



# 17<sup>th</sup> Malaysia International Halal Showcase 1-4 April 2020 MITEC. Kuala Lumpur. Malaysia



## Branding Opportunities

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6384b263-4993-4529-9086-991c75040d58 kodu ile erişebilirsiniz.  
BELGENİN ASLI ELEKTRONİK İMZALIDIR.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.

## Exterior Branding



### SOUTH WELCOME BANNER & GLASS STICKER

Quantity: 1 unit  
**RM 25,000**



### SOUTH ENTRANCE BANNER

Quantity  
1 unit: **RM 6,000**  
4 units: **RM 30,000**

## Interior Branding



### ESCALATOR (NORTH COURT)

Quantity: 4 units  
**RM 25,000**



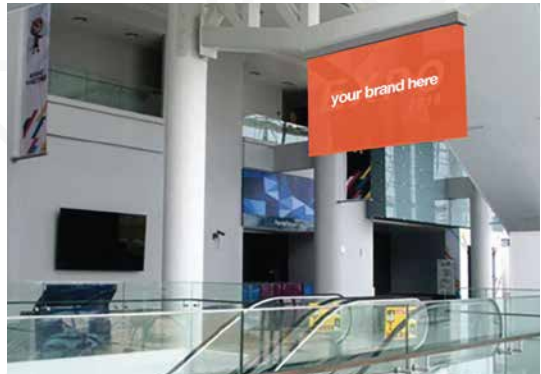
### BALCONY BANNER

Quantity: 1 units  
**RM 10,000**



### PUBLIC AREA PILLAR WRAPS

Quantity: 1 unit  
**RM 10,000**



### ESCALATOR HANGING BANNER

Quantity: 1 unit  
**RM 8,000**



**DIRECTIONAL SIGNAGES**

Quantity  
20 units: **RM 30,000**



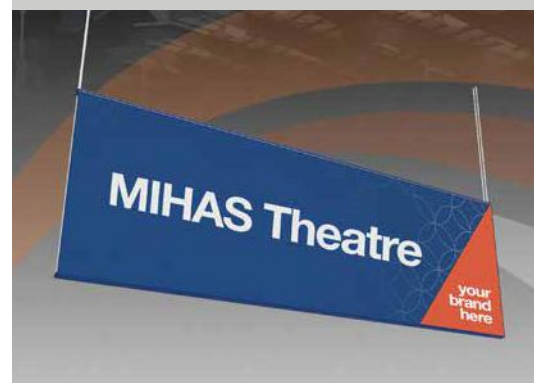
**HALL SIGNAGES**

Quantity  
1 unit: **RM 12,000**  
8 units: **RM 80,000**



**CLUSTER SIGNAGES**

Quantity  
1 unit: **RM 7,000**  
7 units: **RM 35,000**



**FACILITY SIGNAGES**

Quantity  
1 unit: **RM 7,000**  
4 units: **RM 20,000**



**MIHAS THEATRE**  
**RM 15,000**



**INDUSTRY ZONE**  
**RM 15,000**



**VISITOR INFORMATION COUNTER**

Quantity: 1 unit

**RM 35,000**

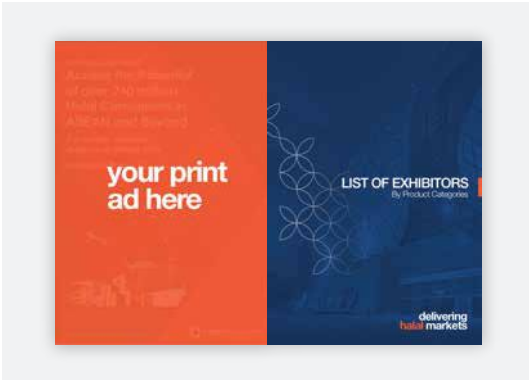


**REGISTRATION KIOSKS**

Quantity: 6 units

**RM 25,000**

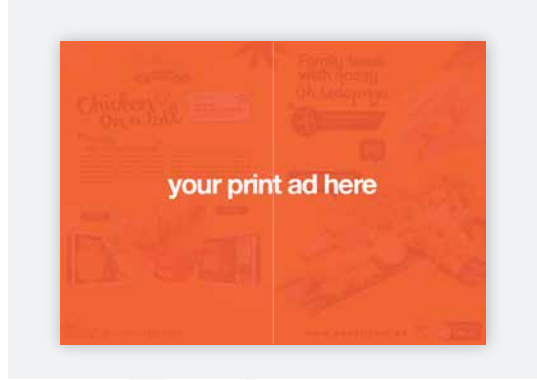
**Printed Materials**



**SHOW DIRECTORY AD (ROP)**

Quantity: 1 advertisement

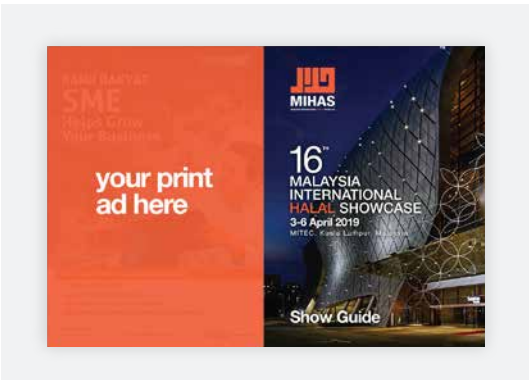
**RM 4,000**



**SHOW DIRECTORY AD (DOUBLE PAGE)**

Quantity: 1 advertisement

**RM 7,000**



**SHOW GUIDE ADVERTISEMENT**

Quantity: 1 advertisement

**RM 8,000**



**SHOW DIRECTORY LOGO**

Quantity: 1 unit

**RM 500**





**MIHAS BULLETIN ADVERTISEMENT**

Quantity: 1 advertisement

**RM 5,000**



**LANYARD (SOLD)**

Quantity: 25,000 pieces

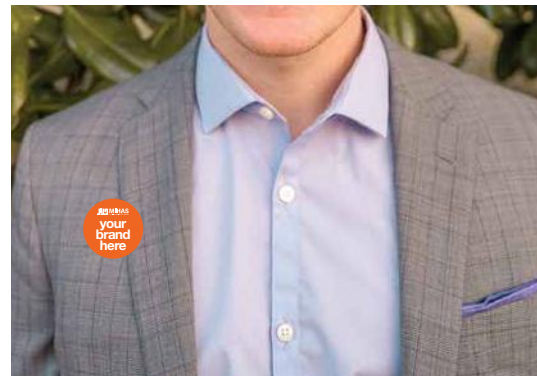
**RM 60,000**



**BADGES**

Quantity: 25,000 pieces

**RM 30,000**



**VISITOR STICKERS**

Quantity: 15,000 pieces

**RM 20,000**

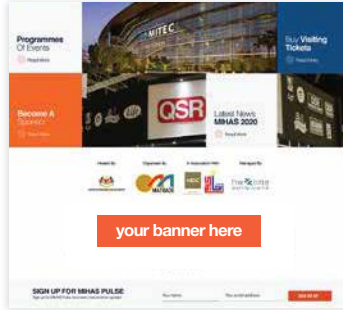


**VOLUNTEER POLO SHIRT**

Quantity: 600 shirts

**RM 20,000**

## Online Advertising



### WEBSITE BANNER

Quantity: 1 unit

**RM 20,000**



### MIHAS PULSE BANNER

Quantity: 1 unit

**RM 20,000**



### SOCIAL MEDIA POST (IG/FB/TWITTER)

Quantity: 1 advertisement

**RM 1,000**

## EXTERIOR BRANDING

ITEM	AMOUNT (RM)
<input type="checkbox"/> South Welcome Banner & Glass Sticker	25,000
<input type="checkbox"/> South Entrance Banner (Quantity: 1)	6,000
<input type="checkbox"/> South Entrance Banner (Quantity: 4)	30,000

## INTERIOR BRANDING

ITEM	AMOUNT (RM)
<input type="checkbox"/> Escalator (North Court)	25,000
<input type="checkbox"/> Balcony Banner	10,000
<input type="checkbox"/> Public Area Pillar Wraps	10,000
<input type="checkbox"/> Escalator Hanging Banner	8,000
<input type="checkbox"/> Directional Signages	30,000
<input type="checkbox"/> Hall Signages (Quantity: 1)	12,000
<input type="checkbox"/> Hall Signages (Quantity: 8)	80,000
<input type="checkbox"/> Cluster Signages (Quantity: 1)	7,000
<input type="checkbox"/> Cluster Signages (Quantity: 7)	35,000
<input type="checkbox"/> Facility Signages (Quantity: 1)	7,000
<input type="checkbox"/> Facility Signages (Quantity: 4)	20,000
<input type="checkbox"/> MIHAS Theatre	15,000
<input type="checkbox"/> Industry Zone	15,000
<input type="checkbox"/> Visitor Information Counter	35,000
<input type="checkbox"/> Registration Kiosks	25,000

## PRINTED MATERIALS

ITEM	AMOUNT (RM)
<input type="checkbox"/> Show Directory Ad (ROP)	4,000
<input type="checkbox"/> Show Directory Ad (Double Page)	7,000
<input type="checkbox"/> Show Guide Advertisement	8,000
<input type="checkbox"/> Show Directory Logo	500
<input type="checkbox"/> MIHAS Bulletin Advertisement	5,000
<input type="checkbox"/> Lanyard	60,000
<input type="checkbox"/> Badges	30,000
<input type="checkbox"/> Visitor Stickers	20,000
<input type="checkbox"/> Volunteer Polo Shirt	20,000

## ONLINE ADVERTISING

ITEM	AMOUNT (RM)
<input type="checkbox"/> Website Banner	20,000
<input type="checkbox"/> MIHAS Pulse Banner	20,000
<input type="checkbox"/> Social Media Post (IG/FB/Twitter)	1,000

## COMPANY PROFILE

Company/Organisation Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Payment \_\_\_\_\_

The undersigned hereby represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the sponsor company mentioned herein.

Name & Designation \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

(Authorised signature and stamp)

Payment is to be made in full upon signing of contract.  
Please indicate your payment preference below:

- Cheque (Local cheques only)
- Wire Transfer



[www.mihasc.com.my](http://www.mihasc.com.my)

[f mihasmalaysia](https://www.facebook.com/mihasmalaysia) [in mihasc-malaysia](https://www.linkedin.com/company/mihasc-malaysia) [mihasc\\_malaysia](https://twitter.com/mihasc_malaysia)

#ThinkHalaThinkMIHAS #MIHAS2020

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# Expand your **HALAL** HORIZON

17<sup>TH</sup> MALAYSIA INTERNATIONAL  
HALAL SHOWCASE

**1-4 April 2020**

MITEC. Kuala Lumpur. Malaysia

THINK HALAL THINK MIHAS

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BELGENİN ASLI ELEKTRONİK İMZALIDIR.

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### THE WORLD'S NEXT ECONOMIC GROWTH SEGMENT

When it comes to serving Halal markets, there is no getting around MIHAS. It is simply the world's most comprehensive showcase of Halal products and services, by far. A unique trade concept that assembles over 1.5 million different types of Halal goods in 45,000 sqm of exhibition space.

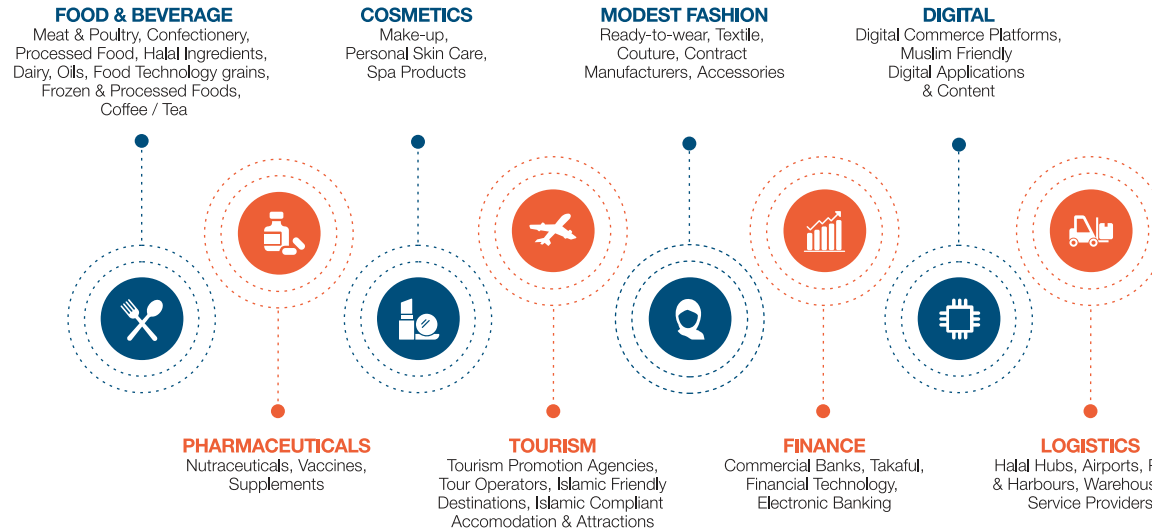
MIHAS's reputation as a global gathering of Halal industries make it the no 1 destination for businesses targeting Halal markets.

**79%**  
exhibitors met their goals

**89%**  
will return to MIHAS 2020

### THE MOST DIVERSE DISPLAY OF PRODUCTS

Over 1,000 exhibitors exhibit their Halal products across 8 different industries at MIHAS. Position your products at the world's largest Halal exhibition.



### AN EVENT ECOSYSTEM THAT PROMOTES OPPORTUNITIES

MIHAS is where Halal's finest gather and discuss its future.

Nearly 30,000 visitors, 28 trade envoys and 2,000 conference delegates representing the entire Halal supply chain attended MIHAS and the Global Halal Summit in 2019. Altogether, they populate the tradeshow, two top tier conferences and over 150 different panel sessions, break-out sessions and master classes across 8 different industries.

Seize the opportunity to network, gain insights, and learn from the latest trends and innovations!!



**“MIHAS 2019 is the best platform for networking opportunities”**

ATSUSHI HARADA  
Hokto Kinoko, Japan

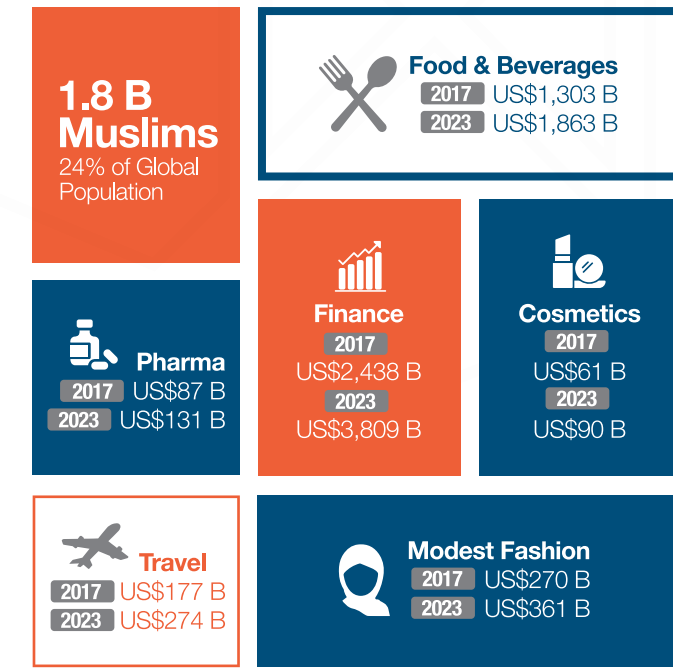
### WHAT CAN YOU EXPECT AT MIHAS 2020

- 100% of visitors are looking for Halal products and services
- Position your brand at the world's largest Halal tradeshow
- Establish new contacts, expand sales channels and fortify existing ones
- Network, Network, Network.
- Learn future trends and opportunities

### PUTTING YOU AT THE CENTRE OF GROWTH

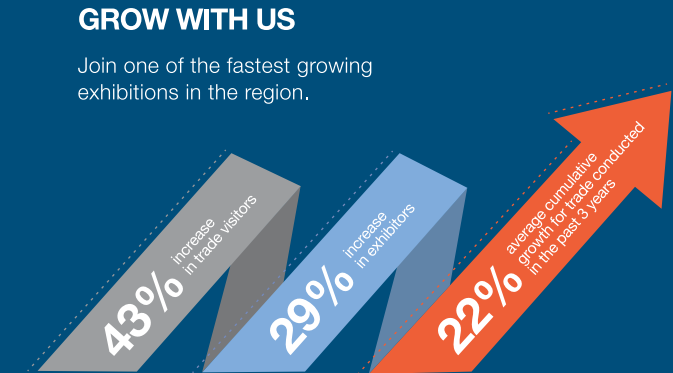
Muslim markets across the globe have been experiencing phenomenal growth, fuelling the increasing demand for halal compliant products and services.

With nearly 30,000 visitors from 88 countries attending MIHAS, we put you at the centre of this growth.



Source: State of the Global Islamic Economy Report 2018/19

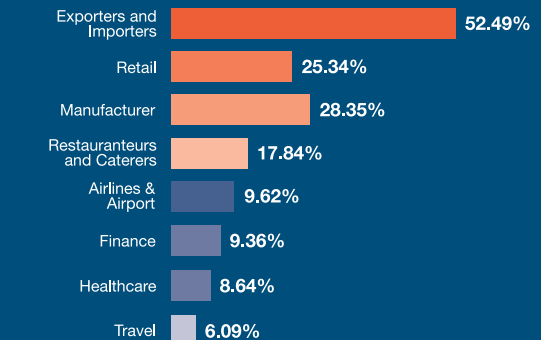
### THE FIGURES TELL THE STORY



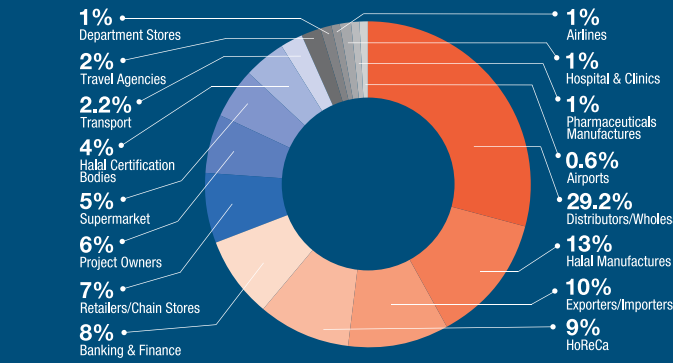
**RM1.6 Billion**  
in Trade Being Conducted



### Trade Visitor Classified by Business Activity



### Everyone is There



### SOME OF THE BIGGEST NAMES IN THE HALAL INDUSTRY

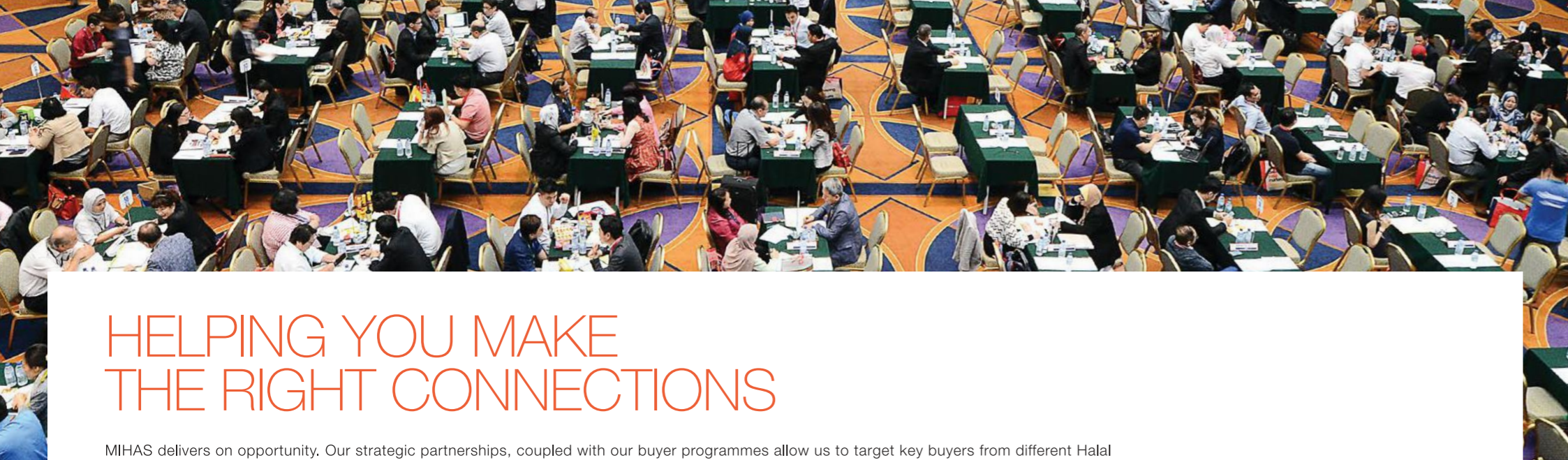


“We have returned to MIHAS this year after getting great response at MIHAS 2018. We look forward to share with the international audience our limited-edition flavors for EID at this year's exhibition”

Sunquick, Malaysia

Belgennin Asli Elektronik İmalat Sanayi ve Ticaret A.Ş. (BES) tarafından elektronik imza ile onaylanmıştır. ID: ea2303692745-c41-ad0c-11e87e-3871-191713659. Bu kod ile https://evrak.tim.org.tr/evrakdogrulama adresinden doğrulayabilirsiniz.





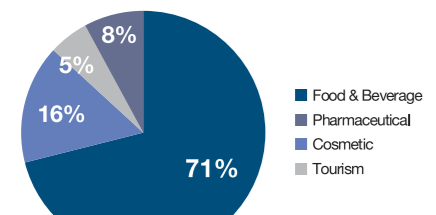
# HELPING YOU MAKE THE RIGHT CONNECTIONS

MIHAS delivers on opportunity. Our strategic partnerships, coupled with our buyer programmes allow us to target key buyers from different Halal segments resulting in more meetings, better enquiries and ultimately, increase in trade.

## HOSTED BUYER PROGRAMME

- 4500++** meetings
- 240** international buyers from **45** countries
- RM1.6 Billion** in trade being conducted

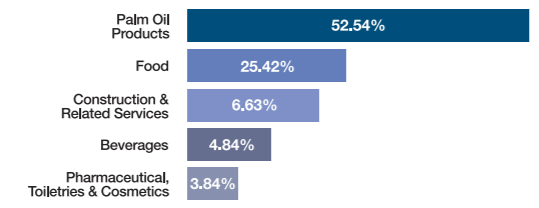
### Hosted Buyers by Industry



## INTERNATIONAL SOURCING PROGRAMME (INSP)

The INSP this year saw over 2,211 business meetings arranged for 610 local companies with 200 foreign buyers from 43 nations.

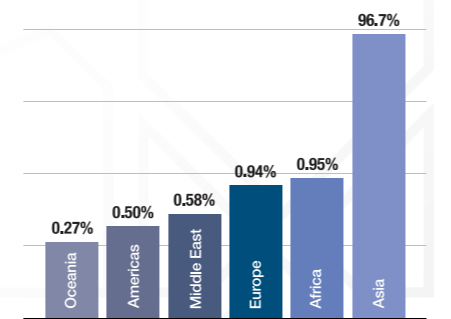
### Top Performing Sectors (INSP)



## MIHAS CONNECT

- 18659** accounts generated
- 327%** increase from 2018
- 95%** satisfied with the app
- 89** countries participated

### MIHAS Connect Users by Region



## MIHAS 2019 KEY BUYERS



[www.mihasc.com.my](http://www.mihasc.com.my)

[f mihasmalaysia](#) [in mihasc-malaysia](#) [mihas\\_malaysia](#)

#ThinkHalalThinkMIHAS #MIHAS2020

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

3-6 April 2019

MITEC. Kuala Lumpur. Malaysia

## Post Show Report

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63E4b263-d998-4529-9640-998c6E740d1F8 kodu ile erişebilirsiniz.

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# MIHAS 2019

A unique showcase of everything **Halal**

The 16th edition of MIHAS continued on its upward growth trend amidst increased demand by Muslim markets across the globe.

MIHAS 2019 was the largest in its series and saw the exhibition **double in size** over the past 3 years. The introduction of the Modest Fashion segment this year completes MIHAS's offerings as a comprehensive showcase of Muslim lifestyle

products, which also includes Finance, Tourism, Digital and Logistics.

MIHAS also benefited this year from being co-located with JAKIM's and the Halal Development Corporations' conference programmes, which brought key industry stakeholders to MIHAS. This arrangement will be a feature for future editions.

The largest international platform for the halal industry.

Hosted by



Organized by



In Association with



Managed by



## Thank You To MIHAS 2019 Sponsors & Partners

Diamond Sponsor



Platinum Sponsors



Gold Sponsors



Sponsors



Official Shariah Certified Web Browser



Islamic App Partner



Digital App Partner



Official Knowledge Partner



Official Magazine



Official Arabic Magazine



Official OOH Partner



Official Transportation Partner



Official Business Matchmaking Partner



Official Coffee Partner



International Partners



Supporting Airlines



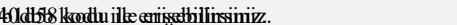
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Media Partners



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BELGENİN ASLI ELEKTRONİK İMZALIDIR.



# Tremendous Growth

**42.6%**  
increase in trade  
visitors

**29,946** visitors  
from  
**88** countries

**29%**  
increase in  
exhibitors

**1002** exhibitors  
from  
**44** countries

**25%**  
increase in  
exhibition area

**281,024 sqft**  
of nett exhibition area

**75%**  
increase in  
sponsorship

**240** international  
buyers from  
**45** countries

**4500++**  
meetings

**1200**  
trade  
delegates

**168**  
industry expert  
discussions & talks

**8**  
conferences



**RM1.6 Billion**  
in Trade Being Conducted







# Exhibitors

The number of Exhibitors grew year on year by **29%**

## Participated by 44 Countries

### ASEAN

Malaysia  
Cambodia  
Indonesia  
Philippines  
Singapore  
Thailand  
Vietnam

### MIDDLE EAST

Palestine  
Saudi Arabia  
UAE  
Egypt  
Qatar  
Yemen  
Kuwait

### NORTH & CENTRAL ASIA

China  
Japan  
South Korea  
Taiwan  
Hong Kong  
Azerbaijan  
Uzbekistan  
Kazakhstan

### SOUTH ASIA

India  
Pakistan  
Sri Lanka  
Bangladesh

### EUROPE

France  
Bosnia  
Denmark  
Netherlands  
Portugal  
Switzerland  
Ukraine  
United Kingdom

### AFRICA

South Africa  
Tunisia  
Morocco  
Nigeria  
Uganda

### OCEANIA

Australia  
New Zealand

### THE AMERICAS

USA  
Canada

## Who Exhibits



**72%**  
Food & Beverage



**5%**  
Food Technology



**2%**  
Pharmaceuticals



**5%**  
Cosmetics



**5%**  
Modest Fashion



**2%**  
Tourism



**4%**  
Islamic Finance



**2%**  
E-commerce



**1%**  
Logistics



**2%**  
Education



"I'm excited to be at MIHAS for the first time and get the opportunity to showcase my fashion collection to an international audience. I would be very excited to participate in MIHAS again because it is a very good platform, being the largest Halal trade show in the world."

**YANI BAKHTIAR**  
Fashion Designer  
Yans Creation, Malaysia

"I like MIHAS. It is a good opportunity to meet entrepreneurs and future customers."

**MAHA BOUHAOUS**  
Founder  
LADUNE Beauty, Morocco

"This year is our third year participating in MIHAS and we are grateful for the opportunity MIHAS provides us to invite the citizens of Malaysia to explore our beautiful country, the Philippines."

**ABDUL GHANIH**  
Under Secretary, Trade Promotion Group  
Department of Trade and Industry (DTI) Philippines



## Some of The Biggest Names in The Halal Industry



**79%**  
exhibitors  
met their goals

**89%**  
interested in participating at  
**MIHAS 2020**

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-4978-4529-9630-9986740158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.

# MIHAS 2019 is the best platform for networking opportunities

**ATSUSHI HARADA**  
Sales Department  
Hokto Kinoko, Japan

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324263-d998-4529-9680-998c6740d158 kodu ile erişebilirsiniz.

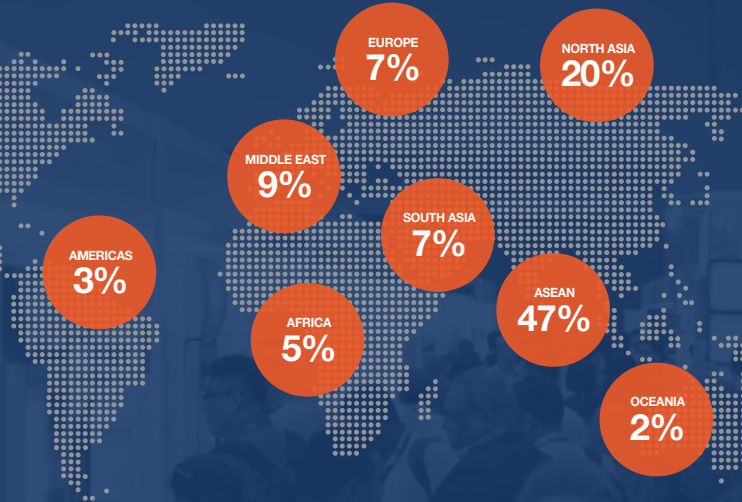
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# Trade Visitors

**29,946**  
visitors  
from  
**88**  
countries



**64%**  
looking to source  
or meet new  
suppliers



**82%**  
involved in  
purchasing  
process

**33%**  
decision  
makers

## Top 10 Visiting Countries

1. Singapore
2. Indonesia
3. China
4. Thailand
5. Japan
6. Philippines
7. India
8. South Korea
9. Brunei
10. Iran / United Kingdom



**42.6%**  
increase in trade  
visitors



**76%**  
from Asia Pacific



**29** trade delegations  
from  
**10** countries

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-4998-4529-9630-998c76740d1f8 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.



# Buyer Insights

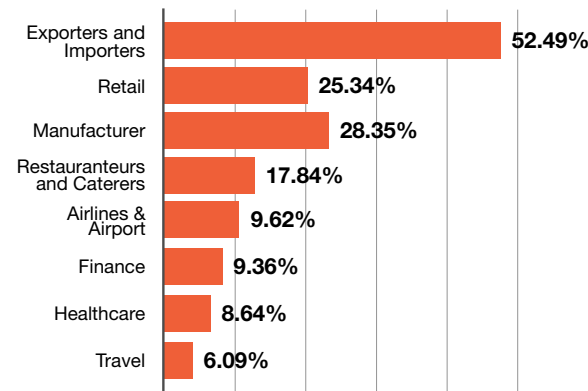
## MIHAS 2019 Key Buyers



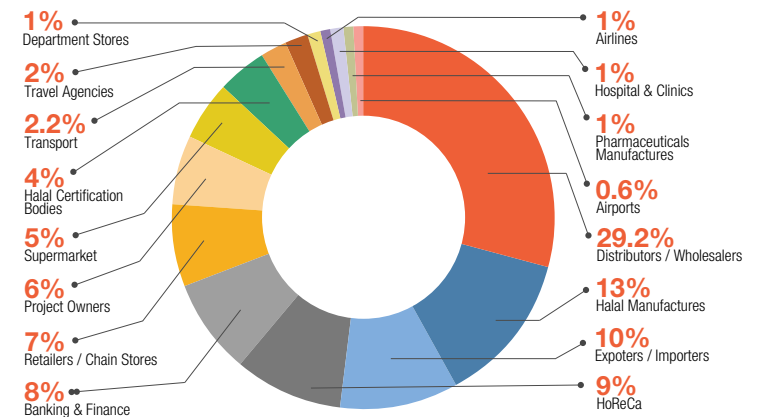
## Top 8 Sought After F&B Products



## Trade Visitor Classified by Business Activity



## Everyone is There



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# Exhibitor - Buyer Engagement

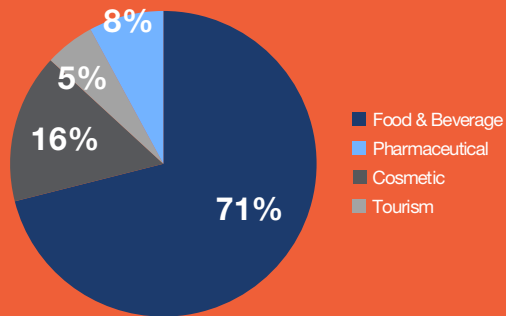
## HOSTED BUYER PROGRAMME

 **4500++**  
meetings

 **240** international  
buyers from  
**45** countries

 **RM1.6 Billion**  
in Trade Being Conducted

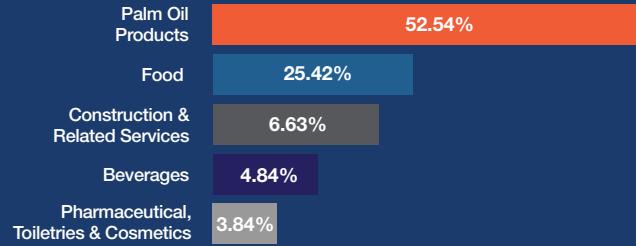
### Hosted Buyers by Industry



## INTERNATIONAL SOURCING PROGRAMME (INSP)

The INSP this year saw over 2,211 business meetings arranged for 610 local companies with 200 foreign buyers from 43 nations.

### Top Performing Sectors (INSP)



## MIHAS CONNECT

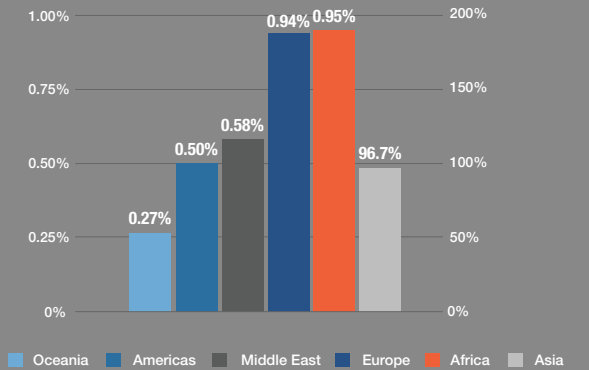
**18659**  
ACCOUNTS  
GENERATED

**327%**  
INCREASE FROM  
2018

**95%**  
SATISFIED  
WITH THE APP

**89**  
COUNTRIES  
PARTICIPATED

### MIHAS Connect Users by Region



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-4978-4529-9630-9986740d158 kodu ile erişebilirsiniz.

**BELGENİN ASLI ELEKTRONİK İMZALIDIR.**

İli kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.

# A Commitment To Knowledge Sharing

Over 100 different programmes catering to all industry segments

## INDUSTRY ZONE & MIHAS SPOTLIGHT



24

Panel Sessions

68

Presentations

including Market insights, Country Focus & Industry Trends

## MIHAS THEATRE



77

Product Demonstrations

involving the latest halal innovations

## CONFERENCES



8

Conferences

touching on Islamic Finance, Innovation, the Digital Economy

## Some of The Leading Halal Industry Thought Leaders Spoke at MIHAS 2019



### Wisnu Rahtomo Pratomy

Chief Executive Officer  
Halal Tourism Acceleration and Development Team, Ministry of Tourism, Indonesia



### Rusldi Siddiqui

Vice-Chairman  
OneAgrix (Singapore)



### Dato' Dr. Sirajuddin

Director  
JAKIM (Malaysia)



### Dr. Barbara Ruiz-bejarano

Director of International Relations  
Halal Institute of Spain



### Žiga Drev

Co-Founder and Managing Director  
OriginTrail



### Emmy Abdull Alim

Editor  
Salaam Gateway



### Nik Emir Din

Country Head Malaysia  
Muslim Pro



### Professor Dr. Faridah Hj. Hassan

Professor of Halal, Marketing and Strategic Management  
Institute of Quality and Knowledge Management InQKA



### Bront Palarae

Group CEO  
Pixel Play Group



### Kamarul Bahrin

Deputy Chief Editor  
Astro Awani

“

I would like to recommend international companies to experience MIHAS and its many opportunities

MIRZA VEJZAGIC

CEO

Management Development Consultancy, Bosnia

”



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-4978-4529-9630-9986-67401158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.

# Media Impact

The estimate PR value of MIHAS's marketing campaign is **RM 43,232,375.00**

## In The Media



**256** accredited media

**16** countries

**131** media outlets



**39** media partners



**3,382,552.00**

estimation media value with media partners (RM)



**943** online news/articles

## Social Media



**55,949**

total social media followers



**4,052**

total social media mentions



**710**

total social media posts



## In The Web



**491,411**

website page views



**79.8%**

new visitors



**20.2%**

returning visitors



## OFFICIAL MEDIA PARTNERS



malaysiakini  
news and views that matter



## MEDIA PARTNERS



thejapantimes



The Halal Times  
Global Halal, Islamic Finance News At Your Fingertips



SME MALAYSIA

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-4978-4529-9630-9986740158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.



# Gallery



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-d978-4529-9630-998c-6740d158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.

12 Bu belge kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.



# Gallery



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63246263-d978-4529-9630-998c-6740d158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.

İli kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.

HOSTED BY



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

ORGANISED BY



MATRADE

IN ASSOCIATION WITH



HDC



JAKIM

MANAGED BY



hwlma  
exhibitions

[www.mihasc.com.my](http://www.mihasc.com.my)

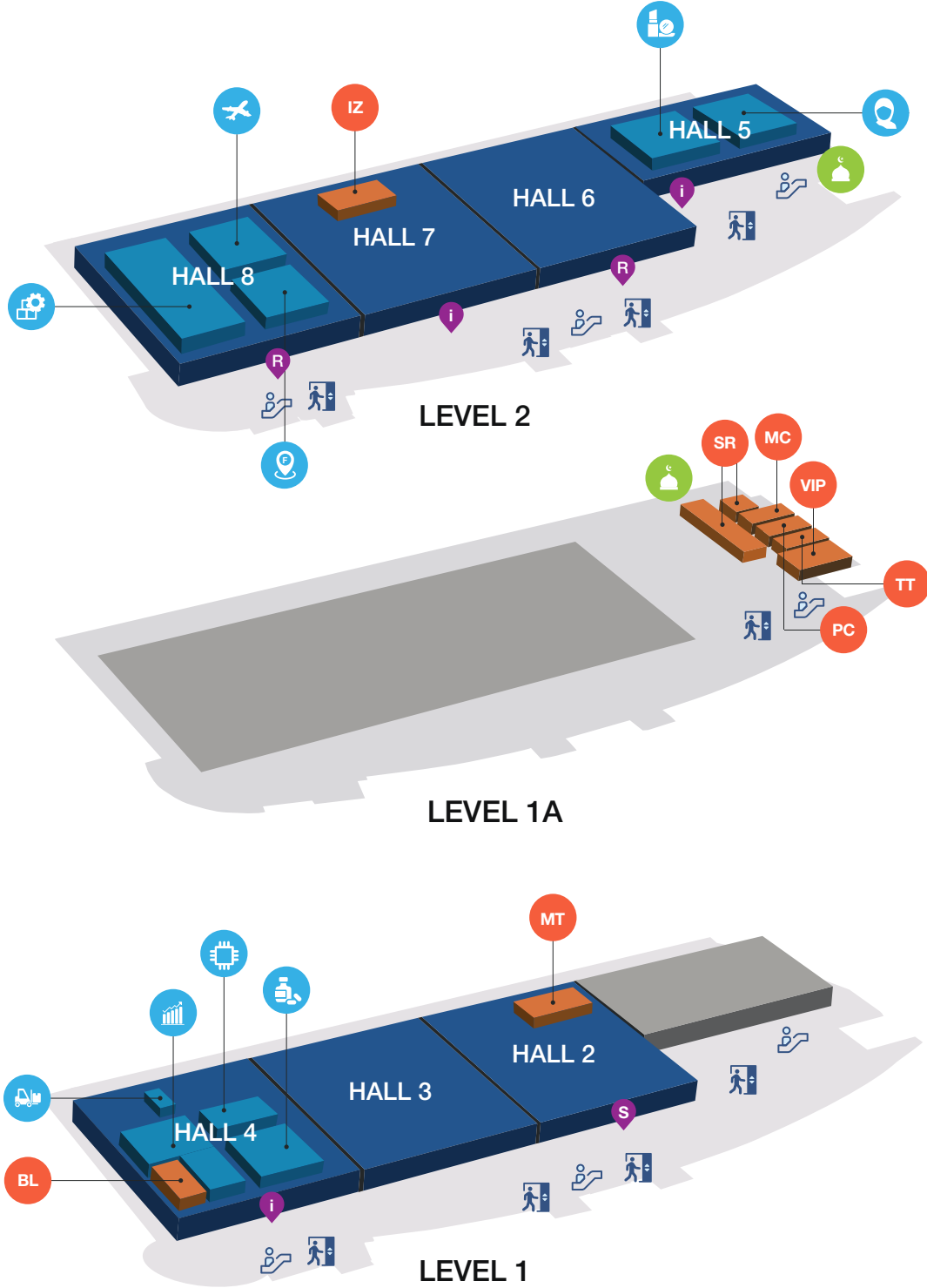
[f mihasmalaysia](#) [in mihasc-malaysia](#) [twitter mihasc\\_malaysia](#) [instagram mihasc\\_malaysia](#)

#ThinkHalaThinkMIHAS #MIHAS2019










Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324b263-d978-4529-9630-998c75740d58 kodu ile erişebilirsiniz.

**BELGENİN ASLI ELEKTRONİK İMZALIDIR.**







5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.



**LEVEL 1**

-  ISLAMIC FINANCE CLUSTER
-  PHARMACEUTICALS CLUSTER
-  DIGITAL CLUSTER
-  LOGISTICS CLUSTER
-  F&B CLUSTER
-  MT MIHAS THEATER
-  BL BUSINESS LOUNGE
-  I INFO COUNTER
-  S SERVICE COUNTER

**LEVEL 1A**

-  VIP VIP LOUNGE
-  TT TRADE TALKS
-  PC PC ROOM
-  MC MEDIA CENTRE
-  SR SEMINAR ROOM
-  S SURAU

**LEVEL 2**

-  FRANCHISE CLUSTER
-  MANUFACTURING CLUSTER
-  TOURISM CLUSTER
-  MODEST FASHION CLUSTER
-  COSMETICS CLUSTER
-  F&B CLUSTER
-  IZ INDUSTRY ZONE
-  R REGISTRATION COUNTER
-  I INFO COUNTER
-  S SURAU

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324633-4978-4529-9086-9916060400158 kodu ile erişebilirsiniz.

**BELGENİN ASLI ELEKTRONİK İMZALIDIR.**



# 17<sup>th</sup> Malaysia International Halal Showcase

1-4 April 2020

MITEC. Kuala Lumpur. Malaysia

A participation proposal for a  
**TURKISH PAVILION**

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324363-4978-4529-9080-9260700058 kodu ile erişebilirsiniz.

**BELGENİN ASLI ELEKTRONİK İMZALIDIR.**

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır.ID: eea2d569-27ac-4c41-ad0c-1e9679ca0878-191713659. Bu kod ile <https://evrak.tim.org> adresinden belgeyi doğrulayabilirsiniz.





# PROPOSAL OVERVIEW

This is a specially tailored proposal for the Turkish Pavilion at the 17<sup>th</sup> Malaysia International Halal Showcase (MIHAS 2020)

## aim

To ensure the best possible chance for Turkish products to gain awareness and market access across regional markets at MIHAS 2020.

## outline of proposal

This proposal incorporates a holistic approach to Turkey's participation at MIHAS which includes presence, brand awareness exercises as well as engagement activities to achieve the best possible results for Turkish companies.





# WHY CHOOSE MIHAS?

## WE ARE NO1 IN HALAL FOR

Brand Visibility  
Targeted Marketing  
Lead Generation  
Positive PR

When it comes to reaching out to Muslim markets, there is no getting around MIHAS. **It is simply the world's largest dedicated tradeshow for Halal.**

MIHAS also combines with the Global Halal Summit to successfully congregate the entire Halal eco-system under one roof, providing you unrivalled access to this lucrative segment.



# OUR FIGURES TELL THE STORY



## RECORD NUMBERS

**1,002** exhibitors from **44** countries  
**29,946** visitors from **88** countries  
**240** international buyers from **45** countries  
**1200+** trade delegations

**RM 1.6 BILLION**  
In trade being conducted

## RECORD GROWTH

**43%** visitor increase  
**29%** exhibitor increase



## GLOBAL MEDIA PRESENCE

**131** Media outlets  
**943** on-line articles

**56,000** social media followers  
**4,052** social media mentions

**491,411** web-site page views



Evraçın elektronik imzalı suretine <http://e-belge.gib.gov.tr> adresinden 635 45 03 4908 4532 0086 990667041 adresi ile erişebilirsiniz.

**BEĞENİN ASLİ ELEKTRONİK İMZALIDIR**

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID: 6ea2d56927ac0541-ad0c1e3079453678-191713559-10430d ile <https://evrak.mim.org.tr/evrakdogrulama> adresinden doğrulayabilirsiniz.

# YOUR INVESTMENT SUMMARY & OPTIONS

ITEM	DETAIL	INVESTMENT		REMARKS		
		OPTION 1	OPTION 2			
A	PRESENCE	8 BOOTHS (72 SQM) SPACE in a prime location (Hall 7, Level 2)	OPTION 1	Bare Space at RM12,013.00 per booth	RM 96,104.00	<ul style="list-style-type: none"> <li>Loading charge for premium space RM20,167 <b>waived</b></li> <li>Bare Space costs is not inclusive of stand construction</li> <li>Turkey may opt to have their own stand contractor</li> </ul>
			OPTION 2	Shell Scheme at RM13,348.00 per booth	RM 106,784.00	
B	CREATING AWARENESS	ADVERTISING	<ul style="list-style-type: none"> <li>1 x advertisement in Show Guide (30,000 copies worth RM6,000)</li> <li>1 x advertisement in the Exhibition Directory (25,000 copies worth RM 6,000)</li> </ul>	FREE	FREE	Total value of complimentary items is RM 34,000
		SOCIAL MEDIA SUPPORT	<ul style="list-style-type: none"> <li>1 x social media posting in MIHAS 2020 Twitter, Instagram, Facebook (worth RM12,000)</li> </ul>	FREE	FREE	
C	ENGAGEMENT ACTIVITY	1 HOUR SPEAKING SLOT at MIHAS speaking platform worth RM 10,000		FREE	FREE	
		Preferential VIP visits		FREE	FREE	
SUB-TOTAL				RM 96,104.00	RM 106,784.00	
10% DISCOUNT				RM 9,610.40	RM 10,678.40	
TOTAL INCLUSIVE OF DISCOUNT				RM 86,493.60	RM 96,105.60	
SST (6%)				RM 5,189.62	RM 5,766.34	
TOTAL				RM 91,683.00	RM 101,872.00	

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324-303-4978-4529-9046-9286-6700 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.



# YOUR HALL LOCATION

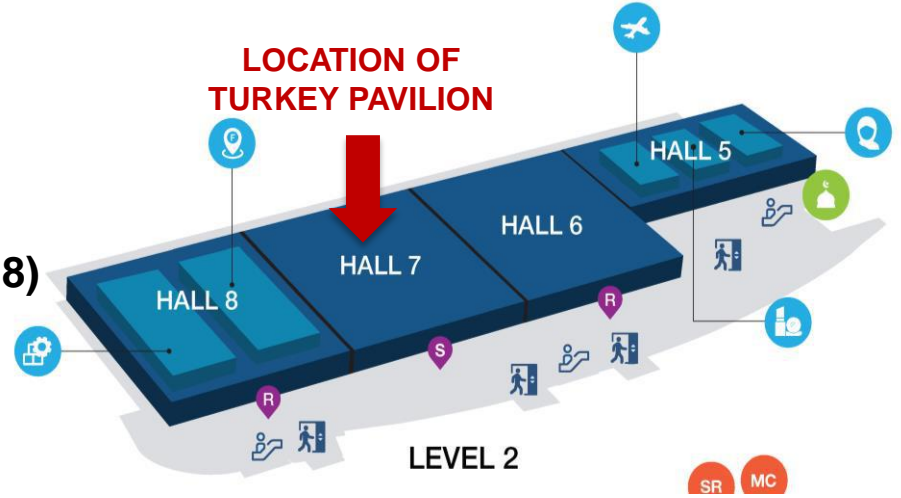
Hall 7, Level 2

## LOCATION ADVANTAGES

1. LEVEL 2 is the only level for Visitor Registration
2. First 'access' to VIP visits

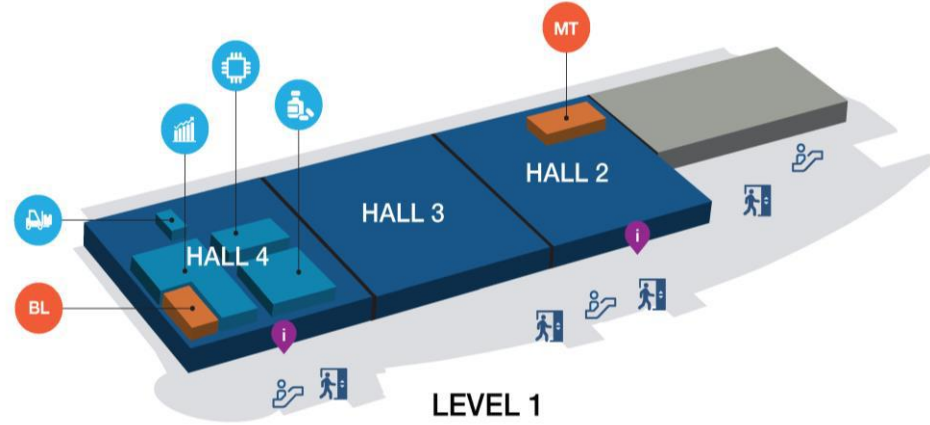
## LEVEL 2 (HALLS 5, 6, 7 & 8)

REGISTRATION  
INDUSTRY ZONE  
Exhibition Clusters:  
F&B, Franchise,  
Manufacturing,  
Modest Fashion,  
Tourism,  
Cosmetics



## LEVEL 1 (HALLS 2, 3, 4)

MIHAS THEATRE  
BUSINESS LOUNGE  
Exhibition Clusters:  
F&B, Finance,  
Digital,  
Pharmaceuticals,  
Logistics



# YOUR BOOTH LOCATION

Hall 7, Level 2  
Booths 2L05 – 2L08  
2L25 – 2L28



## LOCATION ADVANTAGES

1. Surrounded by main traffic aisles
2. On the same level as visitor registration counters
3. Priority level for VIP visits



Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 63244303-4998-4529-9046-99867000158 kodu ile erişebilirsiniz.

BELGENİN ASLI ELEKTRONİK İMZALIDIR.



# CONCLUSION

MIHAS provides a cost effective international platform for promoting Halal products and services. We strongly believe that Turkish companies will be able to reach a global audience in the niche segment of Halal.

THANK YOU

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 6324363-4998-4529-9686-9286-67040158 kodu ile erişebilirsiniz.

**BELGENİN ASLI ELEKTRONİK İMZALIDIR.**

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