

Visiting MIHAS 2014

THE 11th MALAYSIA INTERNATIONAL HALAL SHOWCASE

MIHAS 2014 -THE 11TH INTERNATIONAL HALAL SHOWCASE was held on 9 - 12 April 2014 at Kuala Lumpur Convention Centre, KLCC, Malaysia. Organizers were Ministry of International Trade & Industry (MITI), Malaysia and Malaysia External Trade Development (MATRADE). MIHAS is one of the biggest showcases in Malaysia focusing on Halal to cover food and beverage, hotel industry, catering service, cosmetics, health care industry, banking and financial company. Recently, Halal receives increasing attention by Japanese companies and many would like to obtain Halal certification to expand their business in Muslim countries. 4 Japanese companies got certified Halal by the Japan Halal Cooperation (JHA) and showcased their products at the Japanese exhibition corner.

Y.B. Dato' Sri Mustapa Mohamad, Minister of International Trade & Industry (MITI), Malaysia visited the Japanese booth and had food tasting.

MIHAS 2014 at KLCC



Japanese booth at MIHAS/ visited by Y.B. Dato' Sri Mustapa Mohamad, Minister of International Trade & Industry (MITI), Malaysia



4 Japanese companies acquired Halal certification (Japanese green tea, supplement tablet, skin care products, cow's milk)



MATRADE Exhibition and Convention Center (MECC) covers more than 106,000 square meters and the building is 24 storey edifices with an archway. The building includes the MATRADE hall, 3 exhibition halls, 8 function rooms, a theater, an outdoor exhibition area and Malaysia Export Exhibition Centre (MEEC) which allows trade visitors to discover and examine a wide selection of products and services from over 500 Malaysian companies, covering 30 industries such as Green Technology, Electrical and Electronics, Chemical, Automotive, Rubber, Plastic, Pharmaceutical and Timber/Wood. In addition to that, the rapidly growing service sector is also represented via industries like Oil and Gas, Construction, Business Services, Healthcare and Education. MEEC is especially created with unique design, modern business meeting space like a café, and a display with windows where name cards and catalogues can be distributed freely.

MECC building



MEEC



Show room with unique shape



Business meeting space



Wood based products and wood parts products



Outdoor & interior products / Icon of machinery products and vehicles show-case



Display with name card and catalogue holders



Visiting buyers from all over the world gathered for business matching at the headquarter office of MATRADE in advanced to the MIHAS exhibition.

17 Japanese companies invited by MATRADE Tokyo attended the one-day business matching held on April 8, 2014

Reference : MATRADE official website
<http://www.matrade.gov.my/ja>
 MIHAS official website
<http://www.mih.com.my>

