

25th MIHAS

Malaysia International Halal Showcase

17-20 Sept 2025 | MITEC, KL



Hosted by



Organised by



In Association with



Managed by



Winner of



In Support of



#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

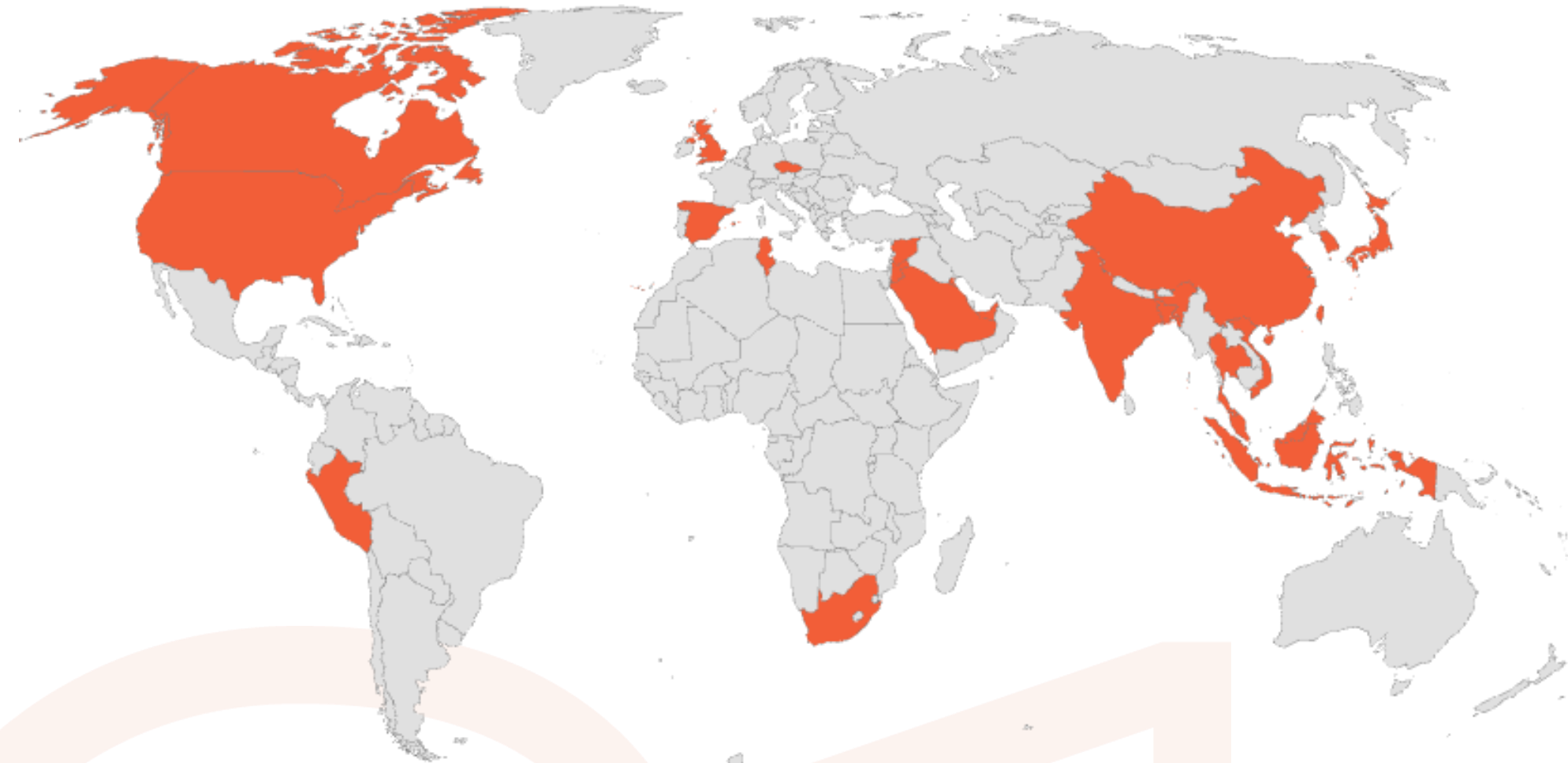


MIHAS Kitchen



Fashion Show

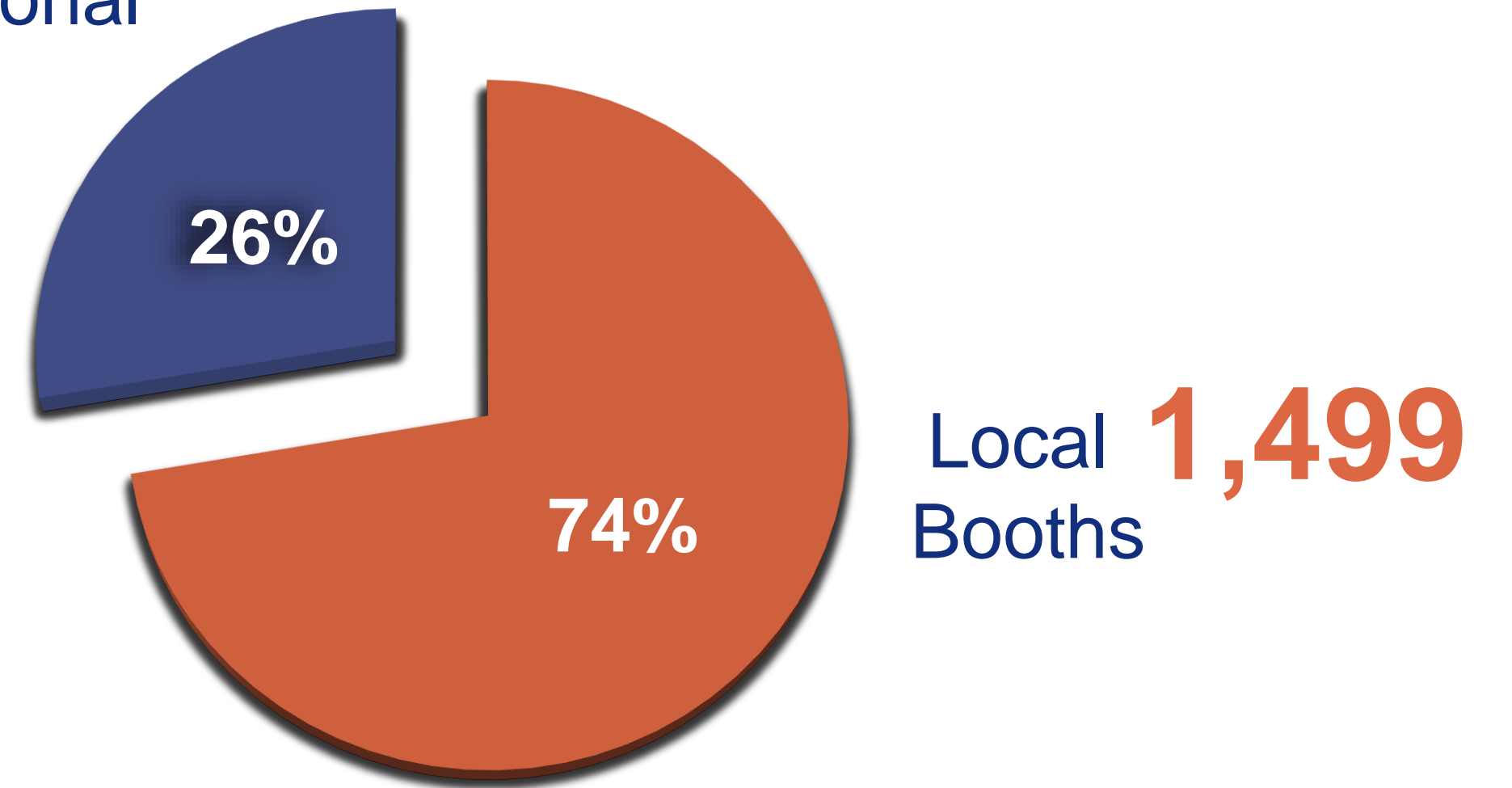
MIHAS 2024 // Exhibitors



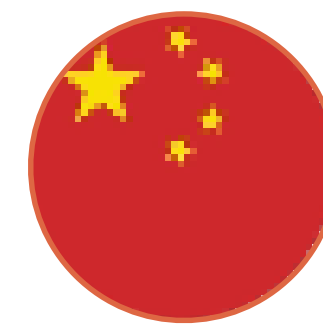
2,028

Exhibition Booths
from **66** Countries

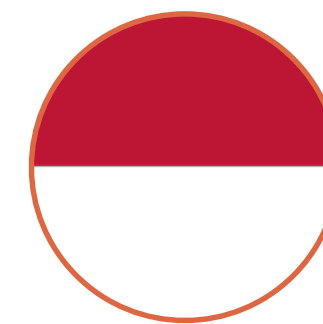
International
Booths
529



Top 5 Countries in MIHAS 2024



China



Indonesia



Saudi
Arabia

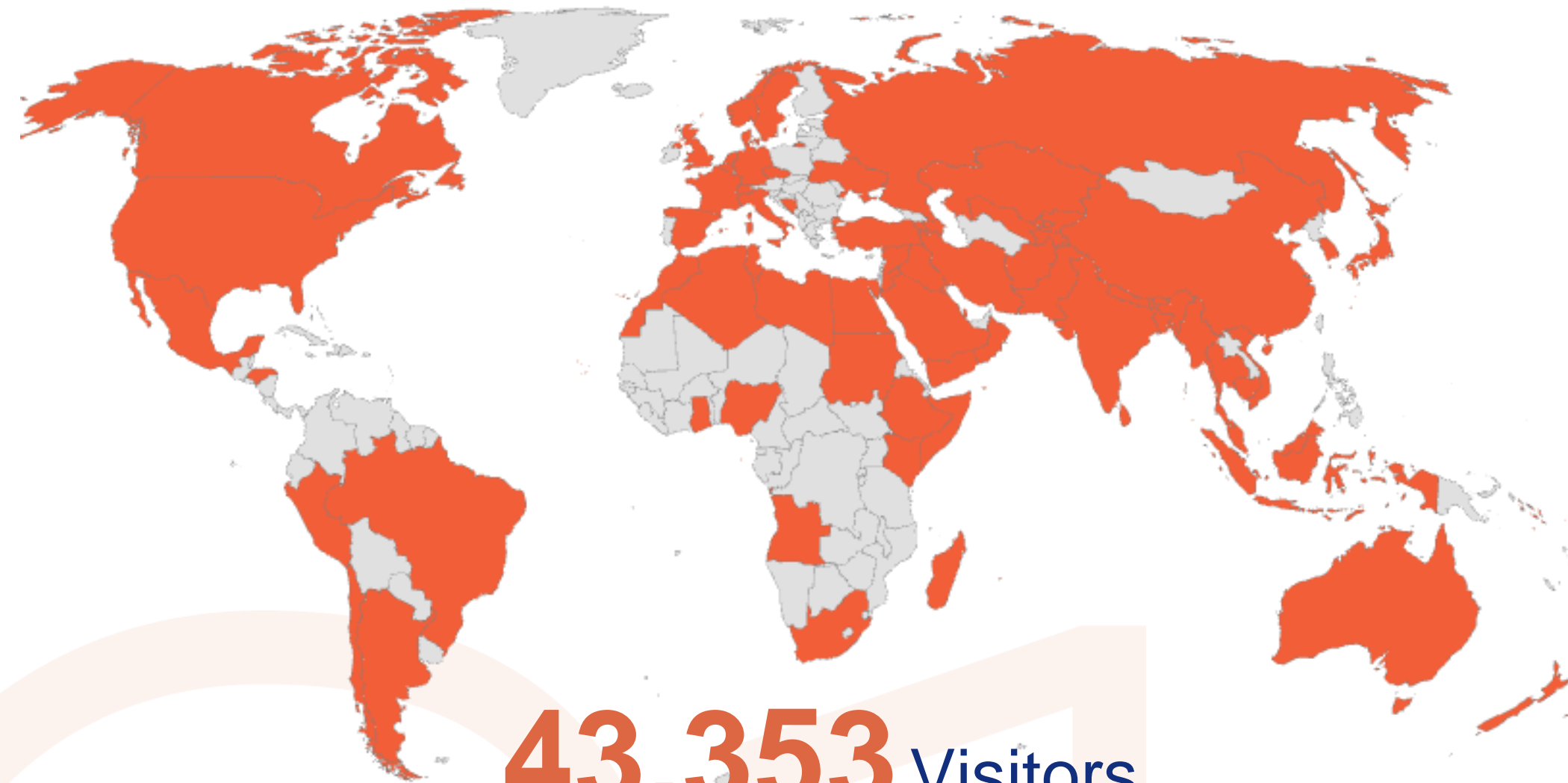


South Korea



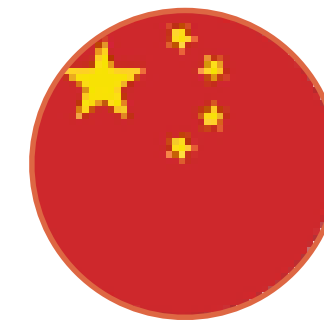
Thailand

MIHAS 2024 // Visitors

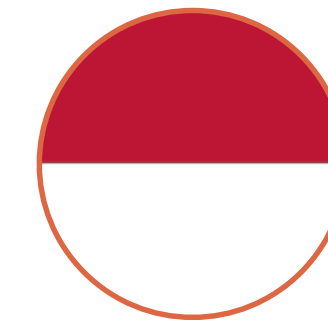


43,353 Visitors
From
over **90** Countries

Top 5 Visitor Countries in MIHAS 2024



China



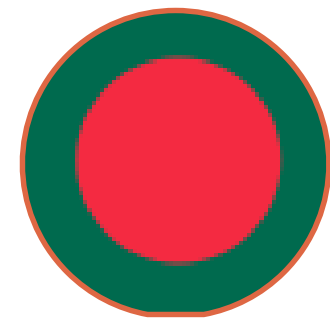
Indonesia



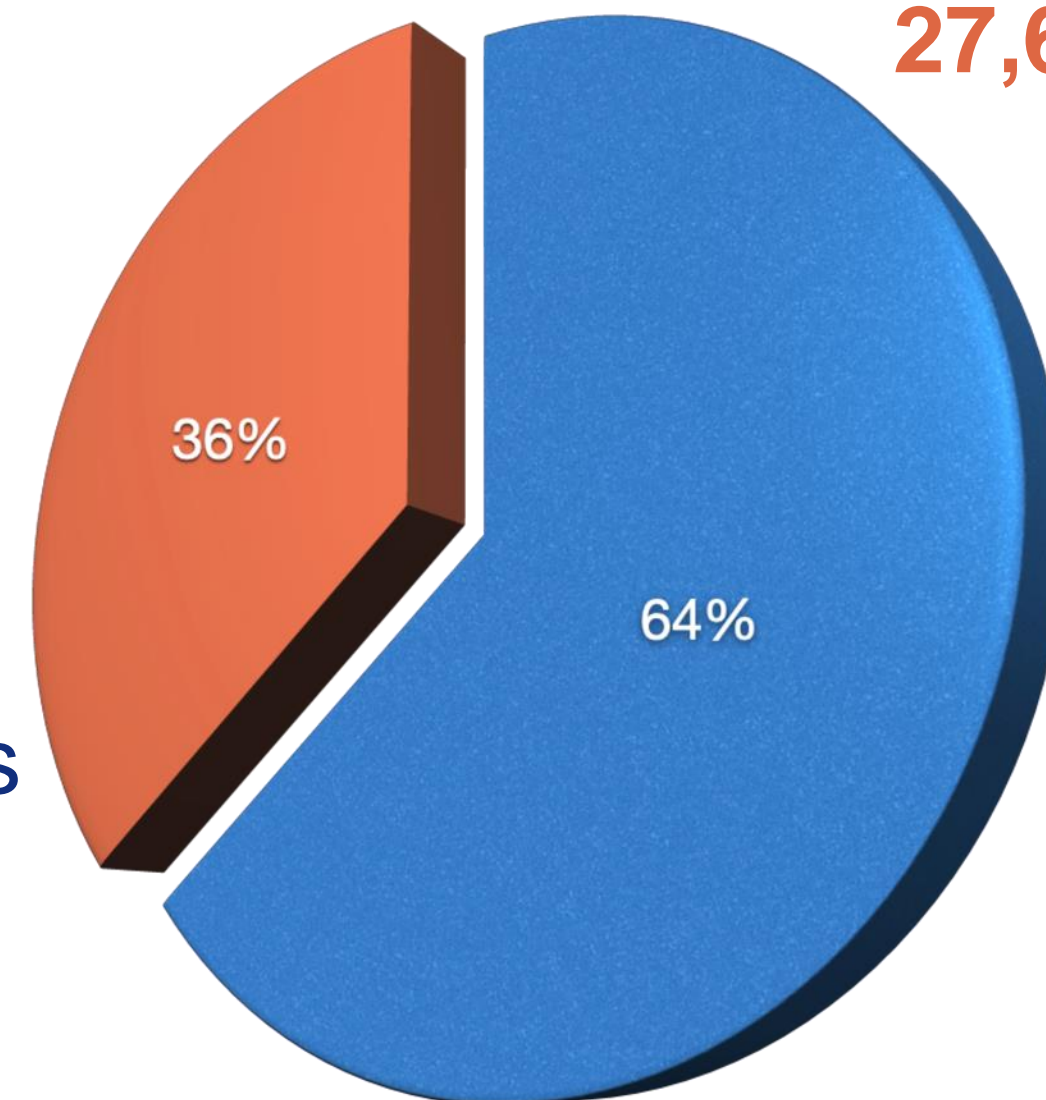
Singapore



Japan



Bangladesh



Physical Visitors
27,633

Virtual Visitors
15,720



International
Visitors

Local
Visitors

RM4.30 Billion
In Sales

RM1.77
Billion In Sales From
MIHAS Showcase

+

INSP
Generated
RM2.53
Billion In Sales

International Sourcing Program (INSP)

Bring Together **CLOSE TO**

330 INTERNATIONAL
BUYERS

with

800 MALAYSIAN
EXPORTERS

3,066 Business
Meetings

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



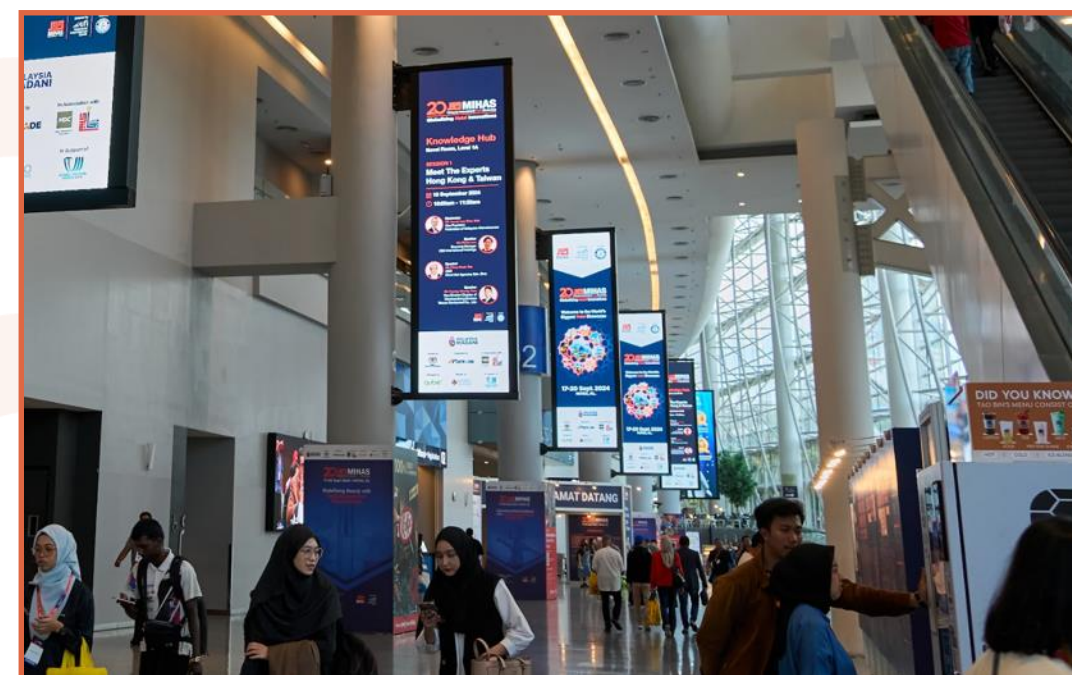
OOH RM350,000



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

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



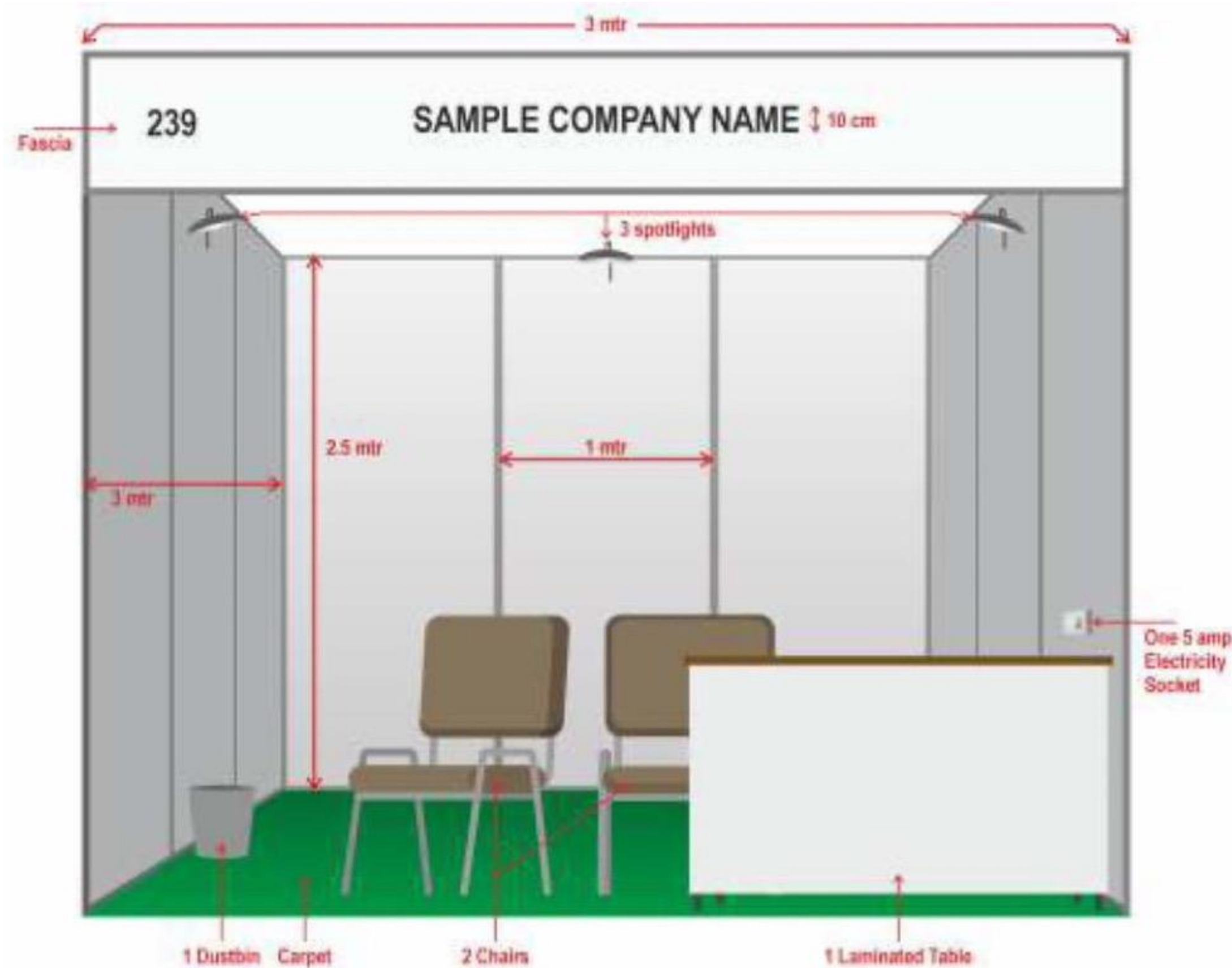
Conferences & Seminars

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!



9sqm: Depth 3m x Front 3m

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

BOOK YOUR SPACE NOW!



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Elevate Your Brand Presence as a Sponsor

Diamond Sponsor



Gold Sponsors



MIHAS Kitchen Main Sponsors



Official Airline



Courier & Logistic Partner



F&B Partners



Modest Fashion Strategic Partners



Media and Branding

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