



T.C.  
TİCARET BAKANLIĞI  
İhracat Genel Müdürlüğü



TÜRKİYE  
YÜZYILI



TÜRKİYE CUMHURİYETİ'NİN YÜZÜNCÜ YILI

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](mailto:cakarh@ticaret.gov.tr)

İnternet Adresi: [www.ticaret.gov.tr](http://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

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ANKARA

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KEP Adresi:

Ayrıntılı bilgi için:

Habibe Hilal ÇAKAR

Ticaret Uzman Yardımcısı

Telefon No: 8769



Fail Tuan :  
Your Ref :

Tarikh :  
Date : **15 April 2025**

Fail 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 21<sup>st</sup> 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.

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.

# 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

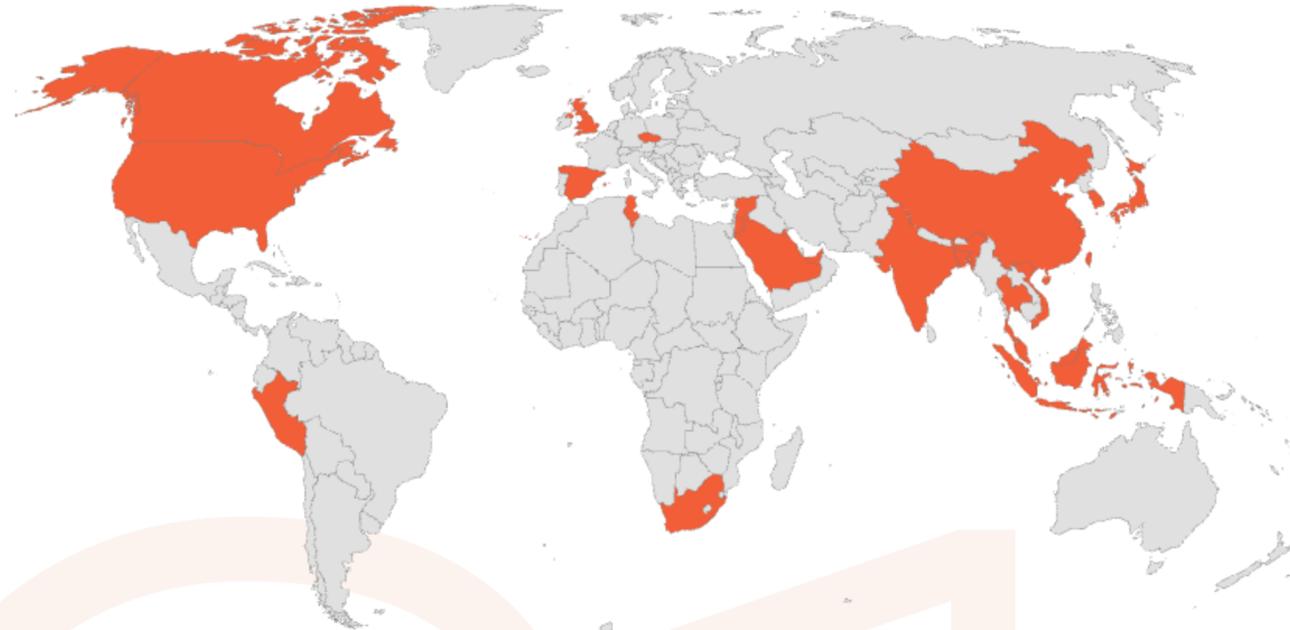


MIHAS Kitchen



Fashion Show

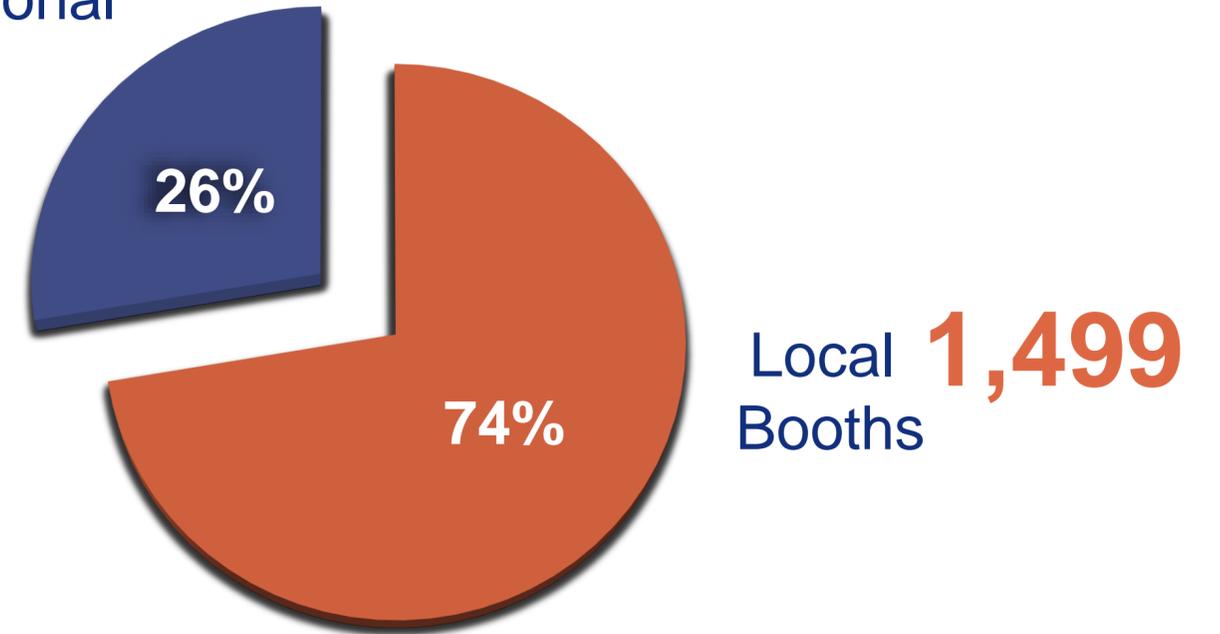
# MIHAS 2024 // Exhibitors



**2,028**

**Exhibition Booths  
from 66 Countries**

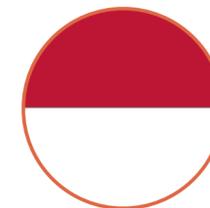
International  
Booths  
**529**



## Top 5 Countries in MIHAS 2024



**China**



**Indonesia**



**Saudi  
Arabia**



**South Korea**



**Thailand**

# MIHAS 2024 // Visitors

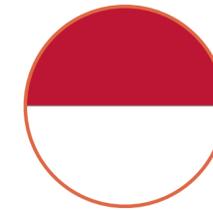


**43,353** Visitors  
From  
over **90** Countries

## Top 5 Visitor Countries in MIHAS 2024



China



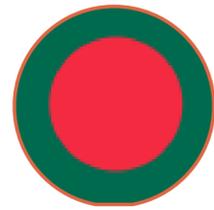
Indonesia



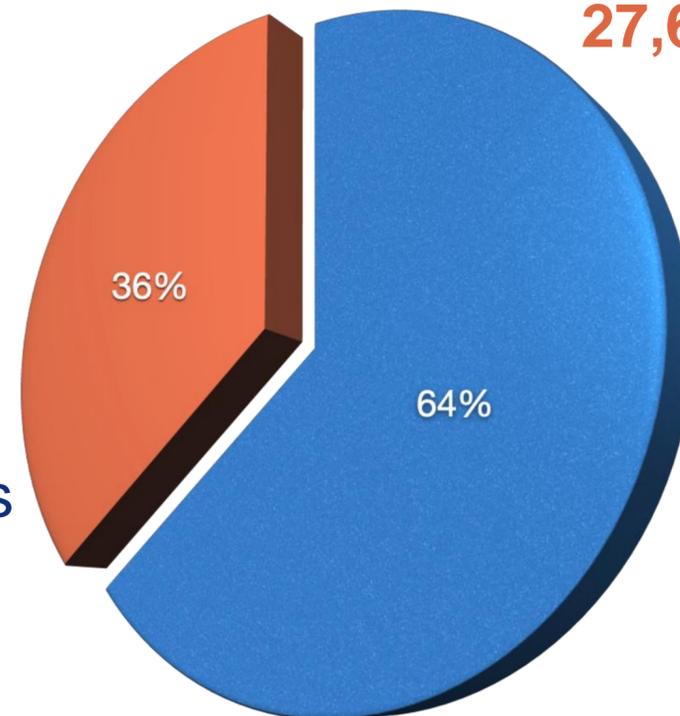
Singapore



Japan

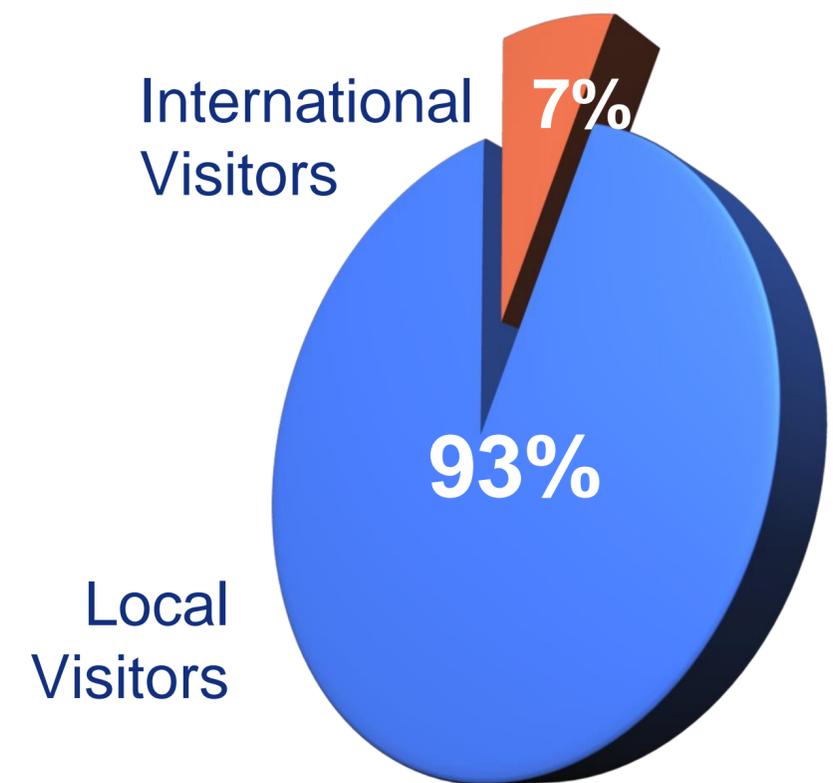


Bangladesh



Physical Visitors  
**27,633**

Virtual Visitors  
**15,720**



Local  
Visitors

International  
Visitors  
**7%**

**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



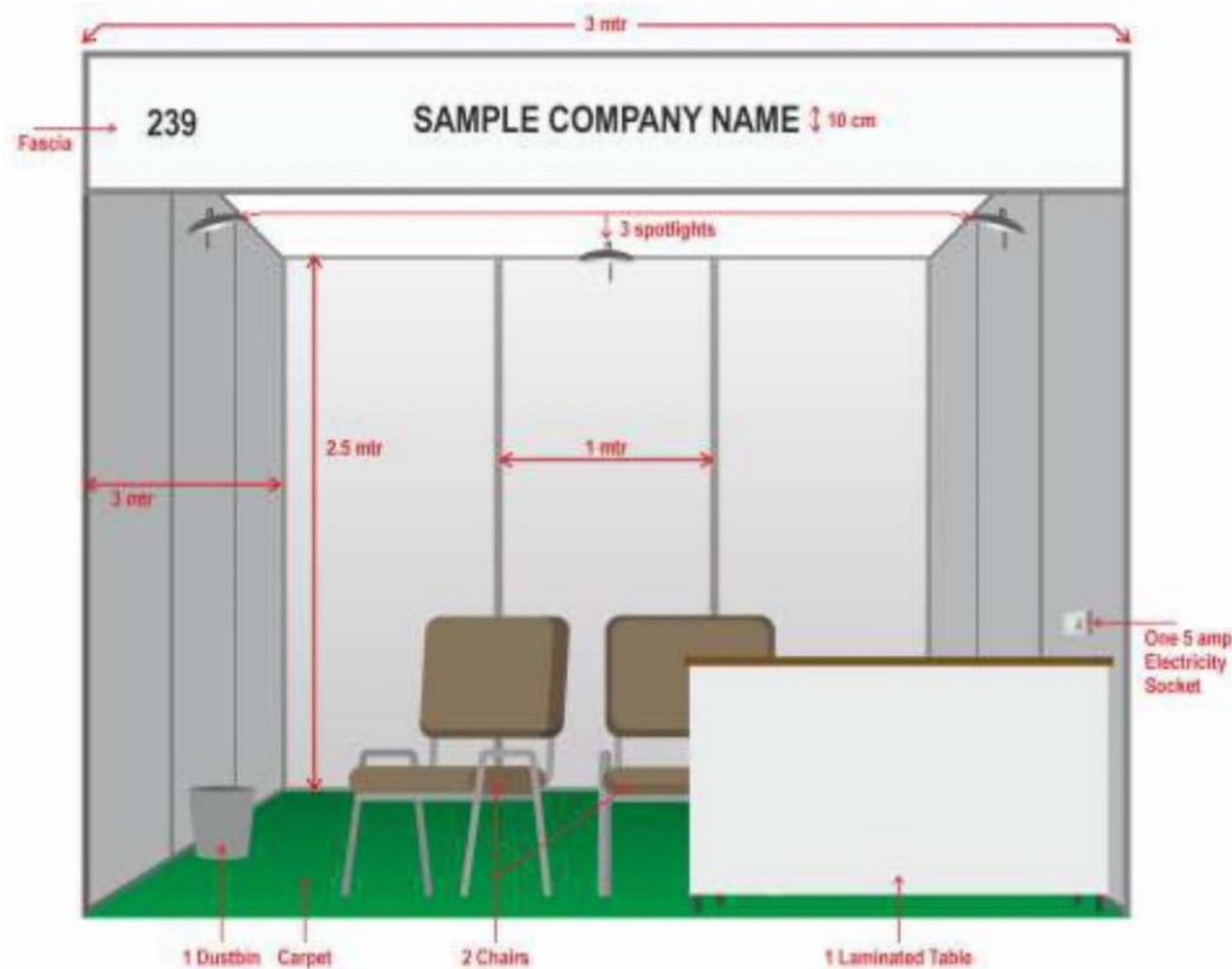
### Conferences & Seminars

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!



## 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](mailto:azlina.jane@qube.com.my)

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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

**Paul Low**

Brand Director

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**SitiHazirah**

Corporate Comm Executive

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Tel: +603-6211 4224

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### Sponsors

