



Expanding your business Horizon

8TH INTERNATIONAL HALAL SHOWCASE

Kuala Lumpur Convention Centre, KLCC, Malaysia

6-9 April 2011

USD 2,150.00 PER BOOTH

Booth 3m x 3 (minimum 9sq.m)

Please contact us before 31 January 2011

Organised by:



Hosted by:



Jointly Organised



In Association With



Managed By



Event Partner



Preferred Carrier



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WHAT IS MIHAS?

Respected as a modern, peaceful and prosperous Islamic country especially among OIC member countries, Malaysia has the added advantage of championing the halal cause. Malaysia's central position in Asia makes it an ideal trading platform to draw the world's halal players in facilitating the sourcing and selling of global quality halal products through THE 8th INTERNATIONAL HALAL SHOWCASE (MIHAS).

Inaugurated in 2004 with the sole aim of facilitating the sourcing and selling of quality halal consumables, products and services globally, this annual trade fair is in effect the largest congregation of halal industry players. "As an international trade fair focusing on halal, MIHAS attracts a following of loyal visitors and exhibitors. MIHAS 2010 saw the active participation of 527 exhibitors from 32 countries and attracted a total of 35,386 visitors from 59 countries. Over 44% of these visitors are trade buyers and the who's who in the food and beverage industry from the ASEAN countries." It embraces the halal concept in all its dimensions from pharmaceuticals and herbal products, cosmetics and health care to Islamic investment, banking and takaful.

Every year since its inception, MIHAS hosts over 500 buyers and matches them with participants of MIHAS from Malaysia. During MIHAS 2010, this programme resulted in sales of over RM200.3 million with over RM1.86 billion under negotiation.

Today, MIHAS is the premier event that is not limited to the ASEAN region alone but is also supported internationally by the enthusiastic participation of International Pavilions from countries across the globe. This has equipped MIHAS with the extra edge to break through barriers to enter young developing markets committed to serving the needs of the halal consumer and to reach a quality-conscious generation seeking quality halal food products.

MIHAS serves as the best entry point for the world market to penetrate into and flourish in the global Muslim the ASEAN markets. MIHAS is hosted by the Ministry of International Trade and Industry (MITI), and organised by the Malaysia External Trade Development Corporation (MATRADE).



MIHAS 2010 is also an avenue for consumers to seek more information on Halal and clarify any uncertainties



YAB Dato' Sri Najib Tun Abdul Razak officiated the 7th International Halal Showcase on 23 June 2010.



Mr. Shukri Abdullah from MIHAS Secretariat discussing on the content of a product with Mr. Abdul Haseeb Khan, a Senator of Pakistan



YAB Dato' Sri Najib Tun Abdul Razak also launched the Halal Cosmetic and Halal Logistic Standards.

YOU SHOULD EXHIBIT AT MIHAS BECAUSE

- It is a **PROFITABLE PLATFORM** where sales worth millions of dollars are concluded.
- It is an opportunity **ASSESS MARKET POTENTIAL** for your products where more than 40,000 attendees from 60 countries are your respondents.
- It is an opportunity **QUALITY TRADE BUYERS** where more than 500 buyers are hosted by MATRADE
- It is an **ENTRY POINT** to ASEAN and the global Muslim Market.
- It is an **EFFECTIVE PLATFORM** to introduce your product to the market.
- It **EXPANDED NETWORKING OPPORTUNITIES** available through various seminars, official ceremonies and hosted dinner which allow more interactions between buyers and sellers.
- It is a **FOCUSED** trade fair where only halal certified products and services will be showcased attracting only targeted and quality visitors
- You can meet thousands of buyers and develop a **QUALITY DATABASE**
- It **Increases PRODUCT RECOGNITION** through extensive press coverage in trade journals, newspapers and online.
- It is an excellent **BRANDING STRATEGY** especially if you targeting 1.8 billion Muslims worldwide



EXPAND YOUR BUSINESS HORIZON THROUGH MIHAS 2011

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Join in the excitement and discover the global halal market with an exceptional difference at MIHAS 2011! Visit, Participate and Experience the 8th International Halal Showcase (MIHAS 2011) from 6-9 April 2011 at Kuala Lumpur Convention Centre, KLCC, Malaysia. MIHAS 2011 is your one-stop centre to the vast array of halal products and services offered by the industry players; a platform for information exchange, stimulating trade discussions, Halal certification services and a lot more. Step into the rewarding world of Halal and expand your business horizon!



BE PART OF THE USD 2.1 TRILLION MARKET AT MIHAS 2011

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We are proud to present to you the exciting opportunities at MIHAS 2011! Every year, MIHAS congregates over 500 buyers from around the world for its Incoming Buying Mission (IBM) which is conducted during the event. This year, we promise you a bigger event with more trade prospects and opportunities, new products and fresh business ideas in the world of international halal market! MIHAS definitely serves as the best entry point to embark into the ASEAN market!

EVENT VENUE

- Event** : THE 8TH INTERNATIONAL HALAL SHOWCASE (MIHAS 2011)
- Theme** : “Expanding your business horizon”
- Date** : 6 – 8 April 2011
Open to trade and business communities only
9 April 2011 Open to trade and public
- Venue** : Kuala Lumpur Convention Centre, KLCC
- Operating Hours** : 10 am – 7 pm (Daily)
- Frequency** : Annual

HALAL CONSUMABLES & PREMISES

Food and beverages, meat, poultry, seafood products, halal certified organic products, raw food materials, food chemicals, emulsifiers and ingredients, additives, canned foods, processed and ready-to-eat products, preserved fruit and vegetable products, grains and nuts, agricultural and grocery products, chocolate and dairy products, confectionery, biscuits, pastries, snacks and candies, health supplements and multivitamins, pharmaceutical and herbal products.

EXHIBITORS PROFILES

Halal Certified Premises : Abattoirs, hotels and restaurants, catering services, fast food franchises, bakeries, delicatessens.

Non-Food Products and Services: Perfumery, toiletries, cosmetics, body care.

Islamic Investment, Banking and Takaful : Islamic Financial Institutions and Consultants, Islamic Banking, Islamic Unit Trusts, Islamic Capital Markets, Takaful (Insurance), Hibah (wills).

Government Agencies and Associations : Government Agencies, Islamic Development Bodies, Halal Certification Agencies, Food Research and Development Centres, Trade Development Agencies, Halal Parks.

Food Packaging, Machinery and Catering Equipment : Ovens and cooking devices, cutlery, cooking utensils, kitchenware, glassware, serving equipment, food storage containers, food storage facilities, food processing and packaging machinery.

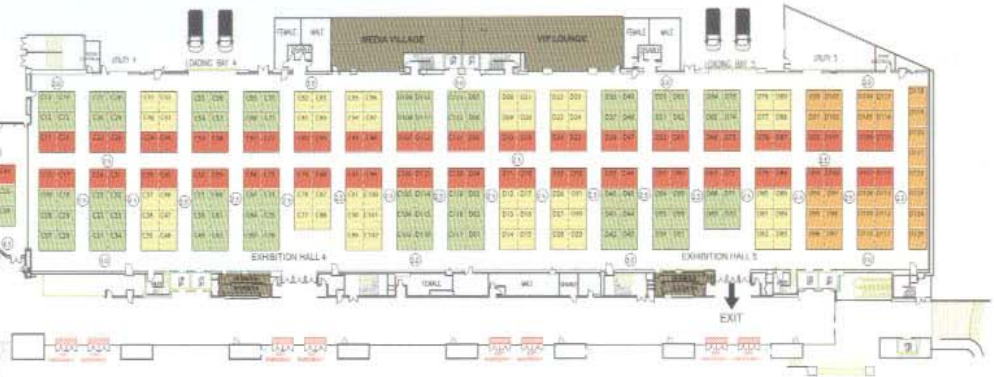


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HALL PLAN



TYPE OF BOOTH



- PREMIUM BOOTH
- PRIME BOOTH (MIN. 18SQ.MTR)
- MIHAS ISLAMIC INVESTMENT BANKING & TAKEFUL BOOTH
- MIHAS INTERNATIONAL BOOTH
- MIHAS EXPORTER BOOTH
- FOOD PACKAGING MACHINERY & SERVICE

BOOTH SIZE- 3M X 3M (9SQ.MTR @ BOOTH)
 TOTAL BOOTH - 514 BOOTHS
 TOTAL GROSS AREA 9710 SQ.MTR

Standard Shell Scheme Booth 3m x 3m (Minimum 9sq.m) Cost : USD 2,150.00 per booth

Inclusive of:

- 2.5 meter partition , complete with white panel aluminum frame
- 300mm fascia board with cut out sticker for company name
- 2 units of 40w fluorescent light
- 2 units of folding chairs
- 1 reception table
- 1 power outlet (13 Amp/230v)
- Needle-punched carpet (9sq.m)
- 1 Unit waste paper basket

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