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An Office of

Malaysia External Trade Development Corporation

MT/TC/BU 210/6

Dear Sir/Madam,

Invitation to Business Meetings with Malaysia Manufacturers, Exporters and Service Providers in Conjunction with the 19th Malaysia International Halal Showcase (MIHAS 2023)

Malaysia External Trade Development Corporation (MATRADE), the National Trade Promotion Agency of Malaysia, is organizing the International Sourcing Programme (INSP) MIHAS in conjunction with the 19th Malaysia International Halal Showcase (MIHAS) 2023.

2. This year, the pre-arranged one-to-one Business Meetings between Malaysia exporters and foreign buyers will be organised both physically and virtually to accommodate foreign buyers from various regions. The physical and virtual meetings will be held as follows:

2.1 Virtual INSP MIHAS 2023

Date : 20th March – 30th November 2023
Platform : Virtual
Deadline to register : 15th November 2023

2.2 Physical INSP MIHAS 2023

Date : 10th -13th September 2023
Venue : Menara MATRADE, Kuala Lumpur
Deadline to register : 31st May 2023

Note:

Buyers who are keen to attend the Physical INSP in Kuala Lumpur are encouraged to first participate in the virtual meetings. This is to ensure you meet with the right sellers and get the best outcome of the meetings.

MATRADE will reimburse the cost of accommodation (4 days and 3 nights) at designated hotel and provide transportation to and from the designated hotel to/from the meeting venue. Physical participation is subject to approval and details of the logistics arrangements will be provided later to the confirmed buyers of the Physical INSP MIHAS 2023.

3. MATRADE strongly encourage importers to take advantage of this year's physical programme to create and secure more business opportunities with reputable Malaysian F&B, Cosmetic and Pharmaceutical (Halal) suppliers and producers.

4. This year's INSP MIHAS edition is promoting products and services ranging from:
- Agriculture Produce, Processed and Ready-to-Eat Products, Chocolate & Dairy Products, Confectionery, Poultry & Seafood Products, Beverages, Emulsifiers & Ingredients, Additives, Herbal Products (Halal Consumables);
 - Non-Food Products (Perfumery, Toiletries, Cosmetics, Beauty Salon Products);
 - Pharmaceuticals (Antioxidants, Fortified Food & Beverages, Health Supplements);
 - Islamic Investment, Banking & Takaful (Islamic Financial Institutions and Consultants, Islamic Banking, Islamic Unit Trust, Islamic Capital Markets, Takaful (Insurance) and Hibah (Wills));
 - Halal Logistics Services;
 - Modest Fashion;
 - Franchising;
 - Food Technology;
 - Islamic Arts; and
 - Education.
5. Moving forward, MATRADE is very pleased to invite your company to participate in this renowned international program which is offered **complimentary**.
6. Interested Buyers should contact MATRADE worldwide offices and submit the completed **Registration Form** with **clear description on the interested products/services** before 30 May in case of physical INSP and before 14 November in case of virtual INSP.
7. For additional information, please log on to www.mihis.com.my or contact Ms. Csilla Nyerges, Marketing Officer (budapest.csilla@matrade.gov.my) or Mr. Rosli Mat Hassim, Trade Commissioner, MATRADE Warsaw (E-mail: lee@matrade.gov.my). Attached are the Registration Form and Products / Services Code for your reference.

We look forward to have you joining our MIHAS 2023. Thank you.

Let Malaysia be your next business partner!

Yours sincerely,

Csilla Nyerges (Ms.)
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for Trade Commissioner
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