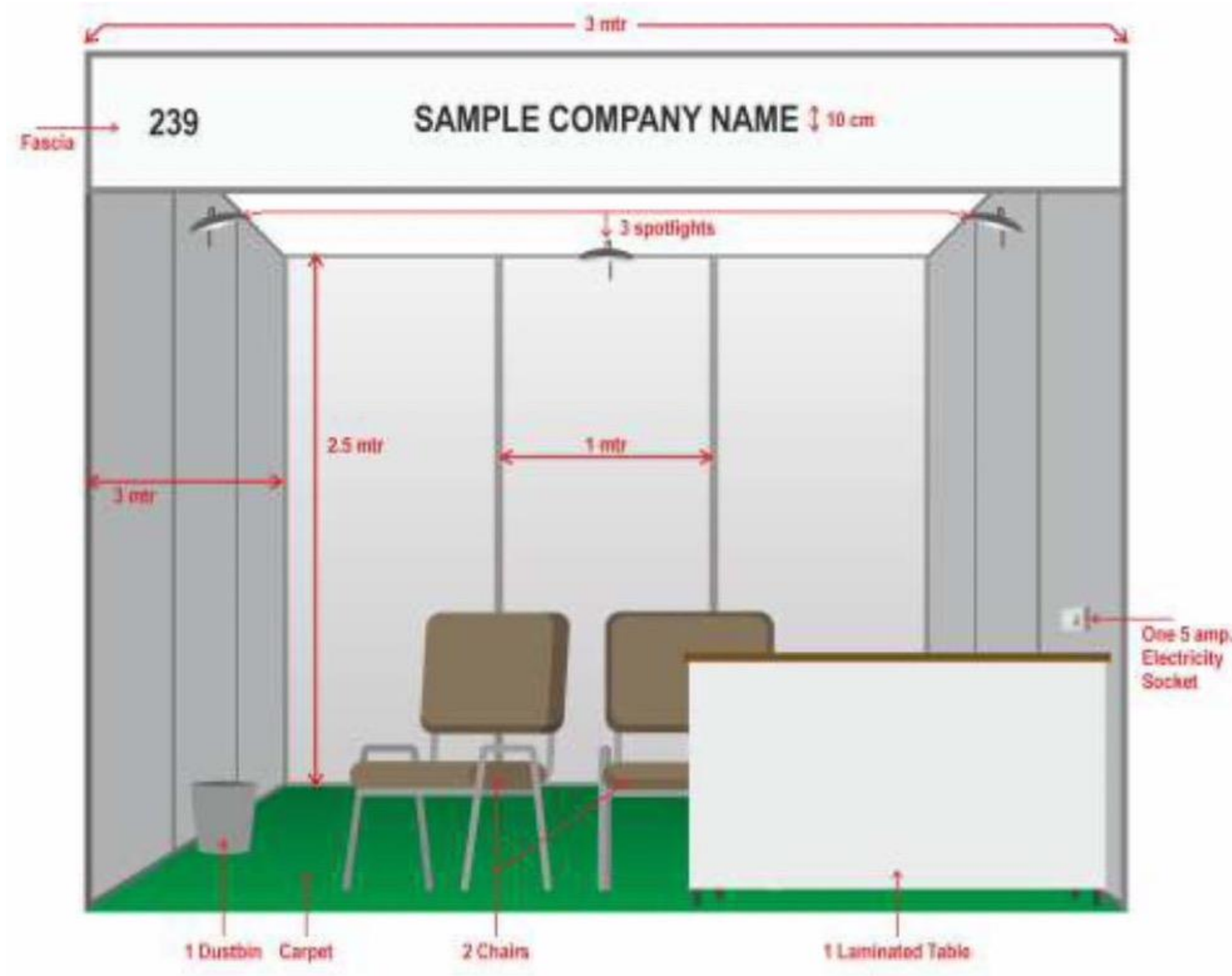
Conferences & Seminars

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!



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

9sqm: Depth 3m x Front 3m

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 GEMILANG

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

f mihasmalaysia

i mihas_malaysia

in mihas-malaysia

www.mihas.com.my

MIHAS
MALAYSIA INTERNATIONAL HALAL SHOWCASE

ufi
Approved
International
Event

Recipient of Guinness
World Records Award
GUINNESS
WORLD RECORDS
The Largest Attendance
for Halal Trade Show