



Opportunities at MIHAS 2022

*Halal as a Catalyst of Innovation and
Sustainability for Manufacturers, 17 June 2022*



Hosted By



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Halal at a glance

THEN

- Exclusive niche market for Muslim consumers
- Perceived to only relate to meat, poultry
- Driven by Muslim-majority countries

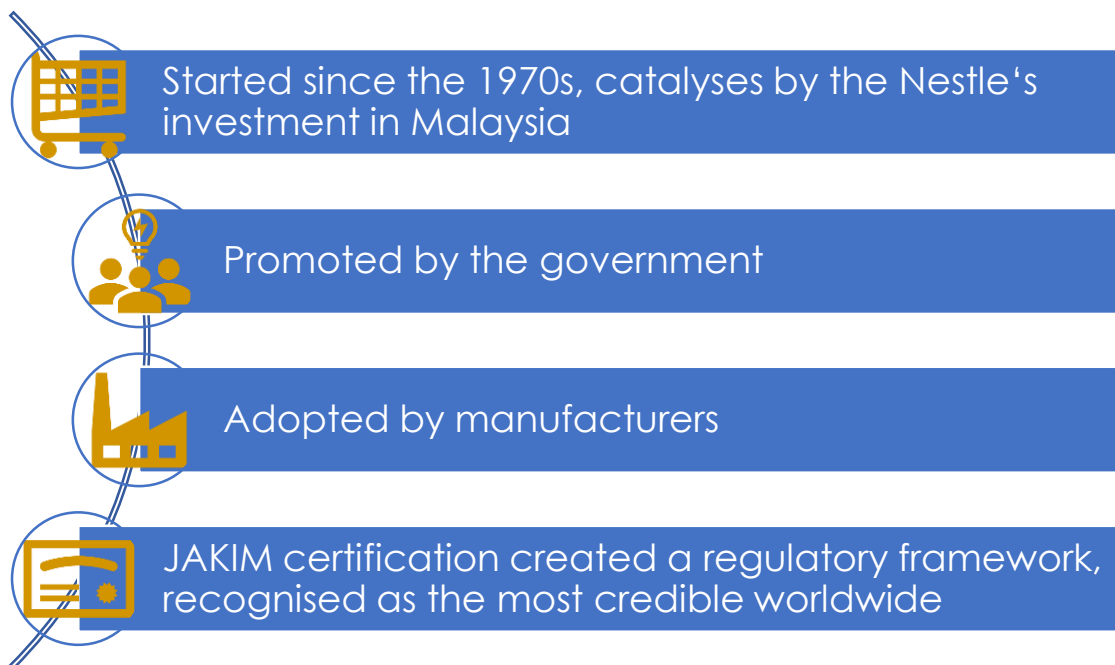
NOW

- A huge market segment
- In the case of F&B, Halal expands to **non-meat items, such as dairy, baked goods, snacks, confectionery, ready-made meals, other processed F&B**
- Halal emphasises the best supply chain governance through aspects such as **warehousing, transportation, and logistics**
- Driven by multicultural populations of **SEA and Muslim diaporas** in Europe and North America

APPEALING
DUE TO THE
UNIVERSAL
VALUES

"All healthy food is not halal but every halal food is healthy..."

Malaysia – The Halal Pioneer



Halal standards in Malaysia



Halal, a business value proposition...



CHALLENGES:

Differing regulatory frameworks:

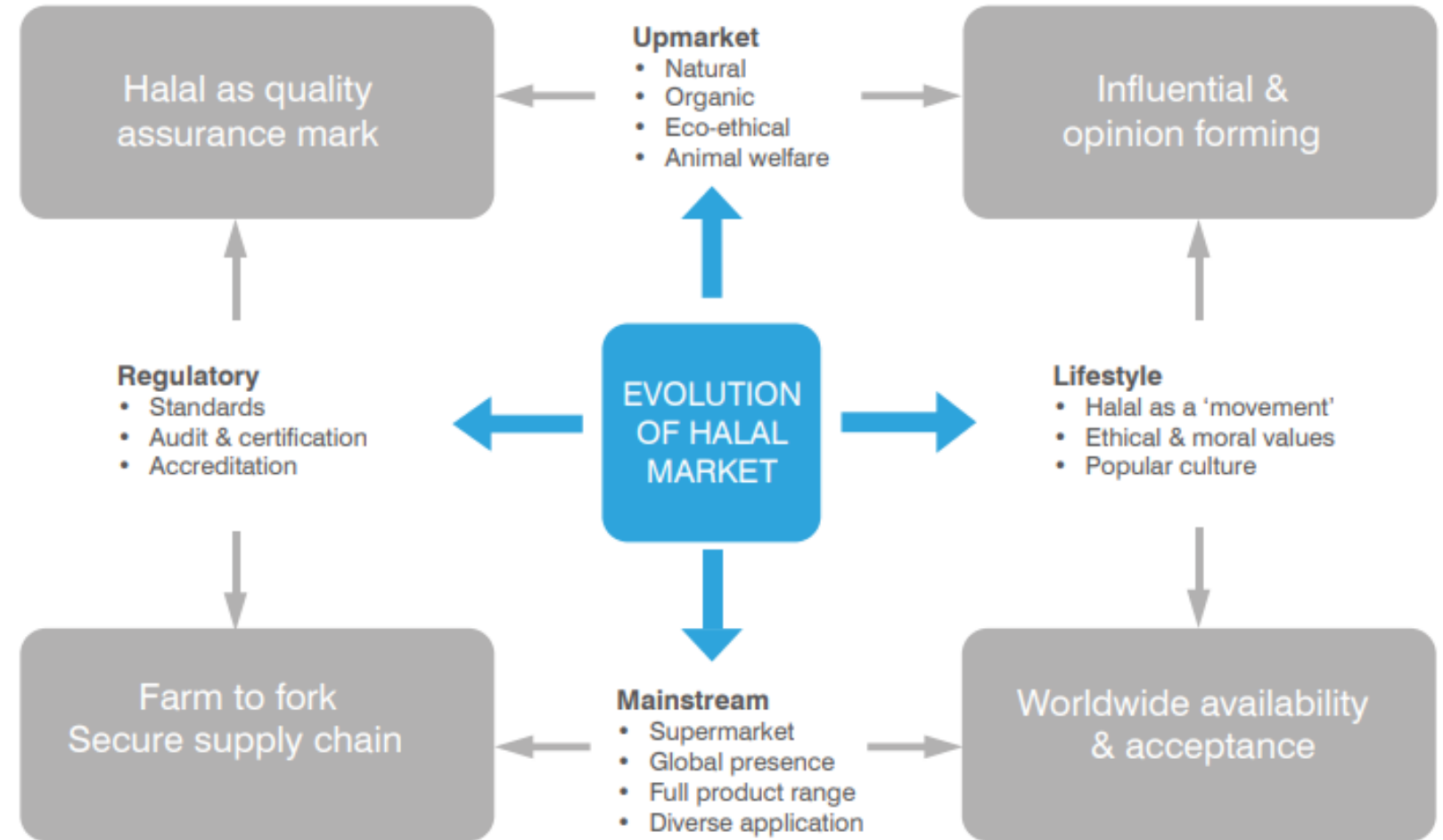
- Definitions, guidelines and standards
- Auditing and certification
- Accreditation



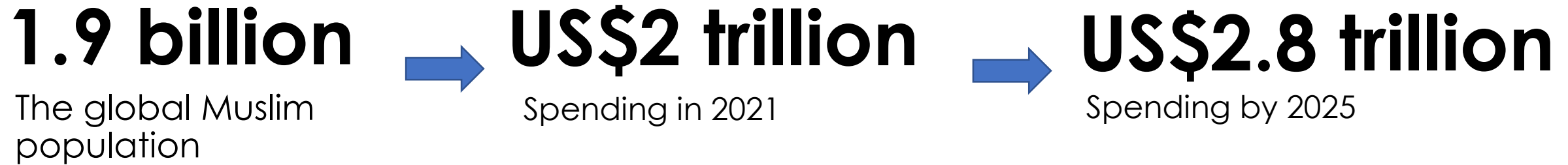
ASPIRATION:

To bring halal (especially F&B) to the same levels of compliance (safety and quality) in the mainstream segment

...which
appeals
universally



Why halal makes business sense?



Source: 2022 State of the Global Islamic Economy Report



Younger consumers are even more committed to buying sustainable and ethical goods, with 73% of millennials willing to pay more.

Source: Pew Research Center's Forum on Religion and Public Life

Halal aligns with SDG 2030

With the rise of ethical consumerism, many halal brands have attracted both Muslim and non-Muslim consumers

Recognised in ITC's Standards Map as one of the Voluntary Sustainability Standards (VSS) in the world

Halal relates to fair trade and emphasises food security



18th Malaysia International Halal Showcase

Hybrid Edition
7-10 September 2022
MITEC, KL
www.mihhas.com.my

Diversifying Halal Possibilities



Organised in Kuala Lumpur, at MITEC



Quick facts



World's largest
halal trade fair,
organised for 18
years



Organised by
MATRADE, Malaysia's
trade promotion
agency



Won WTPO's Award
for Best Use of
Information
Technology



Opens to
non- F&B
sectors too



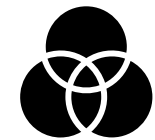
Participation
from 43 countries
549 exhibitors



Visited by 16,512
people from 64
countries



Knowledge-sharing
platform
championed by
120+ industry experts



Exhibition, trade
delegation,
business matching,
networking,
learning platform

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.

Art & Craft
*new this year



13 Pillars at MIHAS:



Food & Beverages

F&B



Modest Fashion



E-Commerce



Education



Franchise



Food Tech



Pharmaceuticals



Media & Recreation



Islamic Finance



Cosmetics & Personal Care



Muslim-Friendly Travel



Services & Enablers

BEYOND F&B

German technologies in halal-related supply chain management that can be part of MIHAS

New halal food testing technologies (pork test) and nanosensors

Technology kit for halal detection

Process technology

Filling and packaging technology

Refrigeration and air-conditioning technology

Conveying, transport and storage installation, logistics

Components, assemblies, surface technology, accessories

Auxiliary materials

Packing materials, packaging, packaging aid

Labelling & Packaging Solutions

Components, assemblies, surface technology, accessories

Food Service Equipment

Automation, data processing, controlling and regulation technology

Safety and Analytics, quality management

Operating materials, environmental technology, biotechnology

European industry's experience at MIHAS

EUROPEAN INNOVATION COUNCIL eic



"The OTF experience at MIHAS 2017 has been one of a well-structured, integrated programme which dealt efficiently with the ACS application and, supported us comprehensively through the preparation process and the event itself. A series of one-to-one meetings were secured during the course of the event, some at the ACS booth, others at local company offices...ACS would recommend the OTF programme to all SMEs participating in the SME Instrument programme"

Dr Colin Wilde

AvantiCell Science Ltd (ACS), Chief Scientific Officer

MIHAS, Malaysia

On 5-8 April 2017, a selected group of 7 cutting-edge European agro-food and related SMEs were showcased at MIHAS 2017. Throughout the trade fair, 189 meetings took place with South East Asian counterparts. In the 6 months after MIHAS, a total of 500 k€ was generated and 9 new full-time employees were hired by participating SMEs.



189 meetings



567 k€ generated



9 FTEs hired

MIHAS, the hybrid format

- ▶ **Exhibitors** will have both virtual & physical components.
- ▶ **Visitors** can access the event physically and experience Malaysia, as well as join the event virtually anywhere in the world
- ▶ **Conferences** will be broadcasted LIVE on the virtual platform.
- ▶ **Presentations and Demo** will be conducted live and virtually
- ▶ **Business Matching Sessions** are done **virtually and physically** (International Sourcing Program and Hosted Buyers Program)

**REGISTRATIONS ARE OPEN
NOW UNTIL 31 JULY 2022**



The physical set-up



Virtual booth & features

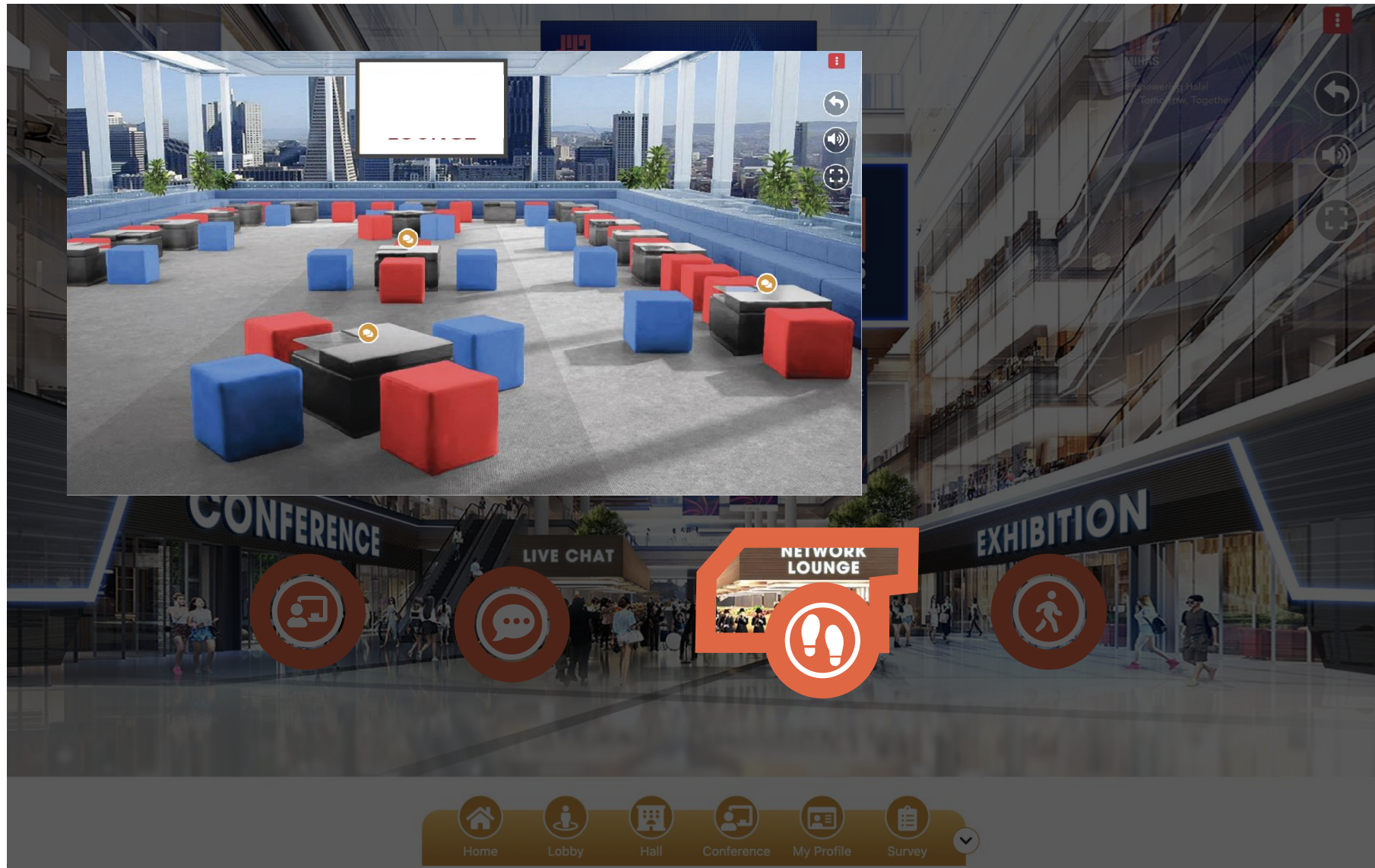
- ✓ Special Booth Design, with ready-made template or custom design
- ✓ Quick Access Info Points:
 - Exhibitor Microsite
 - Business Matching
 - LIVE Chat
- ✓ Meeting Scheduler
- ✓ Business Matching Module
- ✓ Digital Brochure
- ✓ Placement product and services storage for photos and videos
- ✓ Fully customisable exhibitor dashboard

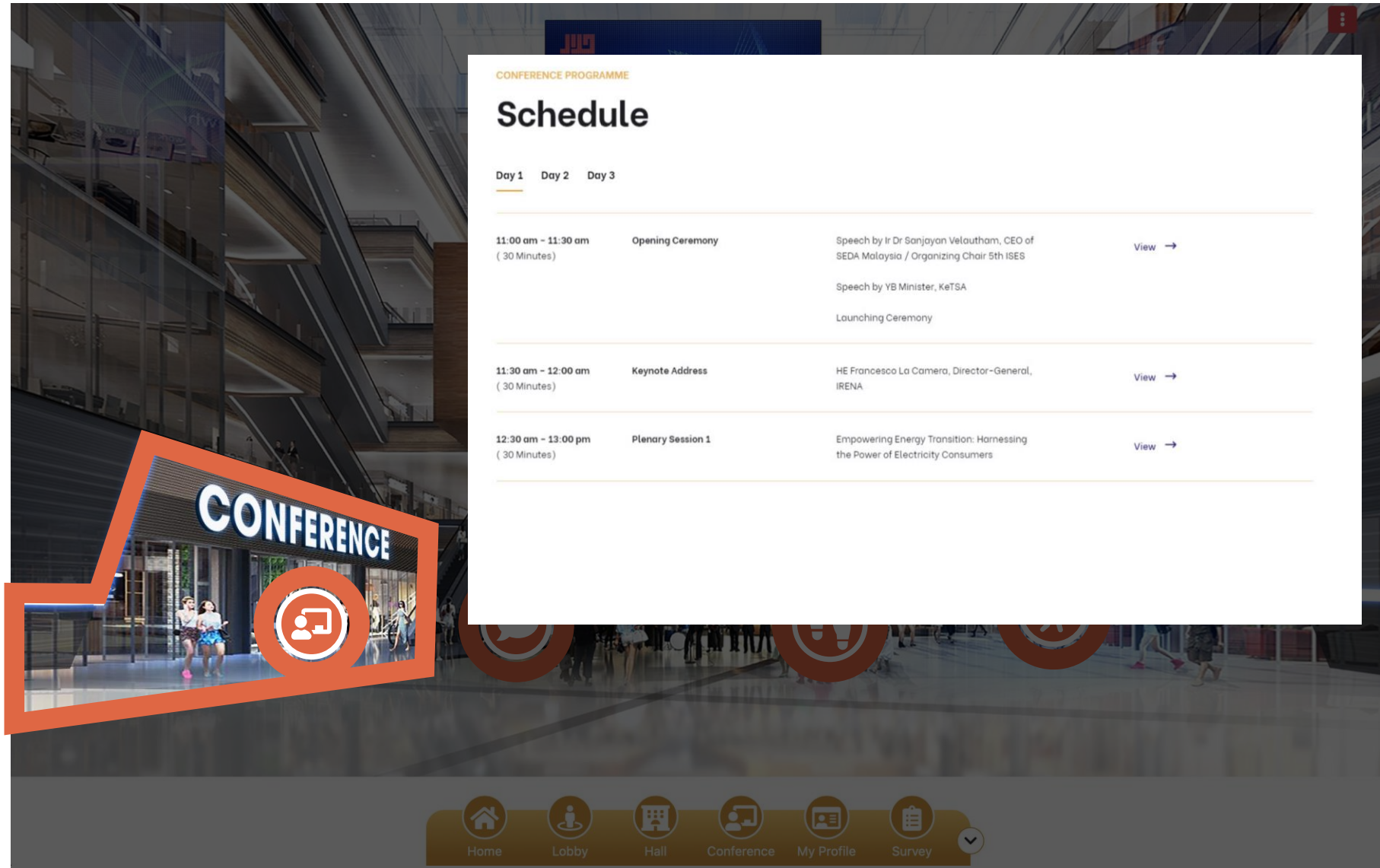
Virtual set-up overview



Network lounges







Virtual Booth & Features

Quick Access Info Points. (image)

Special Booth Design with ready-made template or custom design

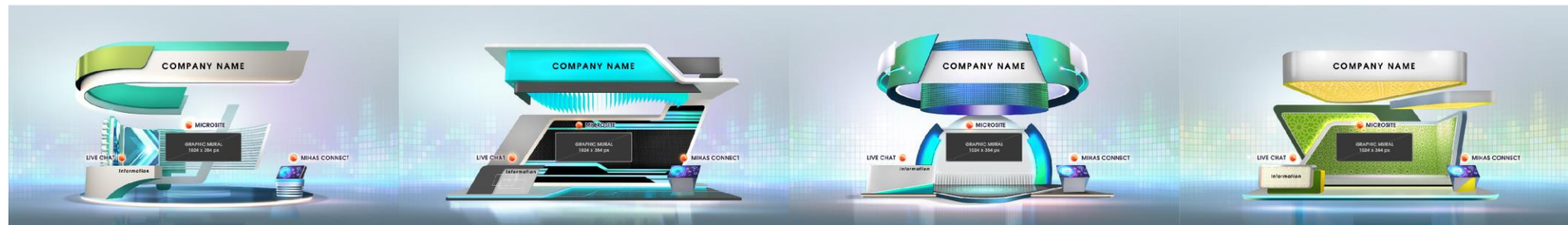
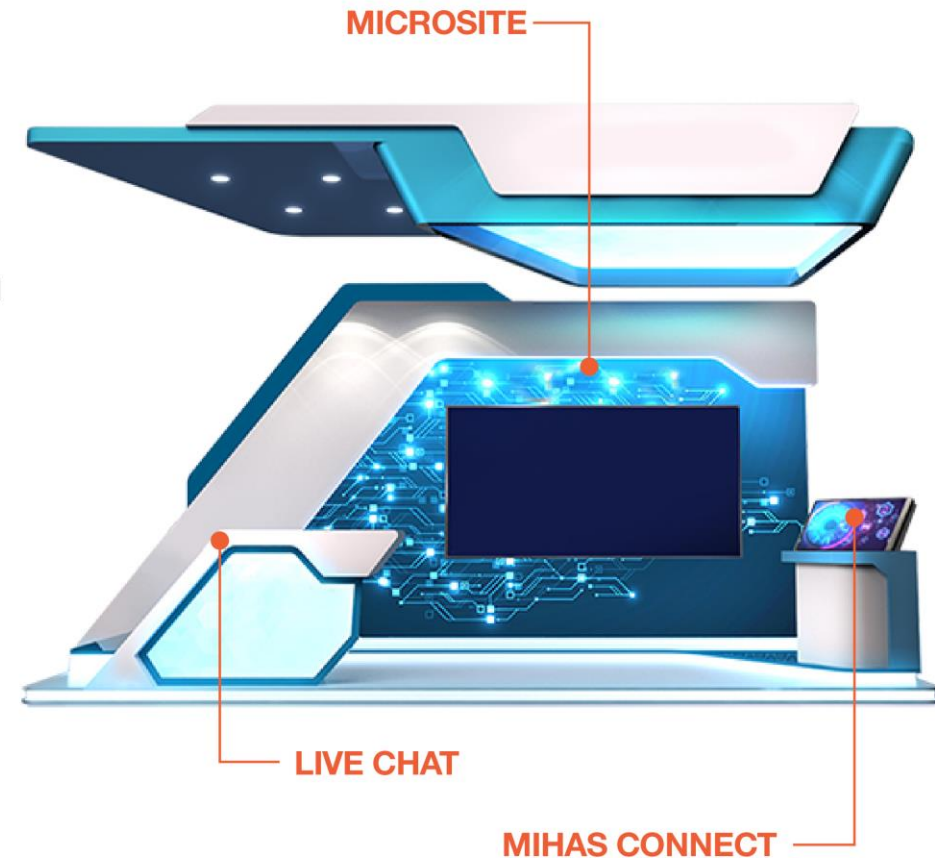
Meeting Scheduler

Business Matching Module

Digital Brochure

Placement product and services storage for photos and videos

Fully customisable exhibitor dashboard



Email frankfurt@matrade.gov.my
to know how to participate