

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 21st MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS), 17 - 20 SEPTEMBER 2025**

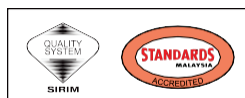
Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

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

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.

21st MIHAS

Malaysia International **Halal** Showcase

17-20 Sept 2025 | MITEC, KL



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#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



Opening Ceremony



MoU

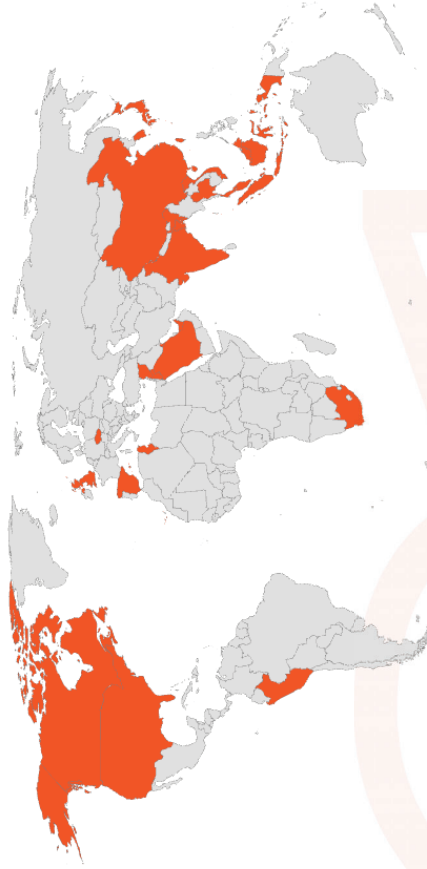


MIHAS Kitchen



Fashion Show

MIHAS 2024 // Exhibitors



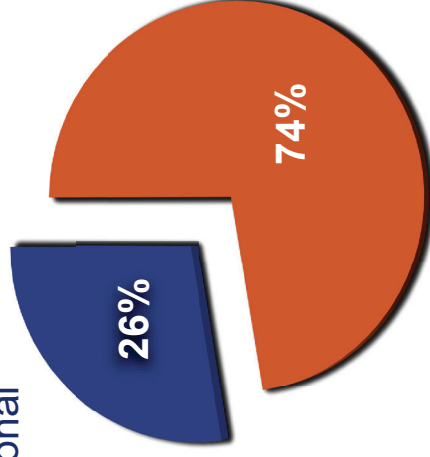
2,028

Exhibition Booths

from 66 Countries

International
Booths

529



Local
1,499
Booths



China



Indonesia



Saudi
Arabia



South Korea



Thailand

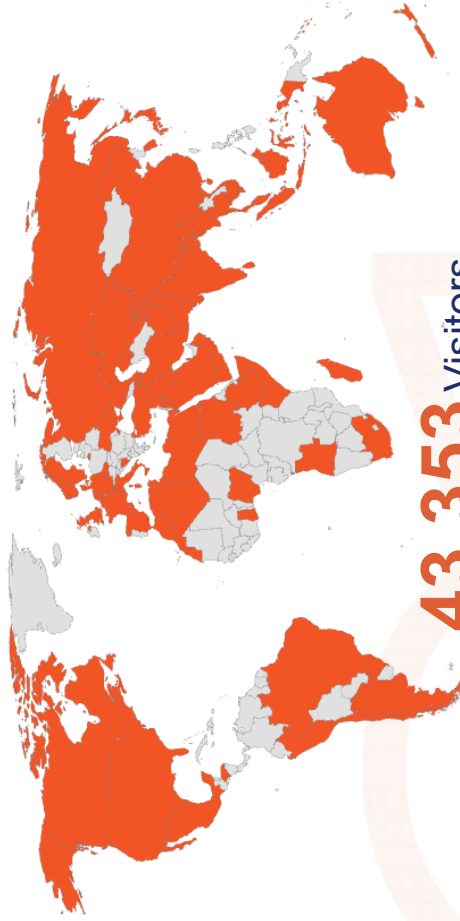


MIHAS 2024 // Visitors

21st MIHAS
 Malaysia International Hub Showcase
 17-20 Sept 2025 | MITEC, KL



11th ATRADE qube®



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

Top 5 Visitor Countries in MIHAS 2024



China



Indonesia



Singapore



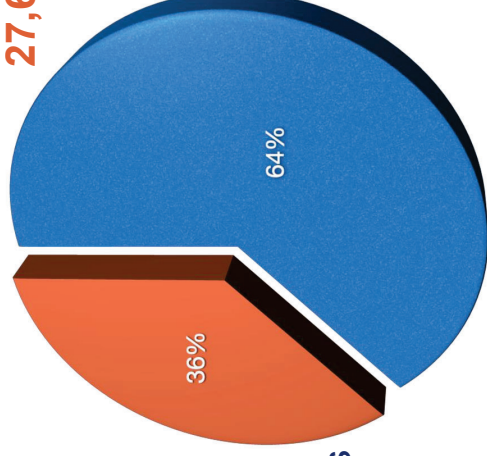
Japan



Bangladesh

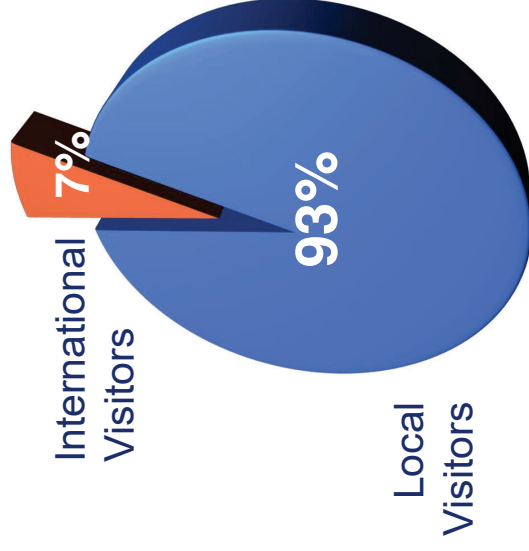
Physical Visitors

27,633



Virtual Visitors

15,720



Recipient of Guinness
 World Records Award
 The Largest Attendance
 for **Habib** Trade Show

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

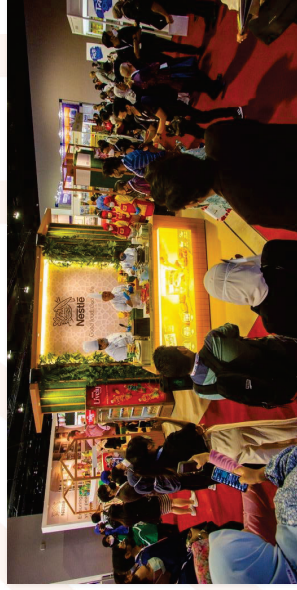
with

800 MALAYSIAN
EXPORTERS

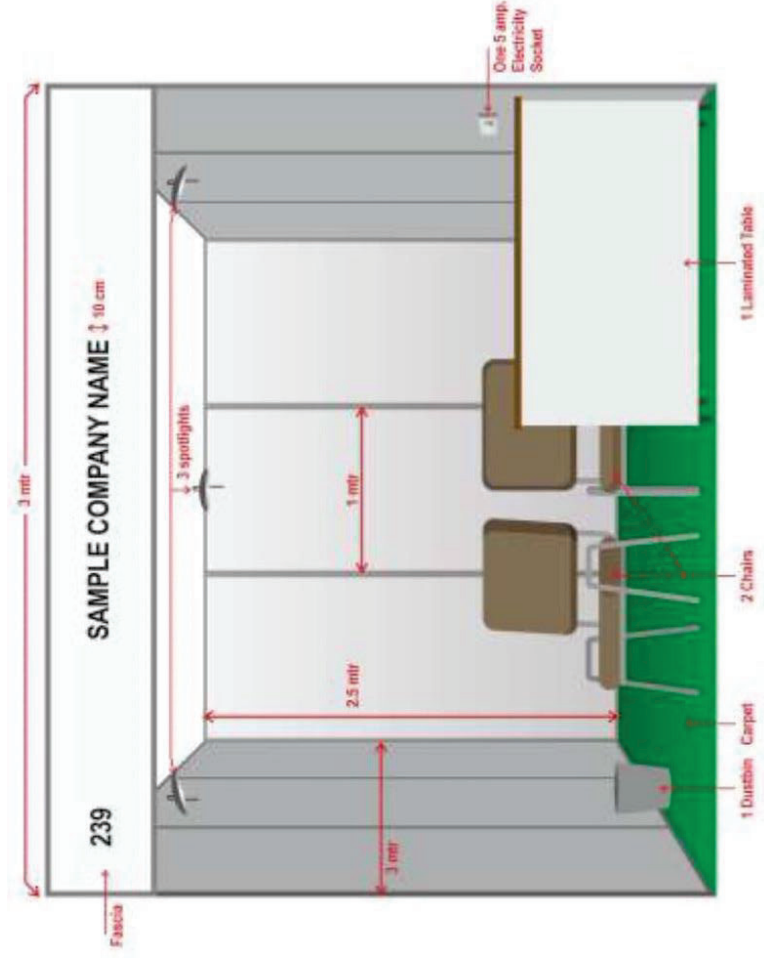
3,066 Business
Meetings



Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.
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BOOK YOUR SPACE NOW!



9sqm: Depth 3m x Front 3m

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



BOOK YOUR SPACE NOW!



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Evrak Doğrulması: <https://odtbbor.sadyas.tobb.org.tr/trs-o-gaziantep-envsion/Doğrulma/BSEL4V82>

