



# The 15<sup>th</sup> Malaysia International Halal Showcase

**4 - 7 April 2018**

Malaysia International Trade and Exhibition Centre (MITEC)  
Kuala Lumpur



## Post Show Report

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# ACKNOWLEDGEMENTS

Hosted by



Organised by



In Association with



Managed by



Preferred Airlines



Official Coffee Partner



Official E-Commerce Partner



Official Digital Partner



Official E-Hailing Partner



Official Business Matching Partner



Official Telco



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Sponsors



Supporting Partners



Official Knowledge Partners



Official Media Partners



Media Partners





# GENERAL INFORMATION



## Event

15th Malaysia International Halal Showcase (MIHAS 2018)



## Location

Malaysia International Trade and Exhibition Centre (MITEC) Kuala Lumpur

## Date

4-7 April 2018



## Hosted By

Ministry of International Trade & Industry (MITI)

## Organised By

Malaysia External Trade Development Corporation (MATRADE)

## In Association With

Halal Industry Development Corporation (HDC)  
Department of Islamic Development Malaysia (JAKIM)

## Managed By

HW LIMA Sdn Bhd

# EXECUTIVE SUMMARY OF MIHAS 2018



The 15th Malaysia International Halal Showcase (MIHAS 2018), which was held between 4 to 7 April this year, was a tremendous success. It is the largest edition of the MIHAS series with 778 exhibitors from 33 countries, occupying 5 halls at the newly opened Malaysia International Trade And Exhibition Centre (MITEC).

There was an extremely healthy engagement throughout the 4-day exhibition; with 29 delegations and 21,000 visitors recorded at the show and 1,338 pre-arranged meetings being held, generating an overall increase of 38% trade being conducted at MIHAS.

MIHAS exhibits covered a wide range of food, non-food and Islamic friendly services from 33 countries, including Indonesia, Thailand, China, Philippines, Japan, France, India and Palestine.

This year also saw the return of the World Halal Conference (WHC 2018), thus completing the World Halal Week programme. The WHW this year carried the theme 'BUILDING FOR THE FUTURE' and featured MIHAS 2018, organised by the Malaysia External Trade Development Corporation (MATRADE); World Halal Conference 2018 (WHC 2018) by Halal Industry Development Corporation (HDC) and Malaysia International Halal Assembly (MyHA) by the Department of Islamic Development Malaysia (JAKIM).

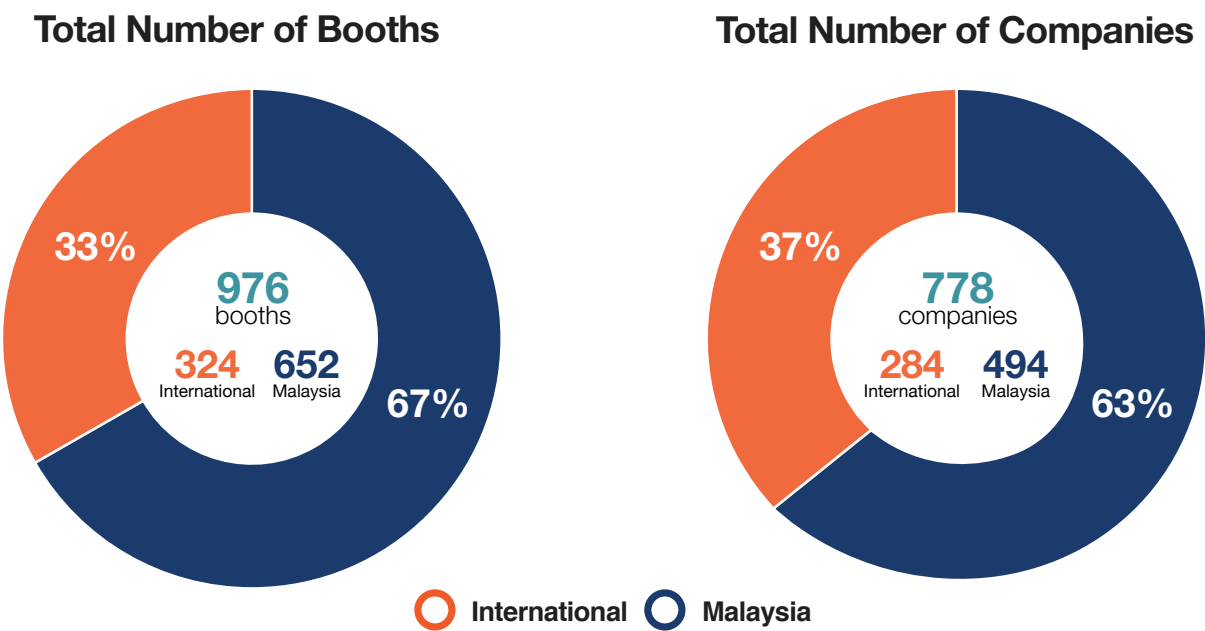
The opening ceremony of the World Halal Week (WHW) 2018 was officiated by The Hon. Dato' Seri Dr. Ahmad Zahid Hamidi, Deputy Prime Minister of Malaysia on 4 April 2018 in the presence of dignitaries, distinguished guests and media from around the world.

One of the main features of MIHAS 2018 was the healthy reception it received for its 6 different conferences and Industry Zone programme. MATRADE has also, as part of its "International Sourcing Programme" (INSP) invited over 200 international buyers to attend MIHAS. These buyers were pre-selected by MATRADE's 47 worldwide offices.

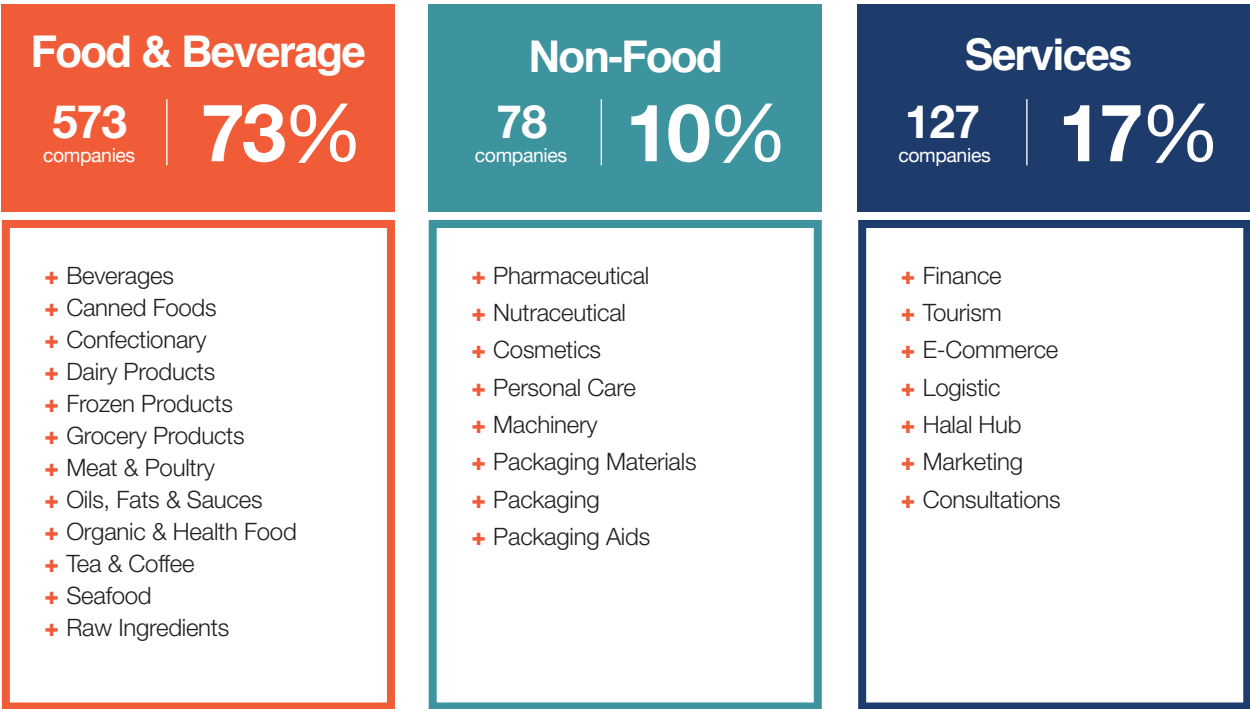
# MIHAS 2018 EXHIBITOR ANALYSIS

Occupying an exhibition space of 8784 square metres, the exhibition has attracted 778 exhibitors from 33 countries, and witnessed first-time participation from Cambodia, Azerbaijan and Uzbekistan.

The number of participating companies increased by 35% from 575 companies in 2017. Out of the total number of companies, 37% (284) were international companies. The local companies accounted for 63% (494) of total participation.



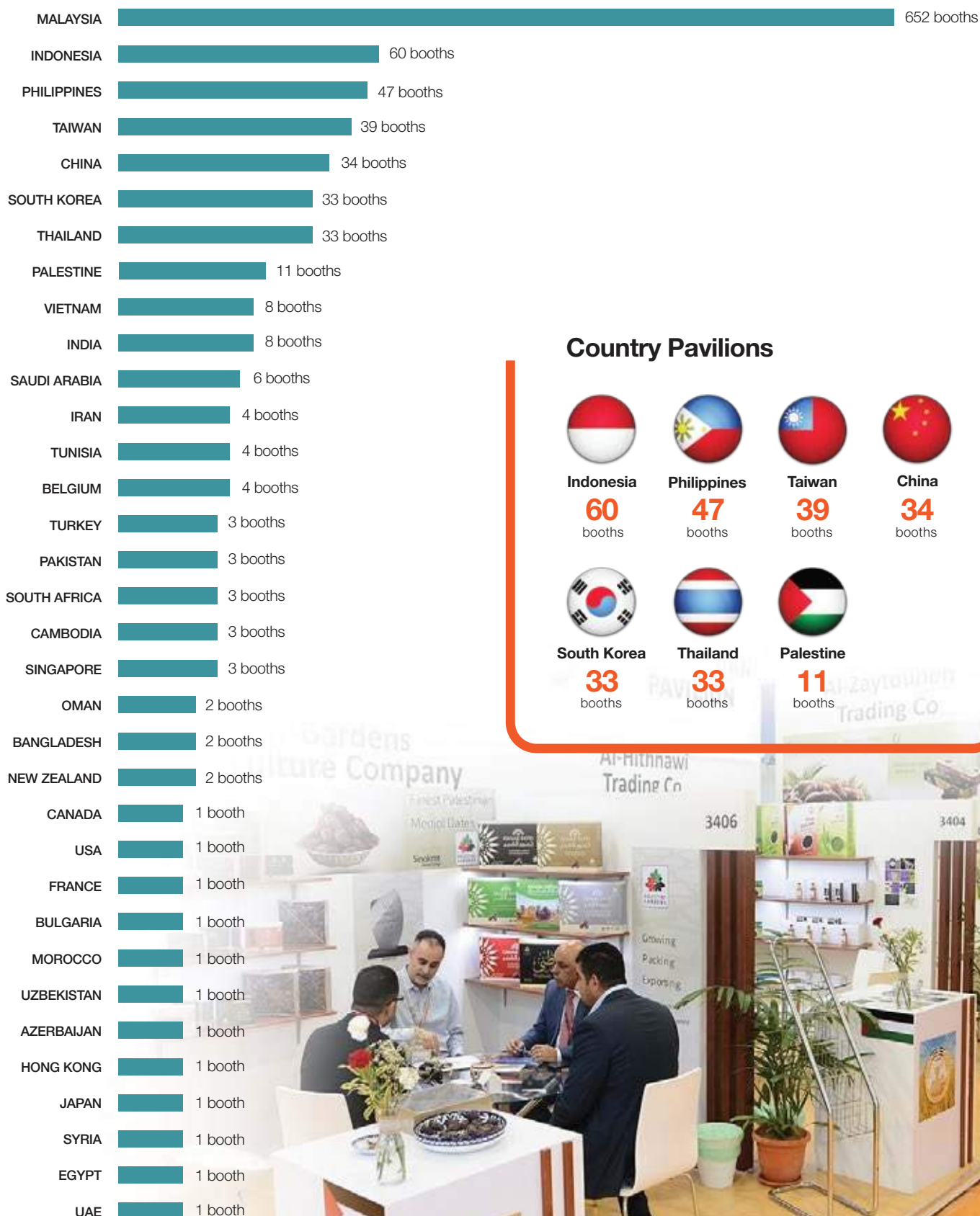
## Overall Breakdown of Exhibitors By Area





# MIHAS 2018 EXHIBITOR ANALYSIS

## Breakdown of Country Participation



## Country Pavilions



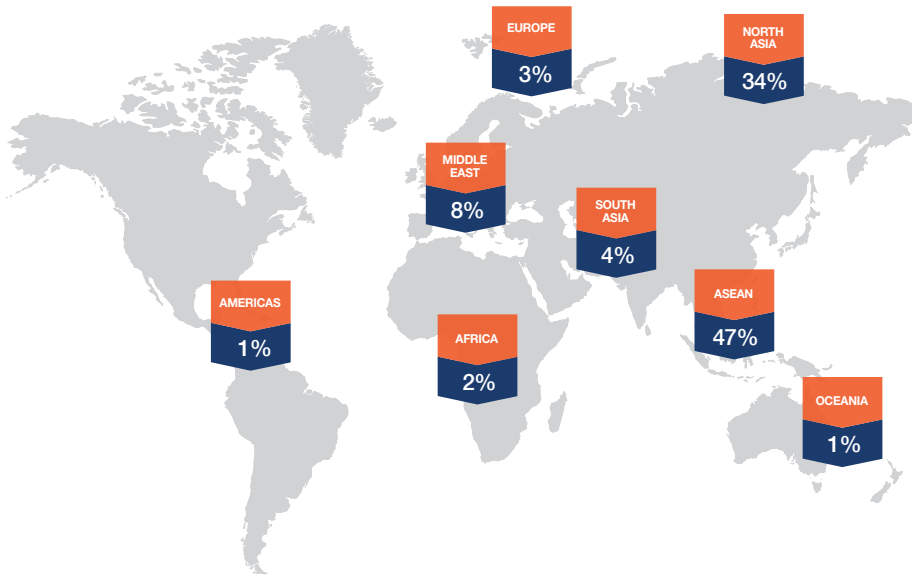
# MIHAS 2018 EXHIBITOR ANALYSIS



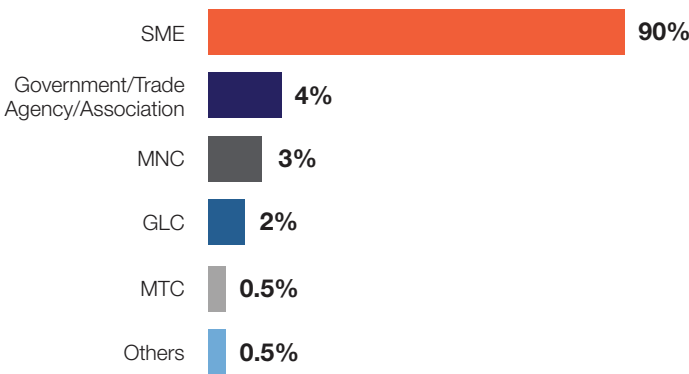
## Exhibitor Breakdown By Industry Cluster



## Exhibitors Breakdown By Region



## Exhibitors Breakdown By Profile





# MIHAS 2018 EXHIBITOR ANALYSIS

## Key Exhibitors



# MIHAS 2018 EXHIBITOR ANALYSIS



**88%**  
exhibitors  
met their goals

**87%**  
interested in participating at  
**MIHAS 2019**

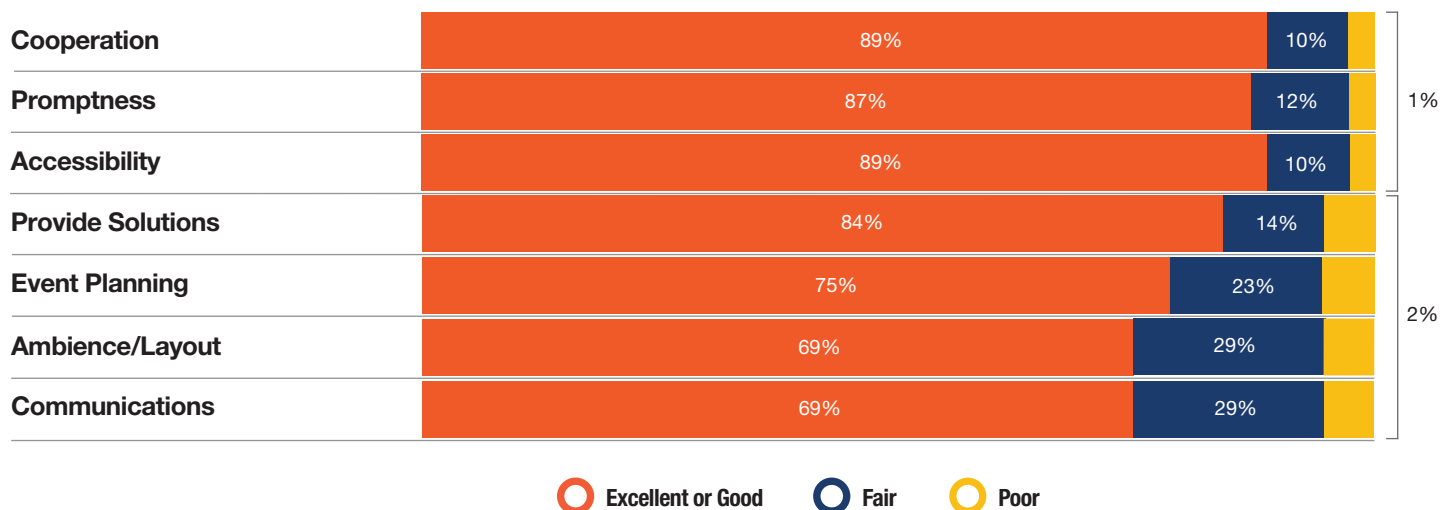
## Main Consideration for Exhibiting



## Participation Objectives



## Feedback On Organisation Service



## Exhibitor Testimonials

MIHAS is a good platform for thoughts sharing and ideas amongst key industry players

Natural Green Standard  
Malaysia

You get to connect, embrace & experience variance of foods, culture and environment

Mamee Double Decker  
Malaysia

MIHAS is a good access to quality buyers sourcing for Halal certified products

Thai Edible Oil Co. Ltd  
Thailand

Exposure towards diverse Halal industries

Sari Dewi  
Indonesia

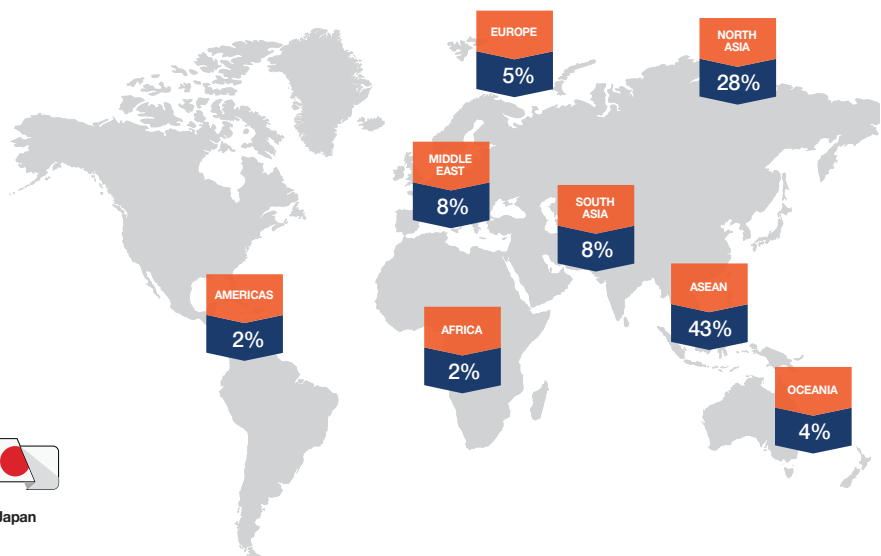
# MIHAS 2018 VISITOR ANALYSIS

MIHAS 2018 attracted Halal Trade Professionals and Buyers from 72 countries, with more than 50% listing sourcing for new products and opportunities as their main purpose for visiting. They also obtained worthwhile knowledge sharing session during 3 days of MIHAS. In total, 21,000 visitors attended this year.

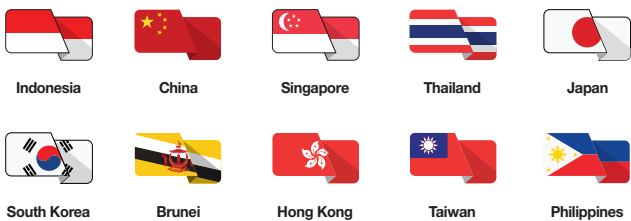
The top visitor nations after Malaysia were Indonesia, Philippines, Singapore, Thailand, China and Korea. Above-average growth in visitors' numbers was recorded from Bangladesh, United Kingdom, India, Pakistan, Australia, and Iran.



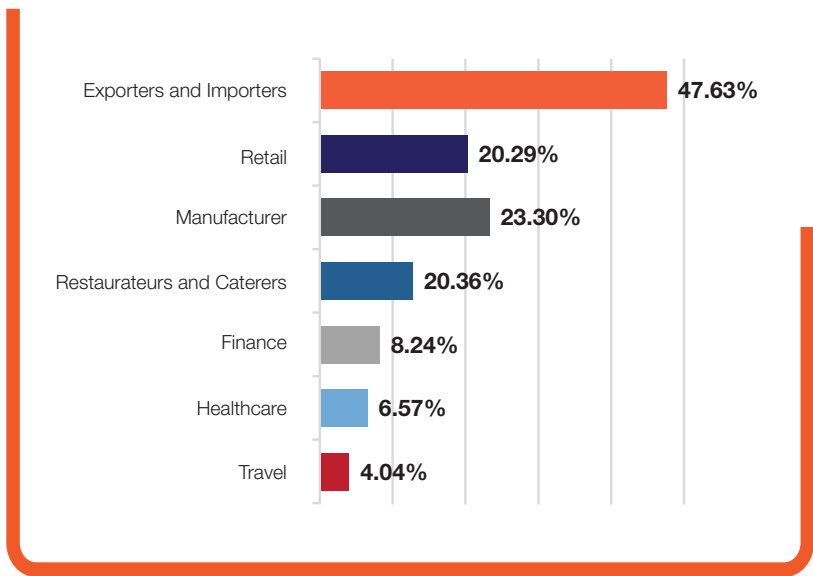
## MIHAS 2018 Visitor Breakdown By Region (Excluding Malaysia)



## Top 10 International Visitors



## Visitor Classified By Business Activity



**TOP 8**  
sought after  
F&B products

1. Halal Ingredients
2. Frozen Foods
3. Process Technology
4. Coffee
5. Meat/Poultry
6. Dairy Products
7. Packaging Materials, Packaging, Packaging Aids
8. Bakery Products

**83%**  
of hosted buyers  
returning to  
MIHAS 2019

**70%**  
are involved in  
purchasing  
process

**50%**  
of visitors are  
looking for halal  
ingredients



# MIHAS 2018 VISITOR ANALYSIS

## Visitor Breakdown By Country



# MIHAS 2018 TRADE DELEGATIONS

## COUNTRY

## ORGANIZATION



China

- + China Council for The Promotion of International Trade
- + Bureau of Commerce of Hui Autonomous Prefecture of Linxia of Gansu Province
- + NingXia Chamber Of Commerce for Importers & Exporters
- + Department of commerce of Qinghai Province
- + China Council for the Promotion of International Trade, Qinghai Provincial Committee



Philippines

- + Zamboanga Sibugay High Value Crops Multipurpose Cooperative
- + ZamPen Halal Fatwa Council
- + Dept. of Trade & Industry
- + Bureau of Fisheries and Aquatic Resources
- + Department of Agriculture IX
- + Zamboanga City Sangguniang Panglungsod
- + Philippine Trade & Investment Center
- + Zamboanga City Special Economic Zone Authority and Freeport
- + Department of Tourism
- + Department of Trade and Industry
- + Mindanao Development Authority
- + Islamic Da'wah Council of the Philippines

## COUNTRY

## ORGANIZATION



Cocos  
Keeling Island

- + Cocos Islands Cooperative Society Ltd



Japan

- + OBIHIRO Chamber Of Commerce and Industry



Oman

- + Public Establishment for Industrial Estates



South Korea

- + Korea Tourism Organization - Jeju Island
- + Korea Halal Export Association



Turkey

- + Blacksea Exporters Associations
- + Turkish Ministry of Economy



Indonesia

- + The Ministry of Cooperative and SME's



Oman

- + Public Establishment for Industrial Estates



Thailand

- + Office of Small and Medium Enterprises Promotion (OSMEP)



South Africa

- + Department Of Economic Development and Trade, (DEDAT)



Taiwan

- + Taipei Economic and Cultural Office in Malaysia

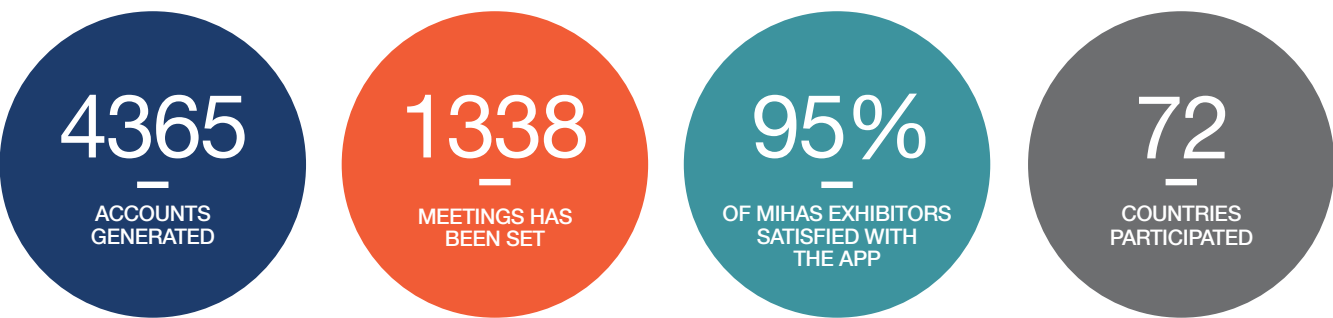
## Embassy Visits To MIHAS

- + Embassy of Pakistan + Embassy of Ukraine + Embassy of The United Arab Emirates + High Commission of The Republic of Uganda + Embassy of The Republic of Philippines
- + Embassy of The State Palestine + Embassy of The Syrian Arab Republic, Embassy of The Republic of Turkey + Royal Thai Embassy + Embassy of The Republic of Sudan + Embassy of The Republic of South Korea + High Commission of The Netherlands + Royal Embassy of Saudi Arabia + Embassy of The Kingdom of Morocco + Embassy of The Republic of South Africa, Embassy of The Republic of Indonesia + Embassy of The Federative Of Brazil + Embassy of The Republic of Azerbaijan
- + High Commission of The Federal Republic of Nigeria + High Commission of Australia + Embassy of Taiwan + Embassy of Georgia + High Commission For The People's Republic of Bangladesh + High Commission of The Republic of Ghana

# EXHIBITOR - BUYER ENGAGEMENT INITIATIVES

## MIHAS CONNECT

MIHASConnect is a business meeting scheduler introduced for the first time at MIHAS 2018. It provides buyers with a platform to create business connections and schedule meetings with exhibitors, even before the start of the exhibition.



## Top 10 Countries - MIHAS Connect Users



## HOSTED BUYER PROGRAMME

MIHAS 2018 also introduced the Hosted Buyer Programme as part of an overall initiative to create better value for exhibitors. 30 buyers from all over the world participated and involved in 540 meetings and an estimated trade value of USD 540,000 was recorded through this initiative.

Amongst the buyers included some of the biggest retailers and importers from the region including Mydin Holdings, MyHero Hypermarket and Lulu Hypermarket's Sourcing Office, AEON Berhad, My Outlets, Al-Shaheer Foods, Fresh Daily, Green Belt, NTUC Fairprice, Mustafa Singapore and Exim Group (Thailand).





# SALES GENERATED

MIHAS 2018 which generated RM1.52 billion sales were recorded, compared to RM1.01 billion registered last year.

The sales were from the event's two main components – the exhibition and the International Sourcing Programme (INSP). Sales from the exhibition component recorded an increase of 29 per cent to RM914.57 million compared to RM708.82 million in 2017.

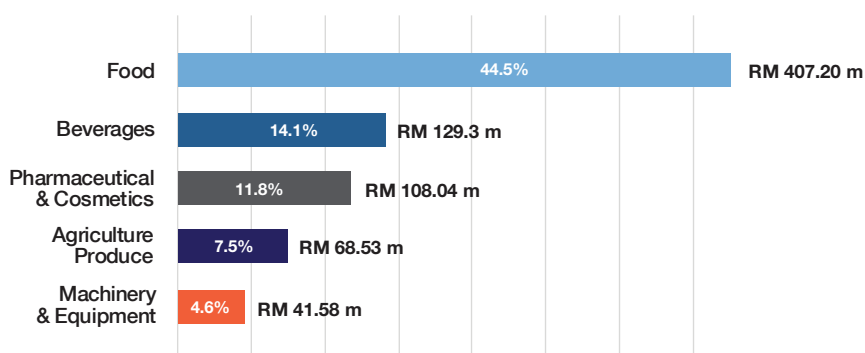
The increase in sales could be attributed to the general global increase in demand for halal products and services and the more targeted approach this year towards the promotion of MIHAS.

## The International Sourcing Programme (INSP)

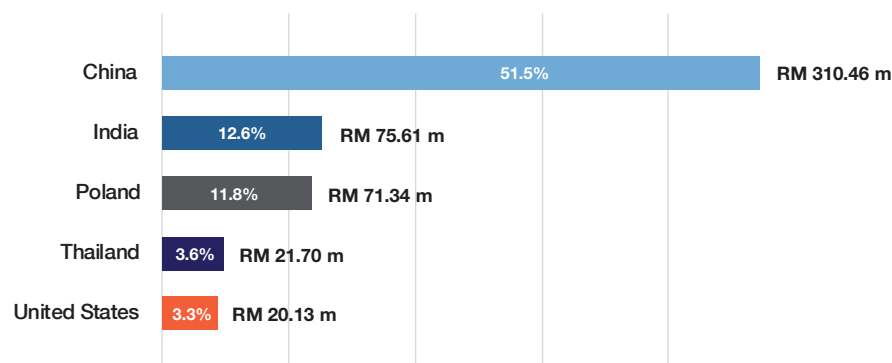
INSP attracted 182 prospective foreign buyers from 39 countries. During the event, a total of 2,094 business meetings were arranged between the international buyers and 428 Malaysian exporters. INSP generated sales of RM602.45 million, an increase of 99.5 per cent compared to RM301.99 million in 2017.



### Top Performing Sectors (INSP)



### Top Countries With The Highest Export Sales for Malaysian Companies at The INSP



# EVENT PROGRAMME

MIHAS 2018 introduced few series of programmes including seminars and conferences that were held concurrently with the exhibition. Among the programmes were organised in partnership with organisations such as Bioeconomy Corporation, Thomson Reuters, Association of Islamic Banks Institutions Malaysia (AIBIM), Universiti Malaysia Pahang, Majlis Amanah Rakyat (MARA), iHALALMAS and CrescentRating. Some of the key programmes include MATRADE Trade Talk, MyPitch@MIHAS, and Symposium on Halal Gelatin Ecosystem, Halal Trade Finance Conference, IMHalal Conference and Halal in Travel Conference.

This year, five (5) MATRADE's Trade Commissioners were invited to participate in MATRADE Trade Talk in conjunction with MIHAS 2018, as panellists to share market insights and opportunities in Halal sector of their respective areas of coverage. Trade Commissioners involved were from Dubai, the UAE, Tokyo, Japan, Jakarta, Indonesia, Shanghai, China and Almaty, Kazakhstan.

During the 4-day event, a total of 33 Memorandum of Understanding (MOUs), 120 presentations, 37 product launching events and 6 press conference were organised. Among the MOUs signed during MIHAS were TV Alhijrah with TV Asyl Arna (Kazakhstan) & Korean Halal Institute, Universiti Malaysia Pahang with Amin Bio Group (China) and KPJ Healthcare with Kulin South East Asia.

## OVERALL PROGRAMME

### DAY 1, WEDNESDAY - 4 APRIL 2018

TIME	PROGRAMME	VENUE
9:00 am - 10:00 am	Breakfast Coffee Session	Industry Zone, Hall 11, Level 3, MITEC
9:30 am - 1:00 pm	HALAL IN TRAVEL CONFERENCE	My 6, 7 & 8, Level 1A, MITEC
10:00 am	Exhibition Opens	MITEC
10:00 am - 6:00 pm	Industry Zone Programme	Industry Zone, Hall 7, Level 2 Industry Zone, Hall 7, Level 3
10:30 am - 11:30 am	Mid - Morning Networking Tea with INSP Buyers	MITEC
11:00 am - 1:30 pm	OPENING CEREMONY	Mandarin Oriental Hotel
TBA	WORLD HALAL CONFERENCE	Mandarin Oriental Hotel
7:00 pm	Day 1 - Exhibition Closes	MITEC
8:00 pm - 10:30 pm	GALA DINNER & Islamica 500 Awards	Mandarin Oriental Hotel

# EVENT PROGRAMME

## DAY 2, THURSDAY - 5 APRIL 2018

TIME	PROGRAMME	VENUE
9.00 am - 10.00 am	Breakfast Coffee Session	Industry Zone, Hall 11, Level 3, MITEC
9.00 am - 6.00 pm	TRADE TALK BY MATRADE	My 13, Level 1A, MITEC
9.00 am - 6.00 pm	MYPITCH @ MIHAS 2018	My 6, 7 & 8, Level 1A, MITEC
10.00 am	Exhibition Opens	MITEC
10.00 am - 6.00 pm	Industry Zone Programme	Industry Zone, Hall 7, Level 2 Industry Zone, Hall 7, Level 3
2.00 pm - 4.00 pm	Halal Iskandar Park Pocket Talk	Mandarin Oriental Hotel
7.00 pm	Day 2 - Exhibition Closes	MITEC

## DAY 3, FRIDAY - 6 APRIL 2018

TIME	PROGRAMME	VENUE
9:00 am - 10.00 am	Breakfast Coffee Session	Industry Zone, Hall 11, Level 3, MITEC
9.00 am - 6.00 pm	HALAL TRADE FINANCE CONFERENCE BY AIBIM	My 6, 7 & 8, Level 1A, MITEC
9.00 am - 6.00 pm	MYPITCH @ MIHAS 2018	My 6, 7 & 8, Level 1A, MITEC
10.00 am	Exhibition Opens	MITEC
10.00 am - 6.00 pm	Industry Zone Programme	Industry Zone, Hall 7, Level 2 Industry Zone, Hall 7, Level 3
12.30 pm - 7.00 pm	IMHALAL CONFERENCE @ MIHAS	My 13, Level 1A, MITEC
7.00 pm	Day 3 - Exhibition Closes	MITEC

## DAY 4, SATURDAY - 7 APRIL 2018

TIME	PROGRAMME	VENUE
9:00 am - 5.00 pm	HDC Superb	My 3, Level 1A, MITEC
10.00 am	Exhibition Opens To Public Visitors	MITEC
10.00 am - 5.00 pm	Career Day Programme	MITEC
7.00 pm	End of MIHAS 2018	MITEC



# EVENT PROGRAMME



## TRADE TALK BY MATRADE

### SESSION 1 (HALAL STANDARD, INVESTMENT OPPORTUNITIES & E-COMMERCE)

TITLE	BY
Kesedaran Mengenai Skim Pensijilan Halal Produk Peranti Perubatan (Medical Devices) di Malaysia	JAKIM
Investment Opportunities in Food & Halal Industry	MIDA
"Accessing The Halal Market NOW!"	Nazaruddin Othman, CEO & Founder of Mosafer C
"E-commerce for Exports through eTRADE Programme" How eTRADE Programme Can Help Companies to do Cross Border eCommerce • Presentation by AladdinStreet.com • Presentation by BuyMalaysia.com • Presentation by DagangHalal	MATRADE

### SESSION 2 (MARKET OPPORTUNITIES)

TITLE	BY
Sharing Session: "My Export Journey"	Hernan Corp. Sdn Bhd
"Enhancing The Potential Of The Halal Industry Among The D-8 Countries"	H.E. Dato' Ku Jaafar Ku Shaari, Secretary General of the Developing Eight Organisation for Economic Cooperation (D-8)
Halal Market in China PRC	Mr. Syed Mohamad Fairus Shaik Ismail
Halal Market in Indonesia	Mr. Naim Abdul Rahman
Halal Market in Japan	Mr. Shah Nizam Ahmad
Halal Market in Kazakhstan	Mr. Adil Haikal Abdul Hanib
Halal Market in UAE/Middle East	Mr. Remee Yaakub



# EVENT PROGRAMME

## CONFERENCE



## HALAL TRADE FINANCE CONFERENCE

TITLE	BY	SPEAKERS
Leveraging on Banks to Grow Islamic Trade	Maybank Islamic Berhad	Fauziah Ahmad - Vice President, Working Capital Solution Trade Finance Center, Transaction Banking Maybank Islamic Berhad
Value Add Trade Services	Standard Chartered Saadiq	Bilal Khan - Director, Islamic Business, Standard Chartered Saadiq Berhad Rahimah Mansoor - Director, Trade and Financing
Financial Supply Chain	RHB Islamic Bank Berhad	Dato' Adissadikin Ali - CEO, RHB Islamic Bank Berhad
CEO Forum: Islamic Trade Finance: Revitalizing Trade and Unlocking New Potential	Association of Islamic Banking Institutions Malaysia	Dato' Mohamed Rafique Merican Mohd. Wahiduddin Merican - CEO, Maybank Islamic Berhad Encik Ali Allawala - CEO, Standard Chartered Saadiq Berhad Dato' Adissadikin Ali - CEO, RHB Islamic Bank Berhad Ir Dr Mohd Shahreen Zainooreen Madros - CEO, Malaysia External Trade Development Corporation (MATRADE)
Kemudahan Pembiayaan SME Bank	SME Bank	Eddy Erwan Zakaria - Senior Associate Business Development, SME Bank
Trade Finance	Agrobank	Rusdi Hitam - Head of Trade Finance, Agrobank
Key International Rules for Documentary Trade	OCBC Al Amin Berhad	Nor Hakimah Nasrudin - Assistant Vice President Global Trade Finance, OCBC Al Amin Berhad
Islamic Crowd funding via Investment Account Platform	Bank Islam (M) Berhad	Mohd Izhar Pawanchek - Assistant General Manager, Bank Islam Malaysia Berhad
The Advantages of Having Islamic Trade Finance Facilities	Maybank Islamic	Rosli Abdul Aziz - Acting Vice President, Education Management and Customer Experience, Maybank Islamic Berhad
Islamic Trade Finance in Bank Rakyat	Bank Kerjasama Rakyat Malaysia Berhad	Wan Rumaizi Wan Husin - Shariah Committee Member, Bank Rakyat
UOBM ICE	United Overseas Bank (M) Berhad	Nik Norishky Thani Nik Hassan Thani - Country Head of Islamic Banking, United Overseas Bank (M) Berhad
Halal Trade Ecosystem	CIMB Islamic Bank Berhad	Hussam Sultan - Director of CIMB Islamic Bank Berhad
Islamic Finance: Banking on Values	Affin Islamic Bank Berhad	Mohd Faiz Rahim - Head, Shariah Supervisory Department, Affin Islamic Bank Berhad
Takaful for SME	Malaysian Takaful Association	Rosmawati Md Zain - General Technical Services - SME Underwriting, Zurich Takaful Malaysia

# EVENT PROGRAMME

## IMHALAL CONFERENCE

### Session 1: Halal Trade Finance (AIBIM)

Moderator(s): Prof. Dr. Faridah HJ Hassan, Dr. Ismah Osman



TITLE	AUTHORS
Shariah Ruling of Bill Discounting and Its Alternative Currency (Bai Salam)	Mufti Uzair U, Pakistan
Islamic Trade Finance: Revitalizing Trade and Unlocking New Potential	Amir Shaharuddin, USIM
Halal Trade Finance and Global Wellbeing: Here Comes the Millennials	Rosylin MY, Akhmad A, UUM
The Regulatory Framework Towards the Growth of Islamic Trade Finance in Malaysia: From the Perspective of the Bankers	S Faigah SA, Ismah O, Amirul AM, M Nizam J, UiTM
Contracts in Islamic Trade Financing	Norelmi R, N Asyikin MD, AAGBS
Marketing Strategies of Islamic Trade Finance Products	Arief H, Mahzan N, Hariz R, Ahmad AA, AAGBS
The Challenges for Islamic Trade Finance	WN Afiqah WN, N Syafiqah M, Rusnah M, AAGBS
Risk Mitigation of Islamic Trade Finance	Sapizi S, M Zharif Z, AAGBS
Dynamic Trends in Islamic Trade Finance	M Firdaus AK, Puspa MK, N Alla S, AAGBS
Fintech and Islamic Trade Finance: Ecosystem and Smart Contract	N Faridah J, Farhana MH, Ismah O, AAGBS

### Session 2: Halal Management & Science (iHALALMAS@FBM)

Moderator(s): Dr. Erne Suzila Kassim, Jalilah Ahmad, Dr. Balkis Haris



TITLE	AUTHORS
Halal Branding Performance: Halal Logo Certification Vs Halal Supply Chain Accreditation	S Ghazaly A, Australia
Determinants of Demand for Islamic Banking Services: A Survey on Moslem Public Servants in Indonesia	NN Sawitri, Erie F, Universiti Trilogi, Indonesia
Managing Halal Certification Process for International Application: University Malaysia Sabah Experience	Sharifudin MS, UMS
Fish Gelatin Nano Particles for Pharmaceutical Applications	Iswandi J, Deni S, Maan, IIUM
Higher Education Ethnography and Satisfaction of International Muslim Students: Focus On Institutional Vision and Islamization	Risyawati MI, N Azizi I, UUM
Gaining Competitive Advantage of Islamic Credit Card among Muslim Customers in Malaysia	Ahasanul H, SD Robel, IIUM
Phenotyping the Halal Entrepreneur; Investigating the Low Involvement of Bumiputra Entrepreneurs in Halal Business	Risyawati MI, N Azizi I, UUM
Linking Halal Requirements and Halal Branding: an Examination of Halal Flight Kitchen Provider in Malaysia	N Aida AR, M Fakhruhnizam M, Jailani M, M Fauzi A, Suzari AR, Zawiah AM, Hazariah MN, UNIKL UTHM, USM
Halal Supply Chain Commitment in Enhancing Halal Food Integrity in Malaysia	Kamsiah S, Mokhtar A, UNISEL



# EVENT PROGRAMME



TITLE	AUTHORS
Exploring Implementation of Muslim Friendly Hotel in Malaysia: A Supply Side View	N Zafir MS, A Bakar AH, S Zaleha O, Roshazlizawati MN, Ruzita S., UTM
Quikhalal© A Cloud-based Mobile Halal Auditing Tool	M Iskandar IT, Zuhra JMH, Farawahida MY, Norhana N, UTM
Using TPB to Investigate Intention to Practice Taqwa in the Workplace	Jalilah A, Syazwani T, FBM UiTM Selangor
Branding Strategies an Economic Sustainability among Personal Care and Cosmetic Customers	AI Amirul ERA, FBM UiTM Selangor
Halal Brand Personality and Brand Loyalty among Millennials Modest Fashion Consumers in Malaysia	M Izzuddin Z, FBM UiTM Selangor
Knowledge, Food Quality and Safety, and Halal Lifestyle Towards Consumers' Purchase Intention of Halal Food at Restaurants: A Conceptual Paper	M Adib MA, FBM UiTM Selangor
Islamic Work Ethic and Joint Planning in Modest Fashion Industry: A Study of the Relationship from the Literature Reviews	Ainin SMA, FBM UiTM Selangor

## SYMPOSIUM ON HALAL GELATIN ECOSYSTEM

*Moderator(s):* Encik Ramlan, Managing Director, Rayt Enterprise Sdn Bhd



TITLE	SPEAKERS
Opening Remarks by Timbalan Ketua Pengarah (Keusahawanan)	
Exchange of MOU Documents I. UMP and Amin Bio Group II. My Cuisine Qube S/B and Aah Nippon Group (Japan) III. Softa Marketing S/B and Shanghai C-HK Int. Logistic Inc. (China) IV. Kincir Mas S/B and Indonesia Cooperative Group V. Energy Builder Network S/B and Munif Hijjaz Marketing S/B	
The Development of the Halal Gelatin Ecosystem in China: The Experience of AMIN BIO Group	Dawood Su Han, CEO and Founder Al-Amin Bio Group, China
The Development of the Halal Gelatin Ecosystem in Malaysia: The UMP Initiatives	By Prof. Dato Ts. Dr Rosli bin Mohd Yunus, Deputy Vice Chancellor (Academic and International)
Standard Pensijilan Halal Gelatin di Malaysia	JAKIM
The Role of MARA in the Development of the Halal Industry	MARA Headquarters

# EVENT PROGRAMME

## HALAL IN TRAVEL



TITLE	SPEAKERS
10 Key Halal Travel Trends 2018 by CrescentRating	Fazal Bahardeen, CEO of CrescentRating & HalaTrip
Targeting Key Muslim Travel Market: Muslim Millennial Travelers	Raudha Zaini, Marketing Manager of HalaTrip
Panel Discussion on Muslim Millennial Travelers as A Significant Subsegment	Raudha Zaini, Marketing Manager of HalaTrip Aisha Islam, Vice President, Consumer Products, South East Asia of Mastercard Ms. Barkathunnisha, Founder of Elevated Consultancy and Training and lecturer at Murdoch University Singapore Dr Ghazala Khan, Lecturer and academic at Monash University
Time To Invest in Halal Travel	Chris Nader, Vice President of Shaza Hotels
Panel Discussion on How Halal Industries Can Leverage on Growing Muslim Travel Market	Fazal Bahardeen, CEO of CrescentRating & HalaTrip Datuk Mohd Ilyas Zainol Abidin, Managing Director of Biztel Sdn Bhd Chris Nader, Vice President of Shaza Hotels Zulkifly Md Said, Director General of Islamic Tourism Centre Malaysia



# EVENT PROGRAMME

## INDUSTRY ZONE

### HALAL MARKET INSIGHTS



THOMSON REUTERS

TITLE	BY
Halal Industry: Pharmaceuticals & Cosmetics Industry	Thomson Reuters
Halal Industry: F&B and Halal Ingredient	Thomson Reuters
Halal Finance: Islamic Finance	Thomson Reuters

### HALAL MASTERCLASS

#### Day 1

TITLE	BY
Human Capital Development in the Halal Industry: Issues & Challenges	Jabatan Kemajuan Islam Malaysia (JAKIM) & Halal Academy
Cross-Border Opportunities: ASEAN & China	SuperAnt
The Power of E-Commerce in the Halal Trade Ecosystem	Aladdin Street
Success Stories: F&N's Halal Journey	Fraser & Neave (F&N)
What's So Super in "Super Foods"	Mahnaz Food

#### Day 2

TITLE	BY
How to Generate Higher ROI for Your Digital Marketing Campaign	SuperAnt
Brand Building in the Context of Halal Products and Services to Non-Muslims	Orizon Media
Halal Funds versus Ethical Venture Capital (VC) Practice. A Staggering Thought	Pixel Play Group
Innovate to Dominate, Go Digital From a Local Champion to a Global Player	Telekom Malaysia (TM) Berhad

#### Day 3

TITLE	BY
Islamic Finance Beyond Banking	The Association of Shariah Advisors in Islamic Finance (ASAS)
Sustaining Halal Business	QSR Brands
Globalized Halal Market, The New Digital Frontier	Pixel Play Ventures & Malaysia Digital Economy Corporation (MDEC)

# EVENT PROGRAMME



## PRODUCT SPOTLIGHT

### MIHAS Kitchen

TITLE	BY
Discovering Starbucks Reserve Coffees: A Tasting by Starbucks Coffee Masters	Berjaya Food Berhad
Disclosure of Belgian Gourmet Recipes Using Halal Top Belgian Food Ingredients	the Belgian Trade Commission
Gourmet Foods & Desserts	Fraser & Neave (F&N)
Sol Moringa	Sol Moringa Sdn Bhd

### Country Focus

TITLE	BY
Halal Development in the Philippines	The Department of Trade & Industry Philippines
Halal Development and Opportunities in Thailand	The Department of Trade and International Promotion, Thailand
Connectivity and Bahrain as a Gateway to the Gulf	The Bahrain Economic Development Board
Belgian Hand Holding Services for Malaysian Companies Expanding their Businesses in Europe	The Belgian Trade Commission

### Panel Sessions

TITLE	BY
Securing Your Business in China	Serunai Commerce Sdn Bhd, Jabatan Kemajuan Islam Malaysia (JAKIM), Malaysia-China (Beijing) International Halal Product Trading Co. Ltd (MCBIHP), Dewan Perniagaan Melayu Malaysia (DPMM) & Fasyeera Empire Sdn Bhd
Islamic Digital Economy Influence, Impact & Challenges in the Digital Revolution	Malaysia Digital Economy Corporation (MDEC), Amanie Group, Ethis Ventures, JAKIM, Pixel Play Sdn Bhd & Recite Lab Sdn Bhd
Medical Tourism Journey	KPJ Healthcare Berhad
Shariah Governance & Shariah Compliance for the 21st Century	Association of Shariah Advisors in Islamic Finance Malaysia (ASAS), ISRA Consultancy Sdn Bhd & Malaysian Industrial Development Finance (MIDF) Berhad
Halal Travel: Taking Marketing to the Modern Muslim Travelers	Islamic Tourism Centre (ITC), Malaysian Association of Tour and Travel Agents (MATTA) & Tripfez
Halal Cosmetics/Products Going Global: The Current Trending Market and Rising Demand	Halal & Co, Halal Retail Asia, Bali Mall & New Entrepreneurs Foundation (myNEF)
Islamic Tourism: Beyond Religious Tourism	Malaysian Association of Tour and Travel Agents (MATTA), Islamic Tourism Centre (ITC) & Ministry of Tourism and Cultural (MOTAC)



# MIHAS 2018 AWARDS

The MIHAS 2018 Awards was organised to honour and celebrate outstanding exhibitors and participating countries for bringing creativity, innovation and excellence to the global halal market.

A total of 12 awards were given out during MIHAS Awards 2018, as a form of appreciation for the efforts made by MIHAS' participants in showcasing their Halal products and services.

The winners were:



**Gold Award for Most Innovative F&B Product**  
**PS Food & Beverage Sdn Bhd**



**Gold Award for Most Innovative Non-Food & Services**  
**Phytes Biotek Sdn Bhd**



**Gold Award for Best Malaysian Booth Design & Presentation**  
**Umrahloka Sdn Bhd**



**Gold Award for Best International Booth Design & Presentation**  
**Takex Co. Ltd**



**Best Country Pavilion Award**  
**Palestine**



# MIHAS 2018 TESTIMONIALS



**"We are very happy to be a part of MIHAS this year. Besides Malaysians, if you're from Singapore, Brunei, Indonesia, Thailand, or anywhere in the world, MIHAS is a must-visit event."**

Bront Palarae, Pixel Play



**"MIHAS is more than just a halal trade show event. We are more than happy and proud to participate in the Halal economy in the biggest halal hub, Malaysia."**

Mamadou Ndiaye  
AppSaya Technologies



**"MIHAS is a very big stage for us, there is a lot of people from all over the world. Since we are promoting Halal, Malaysia is the place to be. It is a good opportunity to be a part of the event."**

Marilou Ampuan  
Department of Trade and Tourism, Davao



**"We believe this will be an important platform. We have met a lot of genuine buyers who dropped by and asked us about skincare products that we are importing in Malaysia. See you in MIHAS 2019. Think Halal Think MIHAS. Love from Korea"**

Jessica Ong, Kulin Sea



**"We joined MIHAS 2017 in KLCC and we found our distributor. We found a very good distributor that delivers all of our products to almost all of the pharmacies here in Malaysia."**

Maira Francais  
Green Life Coconut



**"In MIHAS, all the products are Halal certified. Everybody is going for Halal. There is a lot of things that we need to consider to get into the hotel and restaurants F&B, especially the ingredients. I would love to go around and look for halal ingredients that I can use in our menu next year."**

Chef Kamarudin  
Bangi Gold Resort



# ADVERTISING & PROMOTION CAMPAIGN

## MIHAS PRE-EVENT PROMOTION

### Association Hi-Tea

MIHAS hosted 'HI TEA WITH MIHAS' on 6th of March 2018 at The Royal Selangor Golf Club, Kuala Lumpur. Approximately 23 local and international trade associations attended this function that was organized specially to acknowledge and appreciate their continuous support that was given throughout 15 years of MIHAS.

Opening remarks was delivered by Dato Wan Latiff, Deputy CEO of MATRADE, who also shared an overview of MIHAS 2019.



### MIHAS 2018 Roadshow

MIHAS together with Economic State Planning Unit (UPEN) organized roadshows in Melaka and Johor to share activities planned at MIHAS 2018. More than 35 small medium companies attended the event, which most of them are new to MIHAS.

The presenters include En. Mohammad Aminuddin Sham Tajudin, Director of Food, Biotech & Halal Unit, MATRADE and Puan Zaiton, General Manager, Iskandar Halal Park, who also shared their thoughts on opportunities in Halal Industry and promotion in international trade shows.

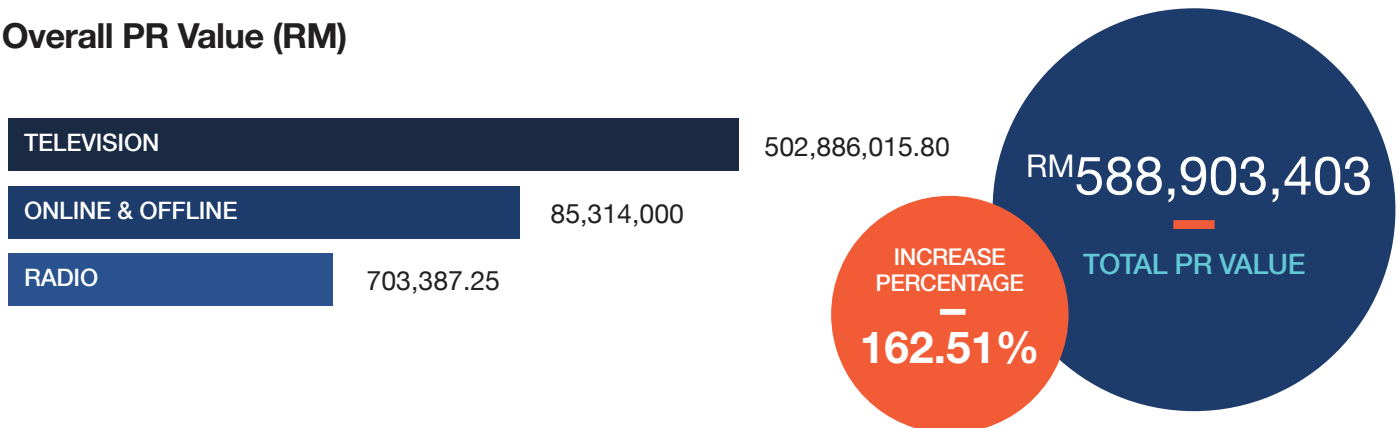


# ADVERTISING & PROMOTION CAMPAIGN

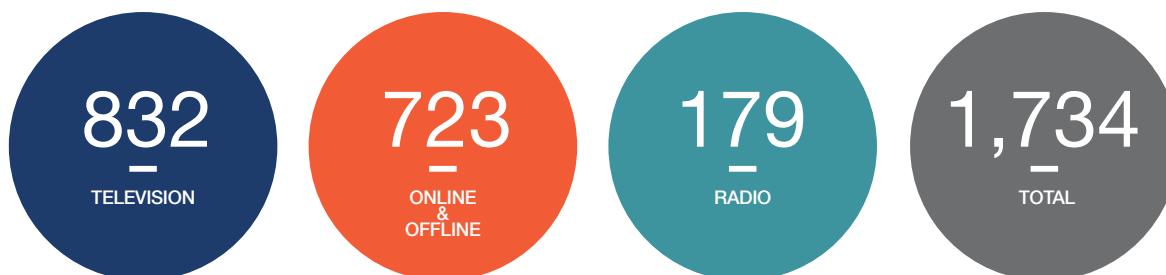
## MEDIA COVERAGE & ENGAGEMENT

MIHAS 2018 invested heavily on advertising and promotions which resulted in an overall increase in PR value for the exhibition RM 588,903,403. Throughout the 4-day exhibition, MIHAS 2018 received over 21,000 visitors comprising local and international companies, associations, foreign delegations and others. The entire publicity campaign covered the MIHAS website, social media, trade magazines, television, newspapers, radio and digital marketing.

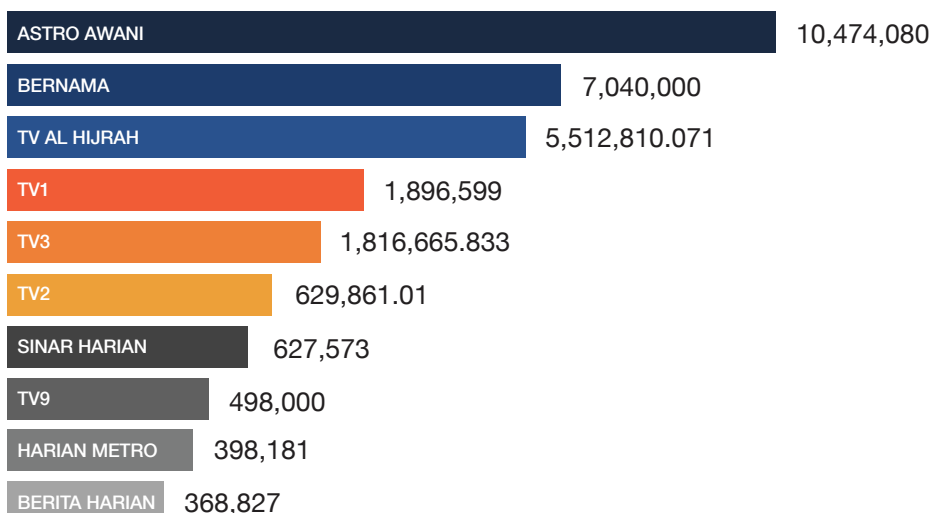
### Overall PR Value (RM)



### Total News Published



### Top 10 Local Media Outlets By PR Value (RM)



**210**  
media outlets

**435**  
journalists

**31**  
countries



# ADVERTISING & PROMOTION CAMPAIGN

## Total Social Media Reach

2,662,159

ESTIMATED SOCIAL  
MEDIA REACH

54,885

SOCIAL MEDIA  
LIKES

100%

POSITIVE  
MENTIONS



45,987

TOTAL PAGE LIKE



1.9M

IMPRESSIONS



28,216

IMPRESSIONS



1,832

FOLLOWERS

# ADVERTISING & PROMOTION CAMPAIGN

## Website



272,046

PAGE VIEWS

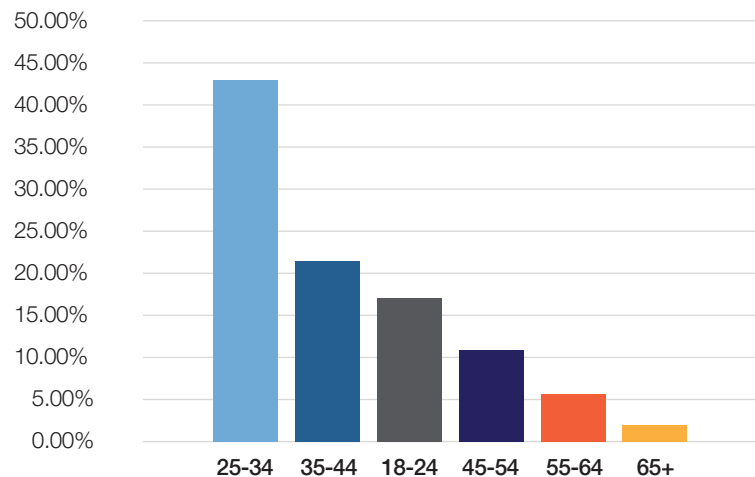
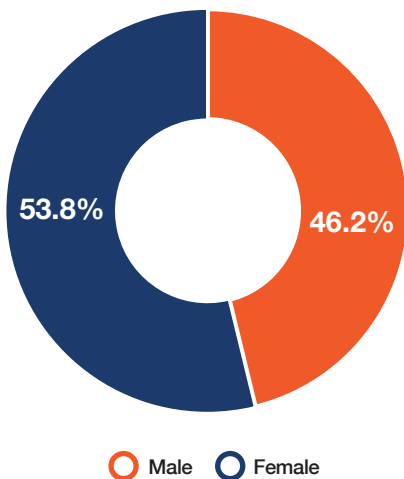
18.6%

RETURNING VISITORS

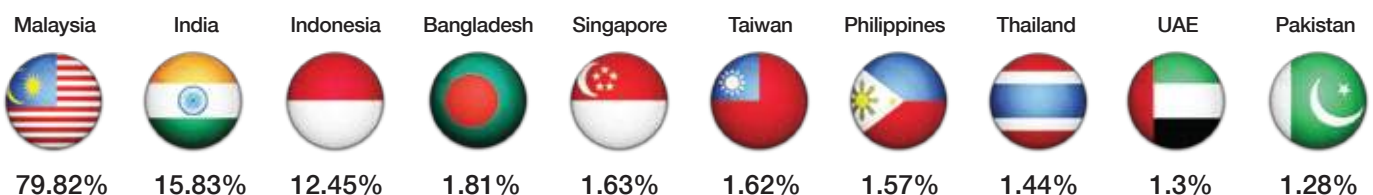
81.4%

NEW VISITORS

## Demographic By Gender and Age Group



## Top 10 Countries Visited MIHAS Website



# ADVERTISING & PROMOTION CAMPAIGN

## Television

### Promotion Campaign and News Coverage



## Radio

### Promotion Campaign and News Coverage



# ADVERTISING & PROMOTION CAMPAIGN

## Newspaper

### Promotion Campaign and News Coverage





# ADVERTISING & PROMOTION CAMPAIGN

## Magazine

### Promotion Campaign and News Coverage



# ADVERTISING & PROMOTION CAMPAIGN

## Online

### Promotion Campaign and News Coverage







# 16<sup>TH</sup> MALAYSIA INTERNATIONAL HALAL SHOWCASE

3-6 April 2019

MITEC. Kuala Lumpur. Malaysia



Motif inspired by Moorish Circles  
(Moroccan Islamic Pattern)

## Delivering Halal Markets



# the #1 destination for halal businesses.

g to Muslim markets.  
Finance, Logistics to  
ands.

s, MIHAS delivers an



KNOWLEDGE  
SHARING  
PROGRAMMES

6 conferences

35  
different talks  
and panel  
sessions



JESSICA ONG  
Co-Founder of Kulin Sea Sdn Bhd  
Malaysia

We believe MIHAS is THE important platform for Halal trade. We have met a lot of genuine buyers who take an interest of our products that we import into Malaysia.



MARILOU AMPUAN  
Department of Trade and Tourism  
Davao, Philippines

Participating in MIHAS is a very big step for us. We met a lot of people from all over the world to promote our Halal tourism industry. Malaysia is the place to be and it is a great opportunity to be a part of this important event.

## Halal : A Major Economic Growth Segment

Total Muslim spend in 2016 across  
lifestyle sectors reached USD 2.3 trillion

- A rising global Muslim population
- OIC countries gaining wealth
- An increasing awareness on religious needs



PHARMA  
USD 83B



COSMETICS  
USD 57B



FOOD & BEVERAGES  
USD 1,264B



TRAVEL  
USD 169B



FINANCE  
USD 1,599B



MEDIA  
USD 198B

Source: State of the Global Islamic Economy Report  
by Thomson Reuters

2016 Existing Muslim Market  
11.9% of global expenditure  
**\$ 2,006 BILLION**

2022 Potential Market Size  
7.3% CAGR Growth (2016-2022)  
**\$ 3,081 BILLION**

## MIHAS : The Door to Asia Pacific Markets

Malaysia is the natural gateway to the Halal markets of Asia Pacific. Its Geographical location and more importantly, its position as the foremost Halal economy provides an ideal backdrop for MIHAS.

**MALAYSIA RANKS #1 IN THE GIE  
INDEX (THOMSON REUTERS)**

#1 for Halal Food

#1 for Islamic Finance

#1 for Halal Travel

**62%**

of the world's Muslim  
population resides in the  
Asia Pacific  
Pew Research Centre

**48%**

of global halal spending  
are from Asia Pacific

**83%**

of visitors to  
MIHAS are  
from Asia  
Pacific

### Top 10 International Visitors





# MIHAS 2018: breaking all records.

The 15th edition of MIHAS was a tremendous success and the largest in its series, with more variety and innovation in the products displayed, more knowledge sharing programmes and yielding more trade for exhibitors.

There is no better place to tap the growing demand for halal products than MIHAS.



MIHAS 2018 helped us to identify quality products from companies. We will be seeing these products on our shelves soon.

**LILIYA KENZINA**  
Purchasing Manager  
Green Belt Group of Companies  
U.A.E

## 100% of visitors are sourcing for halal products & services.

Our strategic partnerships allow us to target key buyers across Halal industries, resulting in better quality visitors, more meetings and more trade.



### MIHAS BUYER PROGRAMMES

#### INSP (International Sourcing Programme)

OPEN TO MALAYSIAN COMPANIES ONLY.  
Buyers sourced from MATRADE's 47 offices worldwide.

#### Hosted Buyer Programme

MIHAS' Hosted Buyer Programme yielded over 450 quality business meetings.

#### MIHASConnect

MIHASCONNECT allows pre-registered trade visitors to access the exhibitor list and schedule meetings prior to their visit.

**MIHASCONNECT**

### MIHAS 2018 TOP BUYERS

**MYDIN**

**LuLu**

**AEON**

**ALSHAHHER**

**FreshDaily**

**EXIM THAILAND**

**MUSTAFA SINGAPORE**

**MY OUTLETS**

**Green Belt Group**

**FairPrice**

#### Catering Services

Sime Darby, Petronas, Malaysia Airports, UOA H, PWTC KL, Malindo, Genting Cruise Lines

#### Food Manufacturers

Secret Recipe Manufacturing Sdn Bhd, Ajinomoto, Chatime, Marrybrown, Ayamas, Behn Meyer

#### Retail

Lulu Group International, The Store, Mynews, Isetan, Giant Supermarket, Mydin, Cosway, UO Superstore, Aeon Big, Mustafa Singapore, Fresh Daily

#### Healthcare

Hospital Kuala Lumpur, Rabaa El-Adaweya Hospital, Ministry of Health, Guardian

#### Hotels

Grand Seasons KL, A'Famosa Resort Melaka, Corus Hotel, The Grand Beach Resort Port Dickson, Philea Resort & Spa

#### Finance & Takaful

Zurich Takaful, Public Mutual, Prudential, AIA Takaful, Takaful Ikhlas, Al Rajhi Bank, AIA Public Takaful, Etiqa Takaful

## MIHAS 2018 Buyer Insights

**TOP 8**

sought after F&B products

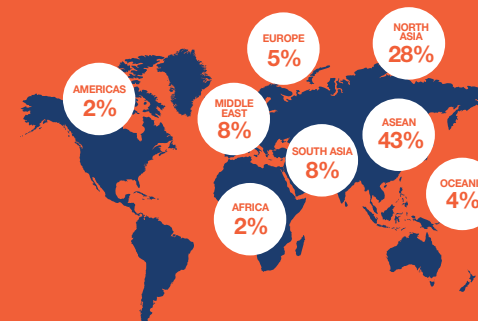
1. Halal Ingredients
2. Frozen Foods
3. Process Technology
4. Coffee
5. Meat/Poultry
6. Dairy Products
7. Packaging Materials, Packaging, Packaging Aids
8. Bakery Products

**83%** of hosted buyers returning to MIHAS 2019

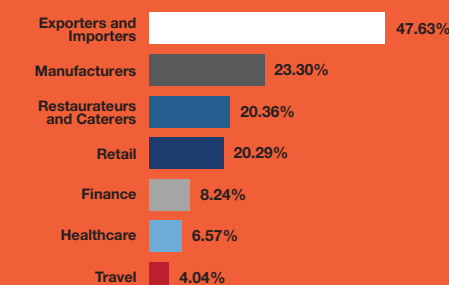
**50%** of visitors are looking for Halal ingredients

**70%** are involved in purchasing process

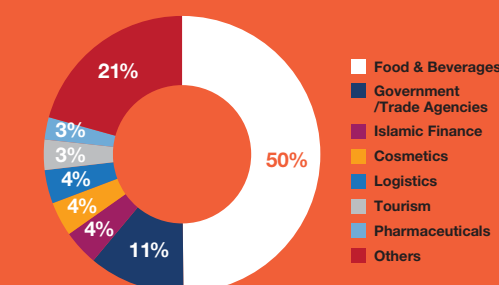
### MIHAS 2018 Visitors Breakdown (excluding Malaysia)



### Visitors Classified by Business Activity



### Visitors Breakdown by Industry





# discover more at MIHAS.

Whether to gain valuable market insights or to promote your product, join our knowledge sharing and networking programmes. MIHAS 2018 featured over 40 different talks and panel sessions, was a tremendous hit with visitors and exhibitors.

## Industry Zone

An open forum concept within the exhibition halls. Opportunities for presentations are limited. So call us quickly to avoid disappointment!

-  **NETWORKING COFFEE SESSION**
-  **HALAL MASTERCLASS**
-  **HALAL MARKET INSIGHTS**
-  **PRODUCT SPOTLIGHT**
-  **COUNTRY FOCUS**
-  **PANEL SESSIONS**

## Conferences

Join our conferences to find out the latest market trends and information.

-  **MyPITCH@MIHAS 2018**
-  **IMHALAL CONFERENCE @ MIHAS**
-  **TRADE TALK**
-  **HALAL IN TRAVEL CONFERENCE**
-  **HALAL TRADE FINANCE CONFERENCE**
- 

# benefit from MIHAS' exceptional visibility.

Leverage on MIHAS' global platform to increase your brand exposure. MIHAS 2018 generated RM588,903,403 in total PR value for both traditional and social media.



# be part of the largest halal trade show!

## Participating Options



### Bare Space

Standard Booth MYR 10,211.00 | Premium Booth MYR 11,873.00



### Shell Scheme

Standard Booth MYR 11,346.00 | Premium Booth MYR 13,193.00

**International Sales**  
Nurul Syafiqah  
nurul@hwlima.org

**Domestic Sales**  
Amanina Azra  
nina@hwlima.org

# maximise your exposure by sponsoring MIHAS 2019.

Raise brand recognition at the Largest Halal International Stage and maximise the impact of your participation. For sponsorship enquiries, please contact Mrs. Azlina Jane at jane@hwlima.org

## Sponsorship Categories

### CORPORATE SPONSORS



- + Platinum Sponsors
- + Gold Sponsors
- + Silver Sponsors

### PRODUCT SPONSORS



- + Visitor Bags
- + Badge Lanyards
- + Registration Areas

### PROGRAMME SPONSORS



- + MIHAS Awards
- + Press Conference
- + Media Centre
- + Hosted Buyer Lounge
- + Industry Zone

## Past Sponsors





## Contact

### MIHAS Secretariat

We would be more than pleased to attend to your queries.  
Please attention all enquiries to the following contacts:

T +603 4142 1699  
F +603 4142 2699  
E [admin@hwlima.org](mailto:admin@hwlima.org)

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#### International Sales

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#### Industry Zone

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#### Marketing & Communications

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#### Domestic Sales

Amanina Azra  
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#ThinkHalalThinkMIHAS #MIHAS2019