



# TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-045.99-10097

Tarih: 27.08.2025

Konu : Fuar Duyurusu (MIHAS 2025)

## TÜM ODA VE BORSALARA (Genel Sekreterlik)

Ticaret Bakanlığı İhracat Genel Müdürlüğü tarafından Birliğimize iletilen yazıda, 21. Uluslararası Helal Ticaret Fuarı'nın (MIHAS) 17-20 Eylül 2025 tarihleri arasında Kuala Lumpur'da düzenleneceği ifade edilmektedir.

Bu kapsamda mezkûr fuarla ilgilenebilecek firmalar için Fuar'a ilişkin broşür ve davet yazıları, Bakanlık duyuru yazısı ile birlikte ekte takdim edilmektedir.

Bilgilerinizi rica ederim.

Saygılarımla,

*e-imza*

Cengiz DELİBAŞ  
Genel Sekreter Yardımcısı

EK:

- 1- 21. Uluslararası Helal Ticaret Fuarı MIHAS - Davet Yazısı (2 sayfa)
- 2- FuarDuyurusuMIHAS2025Pdf (2 sayfa)
- 3- 21. Uluslararası Helal Ticaret Fuarı - Brochure MIHAS 2025 (13 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSSL9NS7A7>  
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Bilgi İçin: Elif EROL - Tel : - E-Posta : elif.erol@tobb.org.tr



T.C.  
TİCARET BAKANLIĞI  
İhracat Genel Müdürlüğü

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:

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.

Evrak sorgulaması [https://odaborsaebys.tobb.org.tr/to-balikesir-envision/Validate\\_Db/2.aspx?eD=BSE6VNC7C&eS=14168](https://odaborsaebys.tobb.org.tr/to-balikesir-envision/Validate_Db/2.aspx?eD=BSE6VNC7C&eS=14168) adresinden yapılabilir. (PIN:19602)

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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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**

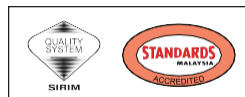
Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

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.

National Trade Promotion Agency under the Ministry of Investment, Trade and Industry (MITI), Malaysia



CERTIFIED TO ISO 9001:2015 & CERT. NO.: QMS 03470

MATRADE.600-3/2/247 Jld. 2 (90)

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.

# 25 MIHAS

Malaysia International Halal Showcase

17-20 Sept 2025 | MITEC, KL



Recipient of Guinness World Records Award



The Largest Attendance for Halal Trade Show



Hosted by



MINISTRY OF INVESTMENT, TRADE AND INDUSTRY

Organised by



In Association with



Halal Development Corporation



Managed by



Winner of



In Support of



ISLAMIC TOURISM MONTH 2024

# MIHAS // Overview



**#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

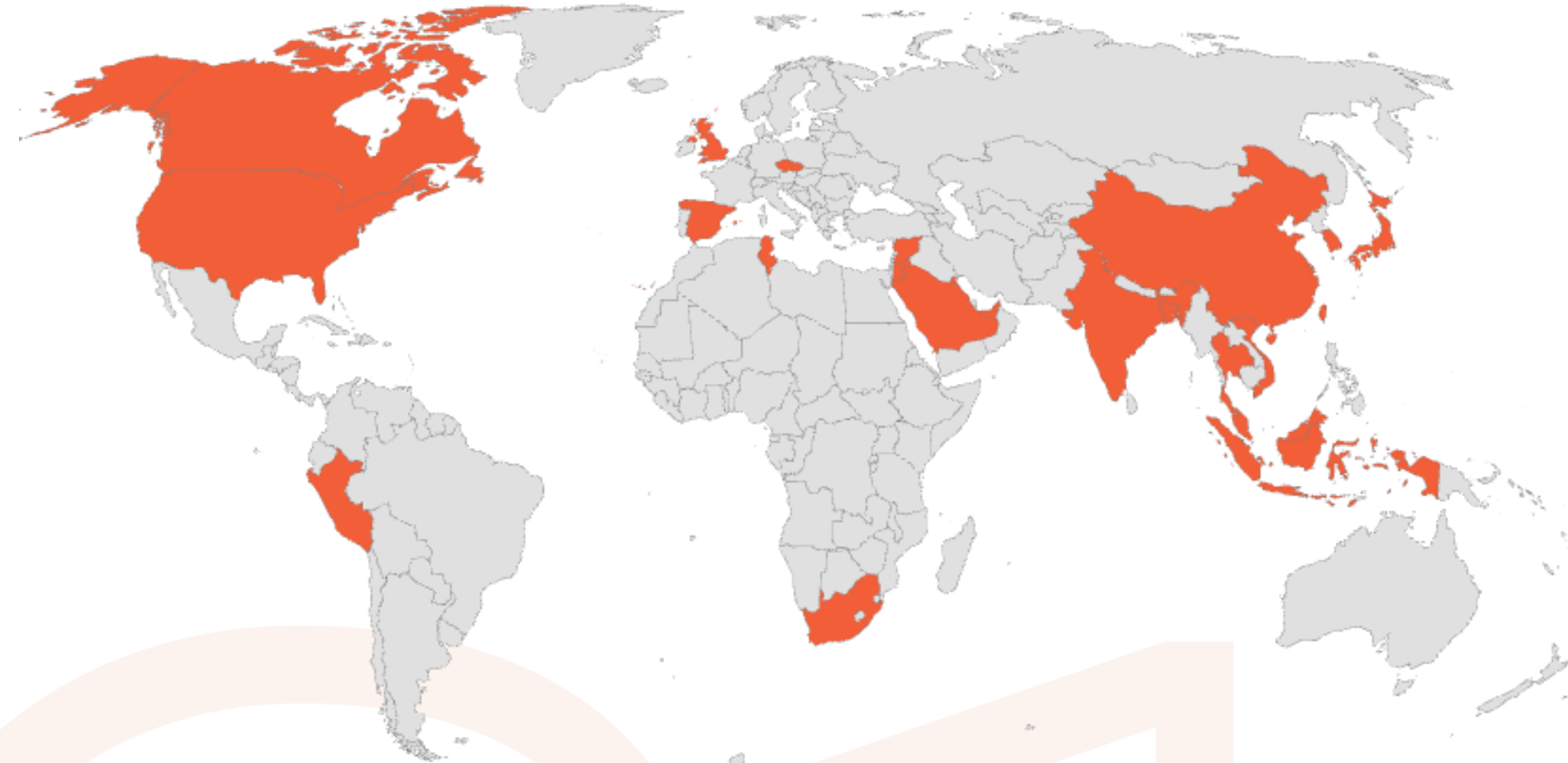


MIHAS Kitchen



Fashion Show

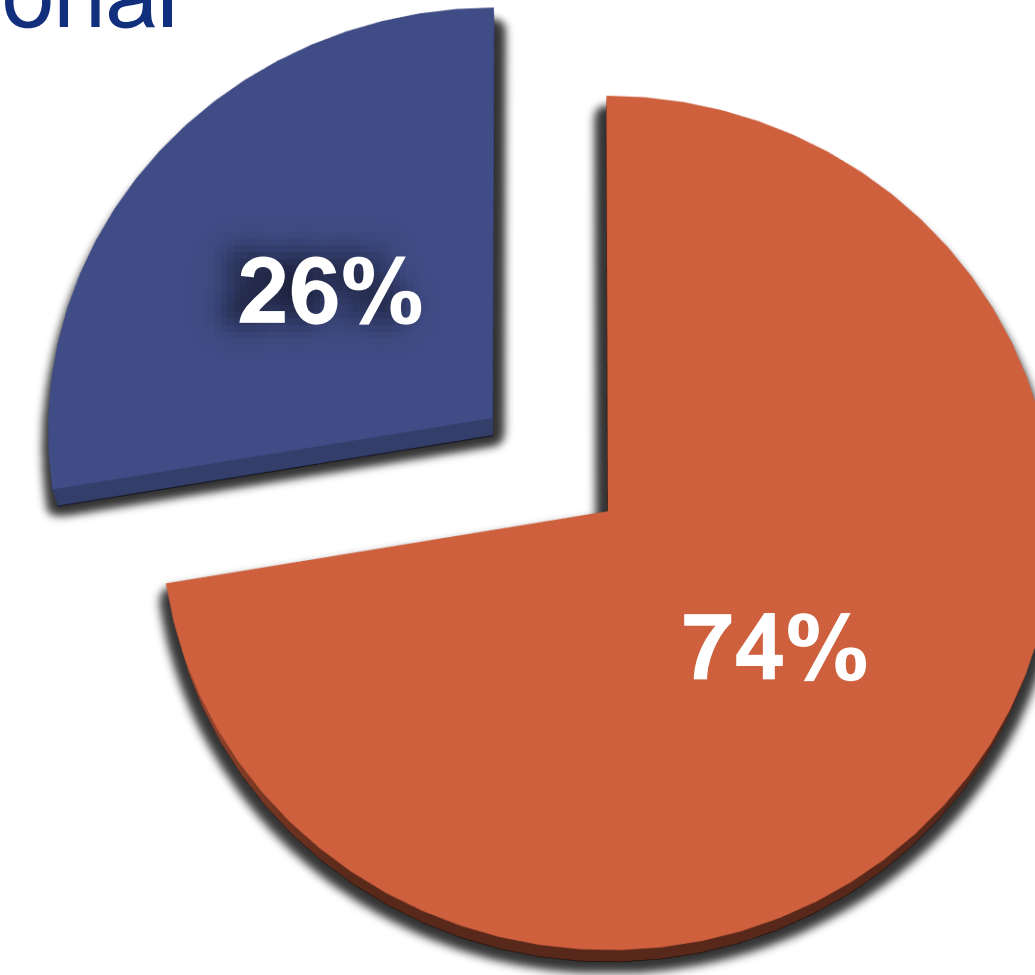
# MIHAS 2024 // Exhibitors



**2,028**

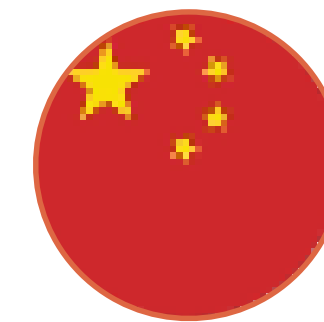
**Exhibition Booths  
from 66 Countries**

International  
Booths  
**529**

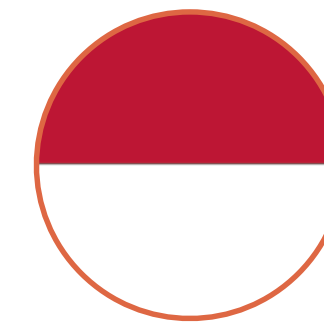


Local Booths **1,499**

## Top 5 Countries in MIHAS 2024



**China**



**Indonesia**



**Saudi  
Arabia**



**South Korea**



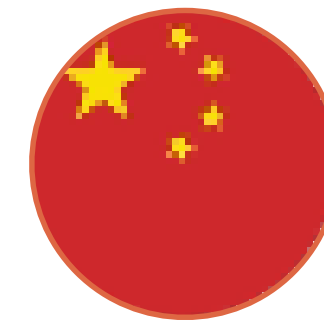
**Thailand**

# MIHAS 2024 // Visitors

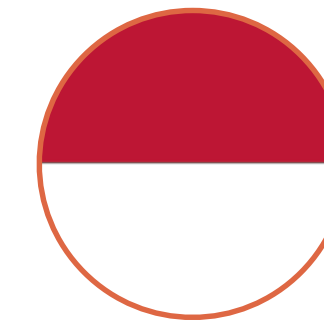


**43,353** Visitors  
From  
over **90** Countries

## Top 5 Visitor Countries in MIHAS 2024



China



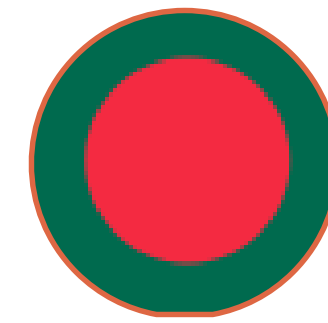
Indonesia



Singapore

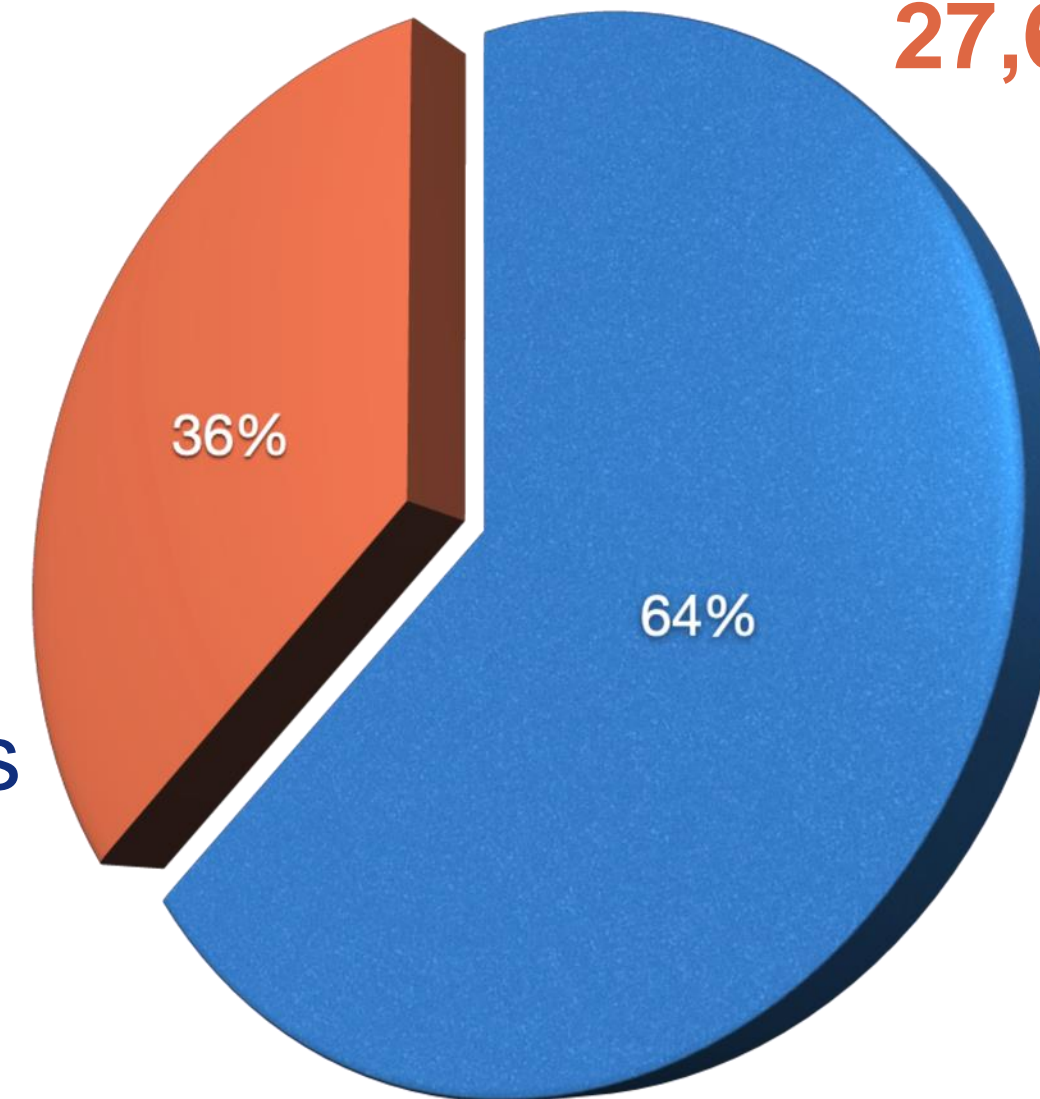


Japan



Bangladesh

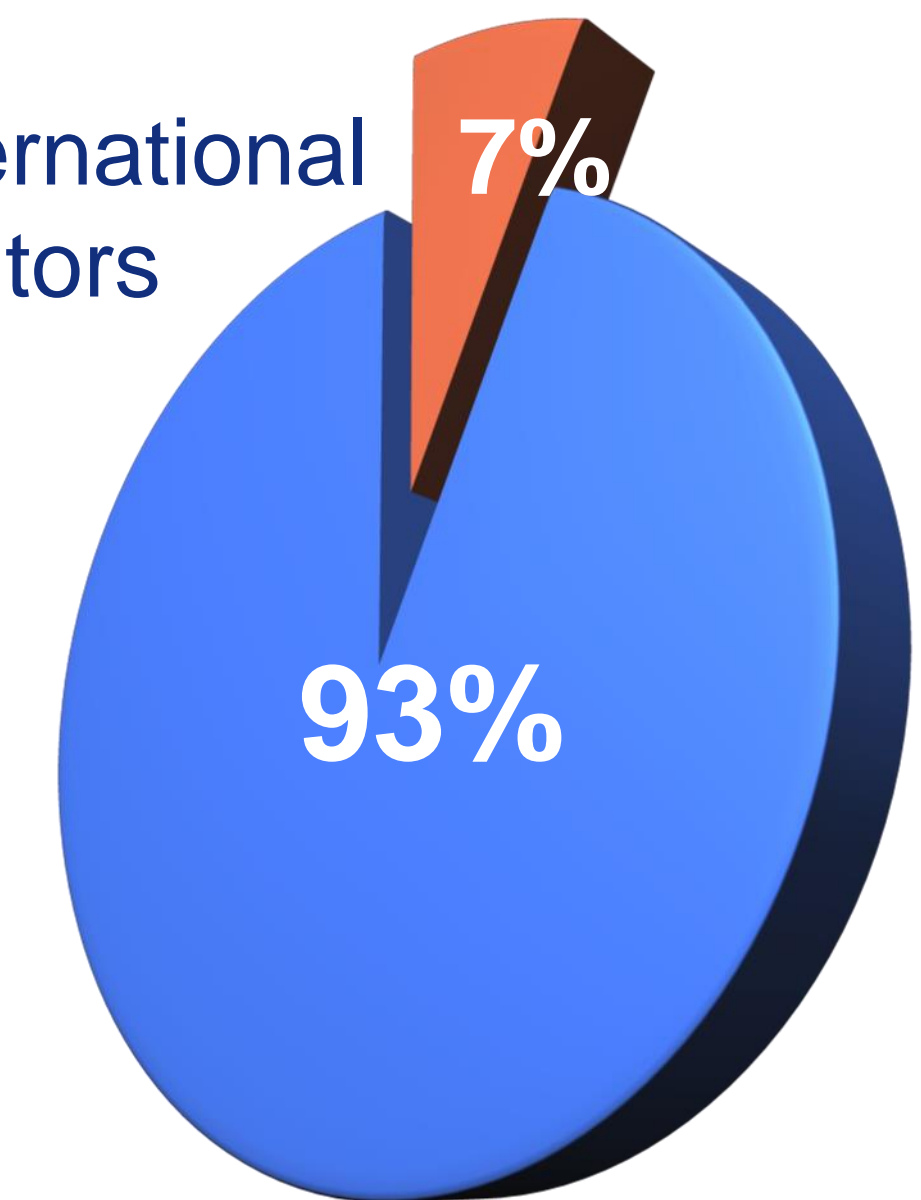
Virtual Visitors  
**15,720**



Physical Visitors  
**27,633**

Local Visitors

International Visitors



# MIHAS 2024 // **By The Numbers**

**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

# MIHAS 2024 // Media Value



# 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*

# The World's No.1 Platform for Sourcing **Halal** Products & Services

## 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



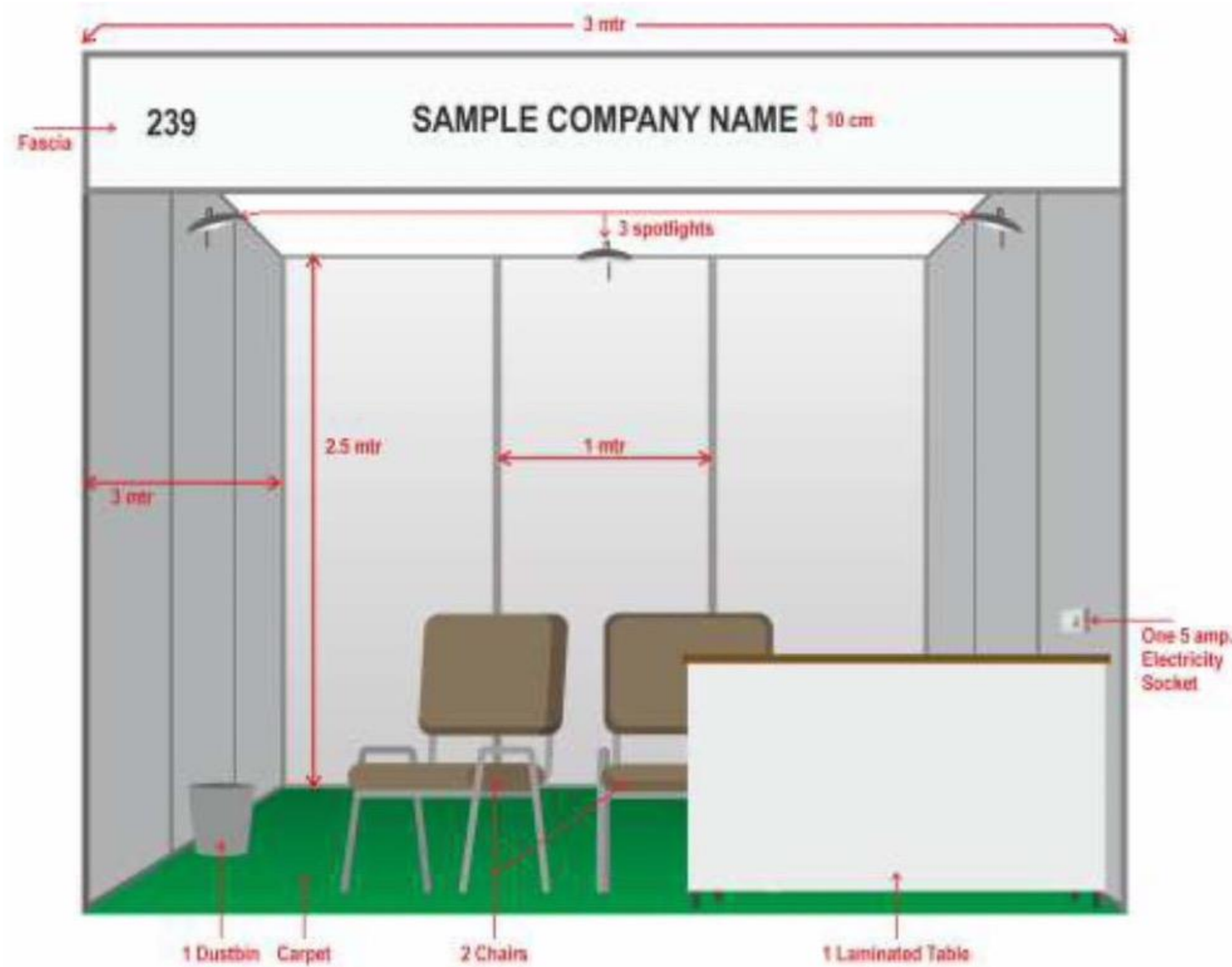
### Conferences & Seminars

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)

### Nurin Aqilah

Assistant Manager, Sales & Commercial  
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## For Sales Enquiries

### Ieya Zainuddin

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### Puteri Nur Bainun

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### Yusufe Zamir

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### Saw Hui-Yi

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[huiyi@qube.com.my](mailto:huiyi@qube.com.my)





# 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  
[paulow@qube.com.my](mailto:paulow@qube.com.my)

**SitiHazirah**  
Corporate Comm Executive  
[Hazirah@qube.com.my](mailto:Hazirah@qube.com.my)

A-03-08, Galeria Hartamas, No 21, Jalan 26A/7-A, Desa Sri Hartamas, 50480, Kuala Lumpur, Malaysia

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