



# **MIHAS 2008**

## **Official Post Show Report**

**Bridging The Global Halal Market**

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# Acknowledgements

## Organisers

Hosted by



Ministry of International Trade & Industry (MITI)

Organised by



Malaysia External Trade Development Corporation

Jointly Organised with



Islamic Dakwah Foundation Malaysia (YADIM)

In Association with



Ministry Of Entrepreneur & Cooperative Development (MeCD)

Managed by



Indah Profiles Sdn. Bhd.

## Supporting Organisations

Our sincere thanks to the following organisations and media:

Partner Event



World Halal Forum

Preferred Carrier



Malaysia Airlines Bhd.

Esteem Partner



Muslim Consumer Association Of Malaysia (PPIM)

## Media Partners



Anchor Bank



Official Magazine



# Note From The MIHAS Secretariat



For the past five years MIHAS has increasingly contributed by creating an abundance of business opportunities, new products and fresh business ideas, accommodating various industry players locally and internationally in the halal food and services industry.

MIHAS 2008, in its fifth year has far surpassed every expectations where every year top leaders and entrepreneurs in the halal industry has come together to facilitate the sourcing and selling of global halal products and services of the highest quality.

With 621 booths showcased this year, MIHAS has strengthened its role and reputation as the networking platform for manufacturers and traders in the global halal food and product industry.

Taking this into consideration we proudly present the fifth edition of the post show report of the Malaysia International Halal Showcase (MIHAS 2008) held from 7th-11th May 2008 at the MATRADE Exhibition & Convention Centre, Kuala Lumpur.

This report will pass through the executive summary which details the main events, highlights and the happenings during MIHAS 2008. Overall, the report includes the results of our survey on the exhibitors and visitors, comments as well as selected press clippings and photographs from MIHAS activities throughout the year.

The overwhelming numbers and encouraging feedback from both exhibitors and visitors reflects our exhibitors achievements in the global arena through MIHAS, which ultimately reflects Malaysia's role as a global trading hub for halal products and services which makes us more determined to provide services of the highest quality for many more years to come.

Thus we express our sincere appreciation and thanks to the Ministry of International Trade and Industry (MITI), the Malaysia External Trade Development Corporation (MATRADE), The Islamic Dakwah Foundation Malaysia (YADIM), the Ministry of Entrepreneur & Cooperative Development (MECD), exhibitors, government agencies and foreign mission in Malaysia for their strong and unwavering support in making MIHAS 2008 an overwhelming success.

# General Information

Name of Fair : THE 5TH MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS 2008)

Theme : "Bridging the Global Halal Market"

Date : 7th – 11th May 2008  
 7th – 9th : Open to trade visitors/ business community  
 10th – 11th : Open to public visitors/ consumers

Venue : MATRADE Exhibition and Convention Centre (MECC), Jalan Duta, Kuala Lumpur, Malaysia

Operating Hours : 10am – 7pm (daily)

Organiser : Ministry of International Trade & Industry (MITI)  
 Malaysia External Trade Development Corporation (MATRADE)  
 Ministry of Entrepreneur & Cooperative Development (MECD)  
 Islamic Dakwah Foundation Malaysia (YADIM)

Permanent Secretariat : INDAH PROFILES SDN. BHD.

Tel : +603 6203 4433

Fax : +603 6203 4422

Email : enquiry@halal.org.my

Website : www.halal.com.my

Frequency : Annual

Exhibitor's Profiles : **Halal Consumables**  
 Food & beverages, meat, poultry, seafood products, 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 & grocery products, chocolate and dairy products, confectionery, biscuits, pastries, snacks and candies, health supplements and multivitamins, pharmaceutical and herbal products.

#### **Halal Certified Premises**

Abattoirs, hotels and restaurants, catering services, fast food franchises, bakeries, delicatessens.

#### **Non-Food Products & Services**

Perfumery, toiletries, cosmetics, body care, Islamic Investment, Banking & Takaful Islamic Financial Institutions & Consultants, Islamic Banking, Islamic Unit Trusts, Islamic Capital Markets, Takaful (Insurance), Hibah (wills).

#### **Government Agencies & Associations**

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

#### **Food Packaging, Machinery & Catering Equipment**

Ovens and cooking devices, cutlery, cooking utensils, kitchenware, glassware, serving equipment, food storage containers, food storage facilities, food processing and packaging machinery.

# Executive Summary



Malaysia International Halal Showcase (MIHAS) has been crafted to become the perfect platform to draw the halal players onto a common ground to highlight the immense potential the global halal industry has to offer to the world. This premier international trade fair was held for the fifth consecutive year over five days from 7th to 11th May 2008 at MATRADE Exhibition and Convention Centre, MECC, Kuala Lumpur. The first three days were open for trade visitors and the last two days to the public.

Reflecting the dynamic development of the halal industry, MIHAS 2008 included a new profile of exhibits; Food Processing and Packaging Machinery, making the halal concept in the food production chain an encompassing one. The 5 key sectors featured in MIHAS 2008 were:

- |   |  |
|---|--|
| <b>1</b> Food and Beverages                 | <b>4</b> Banking and Finance                     |
| <b>2</b> Pharmaceuticals and Herbal Product | <b>5</b> Food Processing and Packaging Machinery |
| <b>3</b> Cosmetics and Healthcare           |  |



MIHAS 2008 was hosted by the Ministry of International Trade & Industry (MITI), organised by the Malaysia External Trade Development Corporation (MATRADE) jointly with the Islamic Dakwah Foundation of Malaysia (YADIM) and in association with the Ministry of Entrepreneur & Cooperative Development (MECD). The event was managed by Indah Profiles Sdn. Bhd. through the MIHAS Secretariat.

MIHAS 2008 was held concurrently with the World Halal Forum 2008 which took place at the Kuala Lumpur Convention Centre (KLCC) from 12th to 13th May 2008.

## MIHAS 2008 Maintained A Steady Growth

Themed "Bridging the Global Halal Market", MIHAS 2008 has successfully maintained a steady growth and enhance its brand name in the local and international circle since its inception in 2004.

With the participation of 507 companies from 25 countries, taking up 621 booths in a 14,400 square meter area, and attracting a total of 41,862 visitors from 69 countries (trade visitors numbered 19,930), MIHAS 2008 continued to attract global attention especially among buyers from prominent hypermarket and supermarket chains, important wholesalers, importers, retail consultants, entrepreneurs, captains of industries and influential policy makers from countries around the globe.



Out of the 507 companies that participated, 401 were local and 106 were international. Local exhibitors took up 494 booths while international exhibitors took up 128 booths.

The top three exhibiting countries were China, Indonesia and Iran. China took up 20 booths while Indonesia and Iran took up 17 booths respectively. The top five visiting countries were Iran, Indonesia, Singapore, Thailand and South Africa.

The Incoming Buying Mission held concurrently with MIHAS 2008 has generated an estimated total sales of RM2.20 billion, the highest in its five-year existence. The confirmed sales recorded were RM185.3 million while sales under negotiation amount to RM2.02 billion.

## Opening Ceremony

MIHAS 2008 was declared open by the Prime Minister of Malaysia, YAB Dato' Seri Abdullah Haji Ahmad Badawi on 8th May. The opening ceremony was held at MIHAS CENTRUM in Hall A.

Also in attendance with the Prime Minister were the Minister of International Trade and Industry (MITI), YB Tan Sri Muhyiddin Hj. Mohd Yassin, Minister of Entrepreneur and Cooperative Development (MECD), YB Dato' Noh Omar, Minister in the Prime Minister's Department, YB Dato' Seri Dr. Ahmad Zahid Hamidi, Religious Advisor to the Prime Minister, YAB Tan Sri Dato' Dr. Abdul Hamid Othman, Deputy Minister of International Trade and Industry (Trade), YB Datuk Liew Vui Keong, Deputy Minister of International Trade and Industry (Industry), YB Datuk Jacob Dungau Sagan, Chief Minister of Sarawak, YAB Pehin Sri Haji Abdul Taib Mahmud, Chief Minister of Malacca, YAB Datuk Seri Haji Mohd Ali bin Mohd. Rustam, Chief Minister of Pahang, YAB Dato' Sri Adnan Hj. Yaakob, Chief Minister of Penang, YAB Encik Lim Guan Eng, the Chairman of MATRADE, YBhg. Tan Sri Dato' Sri Halim Mohammad, and the Chief Executive Officer MATRADE, YBhg. Dato' Noharuddin Nordin.



The Prime Minister emphasised Malaysia's commitment in developing and promoting the halal sector through various strategies and measures as outlined in the Third Industrial Master Plan (IMP3) and the Ninth Malaysian Plan (RMK9). He urged the private sector and GLCs to take the lead in forming strategic partnerships with domestic or international entities involved in the halal industry in order to ensure that our capacity to supply halal products and services is sustainable. The Prime Minister encouraged the local companies to establish linkages with international brands as a medium to access the international supply chain. He also expressed his desire to see MIHAS continue its role in harnessing the halal market by facilitating the trading of halal products and services through the annual staging of MIHAS.

About 600 guests attended the ceremony after which the Prime Minister and the VIPs were taken on a tour of the MIHAS 2008 showcase. Exhibiting companies took the opportunity to invite the Prime Minister to their booths to launch and sample their new products. Among the booths visited by the Prime Minister were Hadhari Agro Holdings Sdn. Bhd., Fidani Chocolatier, Allansons Ltd from India, Nestle, AUSTRADE-Australian Trade Commission, KFC Holdings Bhd, Securities Commission, CIMB Islamic and KFH Ijarah.

After the tour of MIHAS 2008, the Prime Minister held a press conference at the Media Village.

**“MIHAS, now in its fifth year, represents Malaysia’s commitment to the sharing of knowledge, experience and know-how towards the development of a vibrant global halal industry. MIHAS, the largest halal trade exhibition in the world, provides an effective platform for both Malaysian and foreign companies to establish new business ventures, linkages, collaboration and partnerships in the halal sector.”**

**- YAB Dato’ Seri Abdullah Hj. Ahmad Badawi**



## Special Visits

The official visit by His Majesty Yang di Pertuan Agong and Her Majesty Raja Permaisuri Agong which was scheduled to take place on the third day of MIHAS was cancelled due to unforeseen circumstances. However, the organisers were honoured to receive VIP visits by the Chairman of the World Islamic Economic Forum, YABhg Tun Musa Hitam, the new Chairman of World Halal Forum, YB Dato’ Seri Sheikh Saleh Abdullah Kamel of Saudi Arabia, Member of Parliament of Permatang Pauh, YB Datin Seri Dr. Wan Azizah, and former Deputy Minister of Entrepreneur and Cooperative Development, YBhg Dato’ Khamsiyah Yeop,. These VIPs were received by the CEO of MIHAS, En. Mohd. Shukri Abdullah who accompanied them on a tour where they spent some time at various booths speaking to the exhibitors and sampling of their products.



## MATRADE Incoming Buying Mission (IBM)

In conjunction with the MIHAS 2008, MATRADE organised an Incoming Buying Mission (IBM) with business matching sessions arranged from 7th to 8th May 2008.

The objectives of the IBM were to provide greater opportunities for Malaysian suppliers and exporters of halal products and services, particularly the SMEs, to develop business partnerships and networks with importers from all over the world, to introduce and familiarise international buyers to the halal industry in Malaysia and to enable Malaysian exporters to diversify into new markets and strengthening the existing markets of their halal products.

The IBM managed to attract the participation of 545 buyers representing 442 companies from 57 countries. Countries with large number of representatives were:

- China : 65 companies
- South Africa : 38 companies
- Egypt : 30 companies
- United Kingdom : 22 companies
- Kosovo : 18 companies

A total of 5,328 individual business meetings were arranged involving 585 Malaysian suppliers and exporters.

The IBM achieved confirmed sales of RM185.3 million in two days. This figure does not include sales still under negotiation which amounted to RM2.02 billion.

The highest actual sales were achieved with China, Thailand, Saudi Arabia, South Korea and United Kingdom. Trade buyers showed keen interest in sourcing food and beverages, palm oil (olein, stearin), confectionary, pharmaceutical, medical and healthcare.



**“Very satisfied. We manage to negotiate and appoint new agents and distributor.”  
- MOFAZ Dagang Sdn Bhd from Malaysia on their views on MIHAS**

## MIHAS 2008 Seminar Series



On 7th May, industry presentations on “Insights into Foreign Halal Markets: Its prospects and potentials” were held concurrently, providing useful business and networking tips for developing joint ventures as well as insights into the opportunities that exist in the foreign halal market. The seminars were delivered by the following representatives ;

- Mr. Miroslav Karamarkovic,  
Head of Overseas Desk  
CROATIA
- Mr. Aziz Ef. Hasanovic,  
Assistant to President of Mesihat Religious,  
Educational and Cultural Affairs  
CROATIA
- Mr. Kombiz Eghdami  
Chief Executive Officer, Vlinx Inc.
- Dr. Isam Siddig  
Chairman of The Dar Savana,  
Embassy of Sudan
- Dr. Leonard Gomes  
Research & Business Development Manager,  
POIC Sabah Sdn. Bhd.

The second seminar series were held on 9th May with the following line up of speakers:

- Mr. Omer Faruk Dogan  
Deputy Under Secretary Of The Under Secretariat For Foreign Trade,  
Embassy of Turkey
- Dr. Mohammad Hosseini  
General Director of Iranian Food Industry
- En. Mohd Willieuddin Lim  
Head Of International Business Wealth Management,  
CIMB Islamic
- Captain Tomaz Martin Jamnik,  
Regional Manager Far East,  
Luka Koper-Port Of Koper,  
Slovenia



## Cooking Demonstrations and Artiste Appearance

Cooking demonstrations by renowned chefs such as Chef Zam, Chef Zaidah and Chef Harun were conducted at the MalaysiaKitchen booth in Hall A throughout the showcase. They shared tips on how to transform ordinary dishes to exotic dishes without compromising the authenticity of the food. The chefs used products and ingredients from participants of MIHAS as part of the promotion gimmick to encourage the usage of halal certified products and ingredient in our daily lives. The cooking demonstrations which were conducted from 7th to 11th May managed to pull a large crowd.



The special visits by local renowned artistes who share the enthusiasm and support for halal products and services also drew more crowds to the event. On 11th May, the artistes who visited MIHAS included Fauziah Latiff, Ning Baizura and Anuar Zain. The artistes were taken to the MalaysiaKitchen area to assist our Celebrity Chefs with the cooking demonstrations before proceeding for a hall tour of MIHAS 2008 taking the opportunity to sample the range of halal products available.

## MIHAS 2008 Exhibitors Evening



Exhibitors, organisers and co-sponsors of the MIHAS 2008 were treated to a dinner which was followed by an appreciation awards ceremony. The evening was hosted by MATRADE and CIMB Islamic Bank Bhd. at the MATRADE building. Among those present were MATRADE CEO, YBhg. Dato' Noharuddin Nordin, CIMB Director of International Banking, Mohd. Willieudin Lim and MIHAS Chief Executive Officer, Mohd Shukri Abdullah.

After the food and laughter, awards were presented to several exhibitors based on the most creative exhibition booth, most ingenious packaging and most promising entrepreneur. They received their awards from both YBhg. Dato' Noharuddin Nordin and Mohd. Willieudin Lim. **The grand award for the Booth of the Year went to HADHARI AGRO HOLDINGS SDN. BHD.**

**"It is our first exhibit in MIHAS and we are happy with the enquiries. We may come back next year." - MCT Food Inc. from Philippines.**



The awards given for the night were:

**CATEGORY: BEST BOOTH DESIGN (LOCAL PARTICIPANTS)**

1. Company Name : POWER ROOT MARKETING SDN. BHD.  
Booth No. : B98-99, 106-107
2. Company Name : HADHARI AGRO HOLDINGS SDN. BHD.  
Booth No. : A12-16
3. Company Name : FIDANI CHOCOLATIER  
Booth No. : A32-A51

**CATEGORY: BEST BOOTH DESIGN (INTERNATIONAL PARTICIPANTS)**

1. Company Name : ALLANASONS LIMITED (INDIA)  
Booth No. : B100 -105
2. Company Name : MINISTRY OF INDUSTRY AND  
PRIMARY RESOURCES (BRUNEI)  
Booth No. : B147 – B154
3. Company Name : PIEMANS PANTRY (SOUTH AFRICA)  
Booth No. : C124 -125

**CATEGORY: MOST INGENIOUS PACKAGING**

1. Company Name : FIDANI CHOCOLATIER  
Booth No. : A32-A51
2. Company Name : FA HERBS  
Booth No. : A04
3. Company Name : MY HAIZ SDN. BHD.  
Booth No. : B159

**CATEGORY: MOST PROMISING ENTREPRENEUR**

1. Company Name : HADHARI AGRO HOLDINGS SDN. BHD.  
Booth No. : A12-16
2. Company Name : AL MUQARRAM HOLDINGS SDN. BHD.  
Booth No. : A10
3. Company Name : LIASARA FINE FOOD SDN. BHD.  
Booth No. : D157



## Halal Malaysia Info Centre

Another important feature at MIHAS 2008 was the Halal Malaysia Info Centre, an effective one-stop centre where the important organisations in the halal industry were available to answer queries on halal related issues. The Info Centre also hosted several key government agencies comprising:

- Small and Medium Industries Development Corporation (SMIDEC)
- Malaysia External Trade Development Corporation (MATRADE)
- MIHAS Secretariat
- Department of Islamic Development Malaysia (JAKIM)
- Department of Standards Malaysia (DSM)
- Ministry of Domestic Trade & Consumer Affairs (KPDN-HEP)
- Muslim Consumers Association Malaysia (PPIM)
- Food Safety and Quality Division, Ministry of Health
- Department of Veterinary Services (DVS)
- Halal Products Research Institute, UPM
- Halal Industry Development Corporation (HDC)
- Malaysia Industrial Development Authority (MIDA)



The Halal Malaysia Info Centre centralises these agencies under one roof to provide accurate information to local and international visitors on policies and the development of the Halal industry in Malaysia. This Info Centre is a regular feature in MIHAS.

### Halal Malaysia Info Centre Partners



Department of Islamic Development Malaysia (JAKIM)



Department of Standards Malaysia, Ministry of Science, Technology & Innovation (MOSTI)



Ministry of Domestic Trade & Consumer Affairs



Food Safety & Quality Division, Ministry of Health



Halal Products Research Institute, UPM



Halal Industry Development Corporation



Muslim Consumer Association Of Malaysia (PPIM)



Department of Veterinary Services (DVS), Ministry of Agriculture & Agro-Based Industry



Small and Medium Industries Development Corporation (SMIDEC)



Malaysia Industrial Development Authority (MIDA)

## Publicity

The event had extensive coverage over the five days from both print and electronic media. The publicity value recorded for MIHAS from January to May 2008 was **RM5,000,304.00**. One of the highlights which received tremendous coverage in print and electronic was the estimated sales value generated during MIHAS 2008, **RM2.2 billion** which was the highest since MIHAS was first initiated.

A total of 532 media representatives from major local television stations, newspapers and publications, as well as international media attended the Media Preview on the 6 May and the 5-day event, from 7th to 11th May.

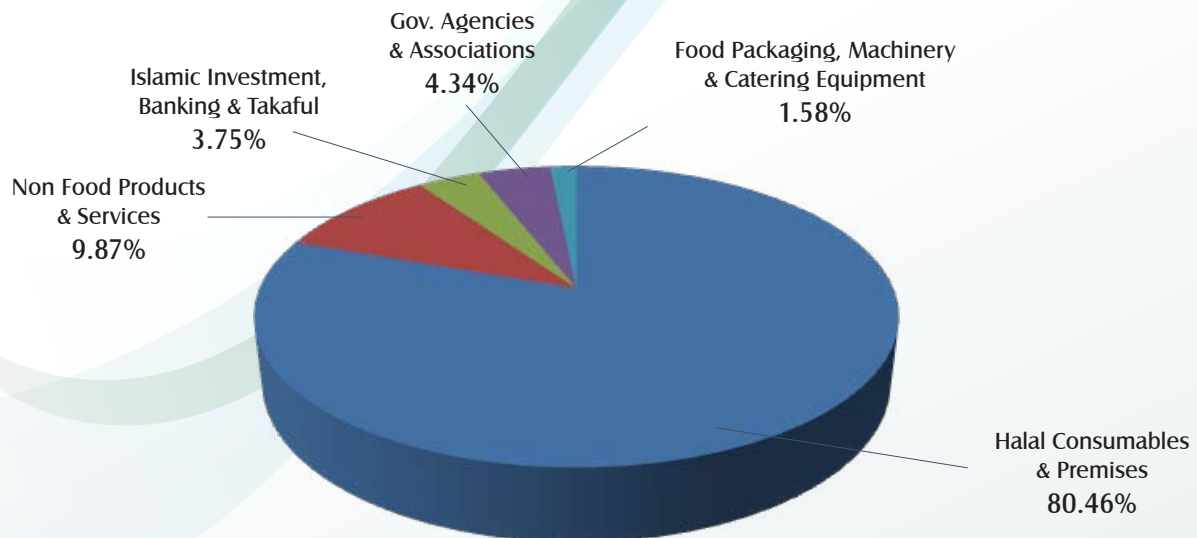
A production unit from Radio Televisyen Malaysia (RTM1) was stationed at the venue, to cover important interviews and highlights of the exhibition through live-telecast which were aired live on Selamat Pagi Malaysia, Warta Jam 10, Warta Tengahari and Warta Jam 3.

Radio station Road Runners- Suria Wheelers, MYFM Everest and Skuad Era Avanza were also stationed at pre-arranged times outside the venue to promote MIHAS and distribute goodie bags while interacting with the public.

# MIHAS 2008 Statistics

| Exhibitors           |  |
|----------------------|--|
| Booths               | : 621  |
| Companies            | : 507  |
| Local                | : 401  |
| Non-Bumiputera       | : 136  |
| Bumiputera           | : 265  |
| International        | : 106  |
| Exhibiting Countries | : 25 COUNTRIES                                     |
|                      | 1. AUSTRALIA                      2. BANGLADESH    |
|                      | 3. BOSNIA HERZEGOVINA      4. BRUNEI               |
|                      | 5. CANADA                        6. CHINA          |
|                      | 7. CROATIA                      8. EGYPT           |
|                      | 9. GERMANY                      10. INDIA          |
|                      | 11. INDONESIA                 12. IRAN             |
|                      | 13. KAZAKHSTAN               14. PAKISTAN          |
|                      | 15. PALESTINE                 16. PHILIPPINES      |
|                      | 17. SAUDI ARABIA             18. SERBIA            |
|                      | 19. SINGAPORE                 20. SOUTH AFRICA     |
|                      | 21. SUDAN                        22. THAILAND      |
|                      | 23. TURKEY                      24. UNITED KINGDOM |
|                      | 25. UNITED STATES                                  |

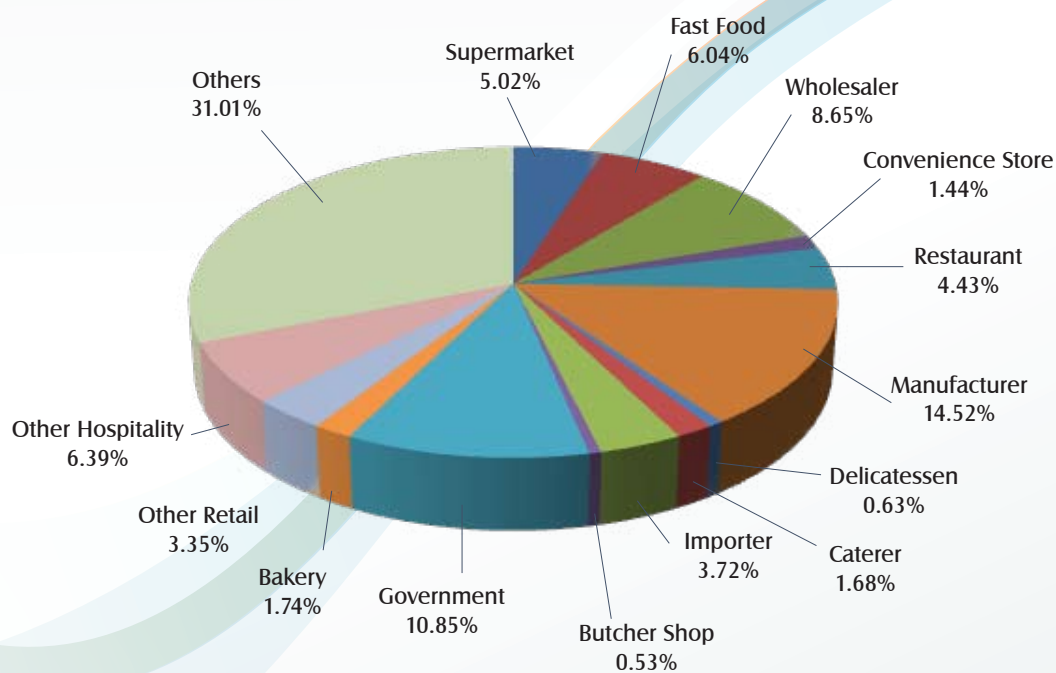
## Exhibitors Profile



## Visitors

|                           |   |               |
|---------------------------|---|---------------|
| <b>TOTAL</b>              | : | <b>41,862</b> |
| Trade Buyers              | : | 19,930        |
| Public                    | : | 21,932        |
| <b>Visiting Countries</b> | : | <b>69</b>     |
| Top 5                     | : |               |
| 1. SINGAPORE              | : | 115           |
| 2. IRAN                   | : | 90            |
| 3. INDONESIA              | : | 47            |
| 4. BRUNEI                 | : | 40            |
| 5. AUSTRALIA              | : | 30            |

## Visitors Profile



### Incoming Buying Mission

|                                |   |  |
|--------------------------------|---|--|
| No. of Participating Countries | : | 57 Countries   |
| No. of Foreign Companies       | : | 442 Companies  |
| No. of Malaysian Companies     | : | 585 Companies  |
| No. of Business Meetings       | : | 5,328 Meetings   |
| Immediate Sales                | : | <b>RM185.3 Million</b>   |
| Sales Under Negotiation        | : | <b>RM2.02 Billion</b>  |
| Total Sales                    | : | <b>RM2.20 Billion</b>  |
| Main Product Sourced           | : | <ol style="list-style-type: none"> <li>1. Food &amp; Beverages</li> <li>2. Palm Oil</li> <li>3. Confectionery</li> <li>4. Pharmaceutical</li> <li>5. Medical &amp; Healthcare</li> </ol> |

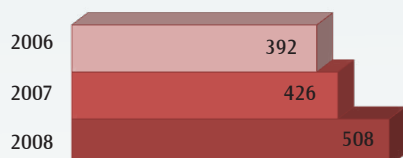
“Satisfied, as we have achieved most of our objectives.”

- **UNIVERSAL Nutri Beverage from Malaysia on their achievements in MIHAS**

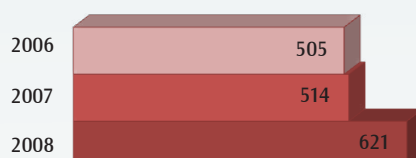
# MIHAS Statistics (2006 - 2008)

## Exhibitors

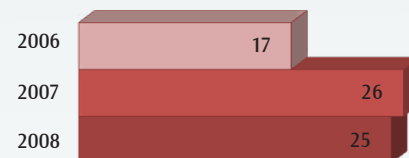
No. of Exhibitors



No. of Booths

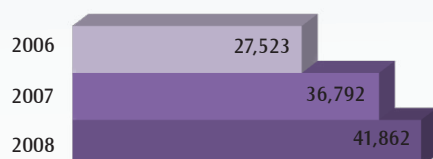


No. of Exhibiting Countries

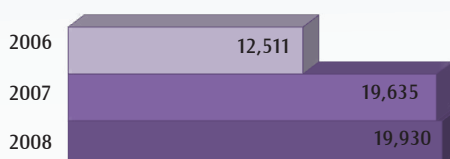


## Visitors

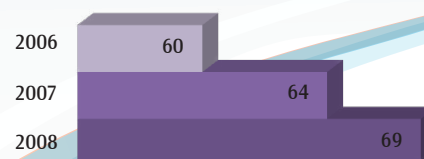
No. of Visitors



No. of Trade Buyers

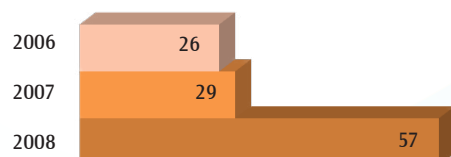


No. of Visiting Countries

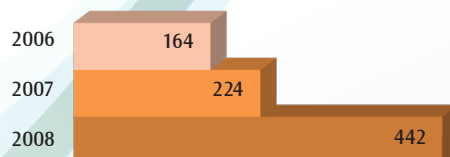


## Incoming Buying Mission

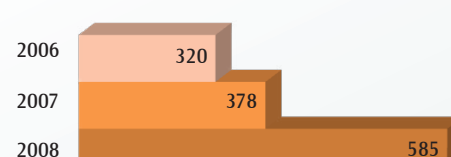
No. of Participating Countries



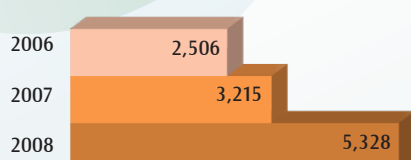
No. of Foreign Countries



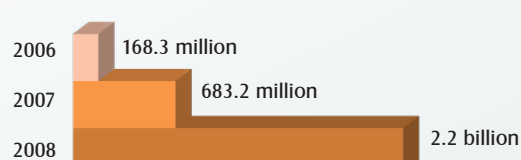
No. of Malaysian Companies



No. of Business Meetings



Total Sales



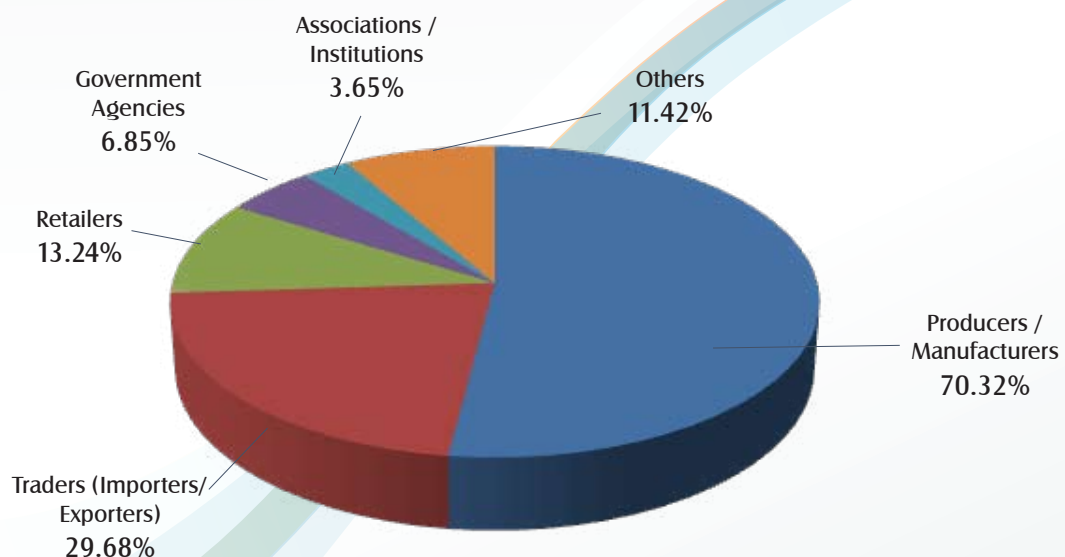
# Exhibitors Analysis

This survey is set out to garner exhibitors' response and feedback on MIHAS 2008. Specifically, it aims to obtain information on the exhibitors' objectives of participation in MIHAS and how satisfied they are with the achievements. In addition to that, it analyses the exhibitors' current share of exports and their potential markets in the effort to ease the sourcing and selling of halal products globally. Their comments on contractor services, booth and facilities, transportation services and other operational matters were also gathered in the survey.

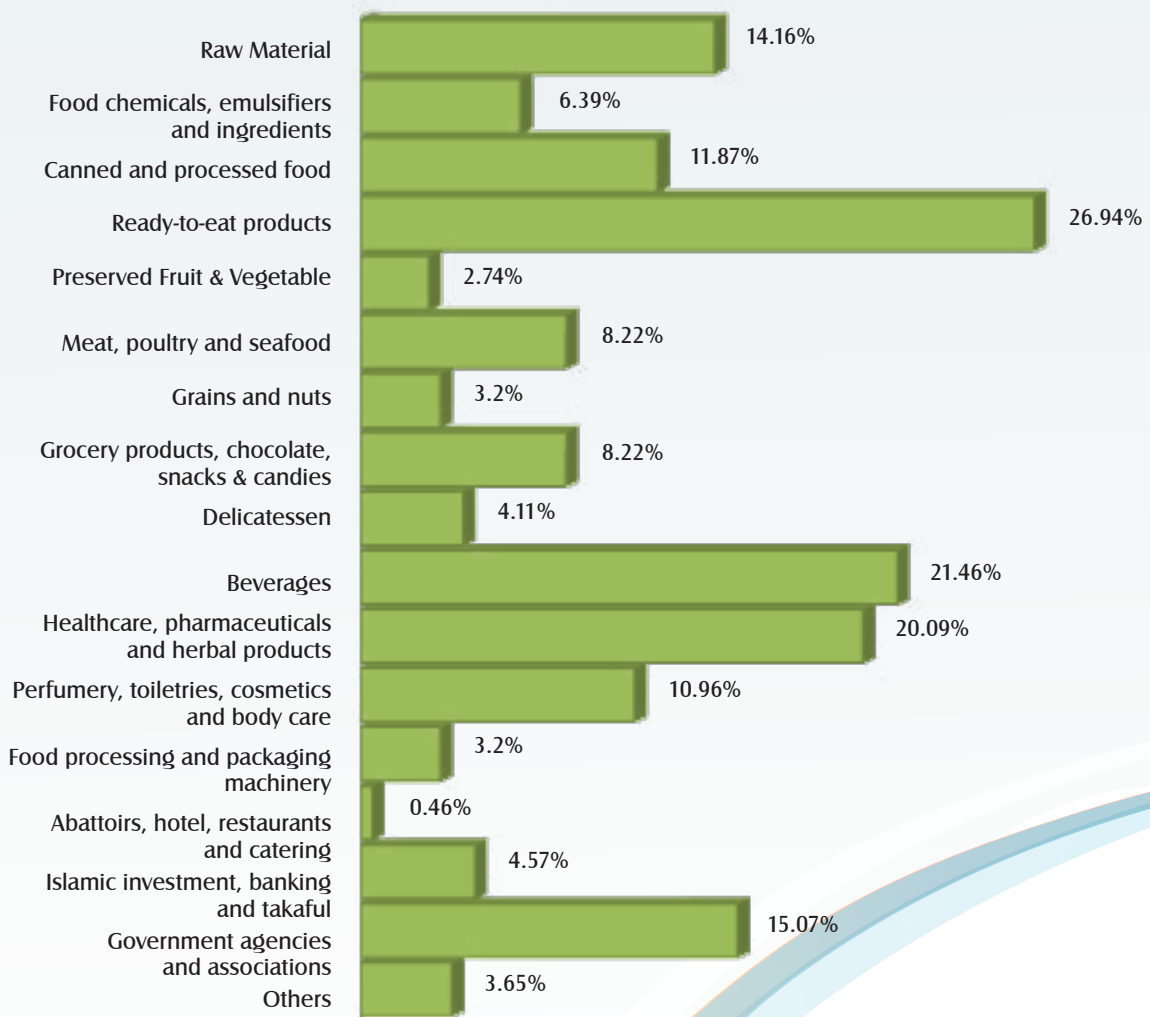
Exhibitor survey forms were distributed to all participating companies at the point of registration on 7th May 2008. The deadline to return the forms was 11th May 2008. Within the weeks following the end of the event, the Secretariat also personally followed up on the companies who had not returned the forms.

Out of the 507 exhibitor surveys distributed, 219 forms were returned. The following data have been compiled based on the 219 forms that were returned. (43.2%)

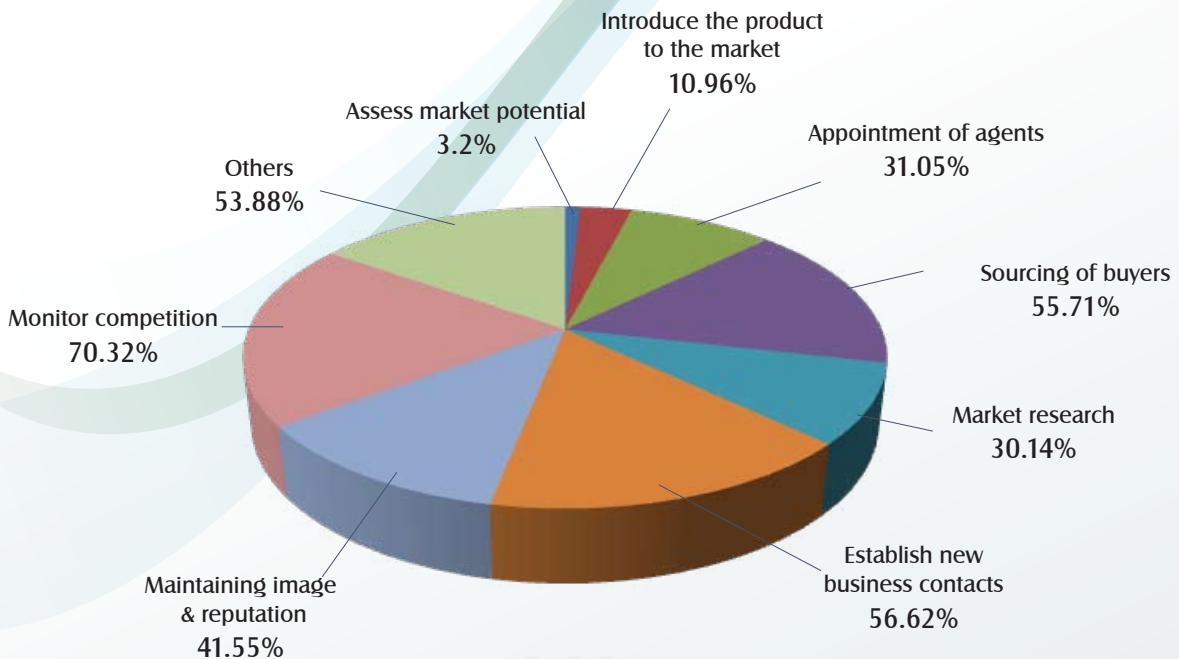
## (a) Categories of Businesses



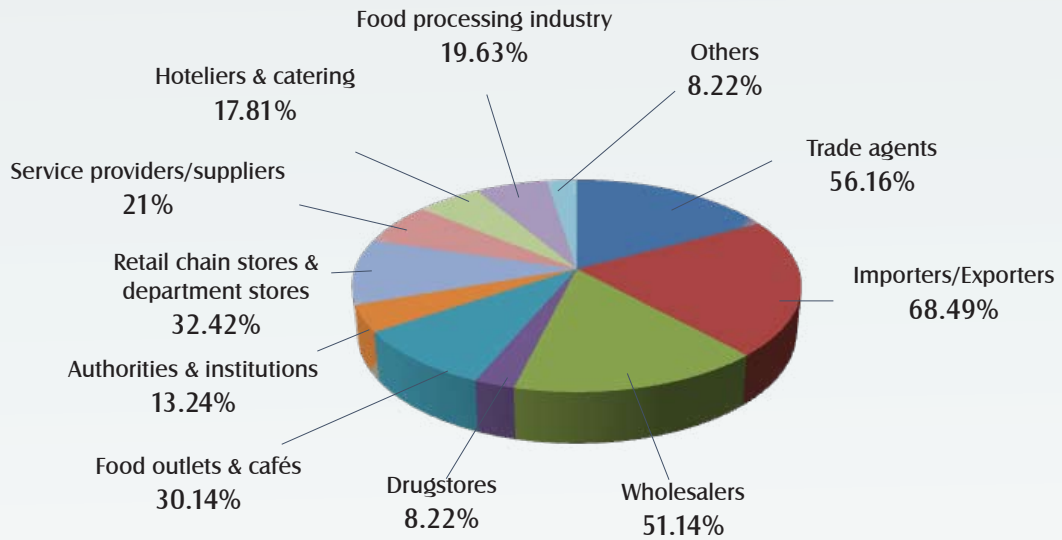
**(b) Categories of Exhibits**



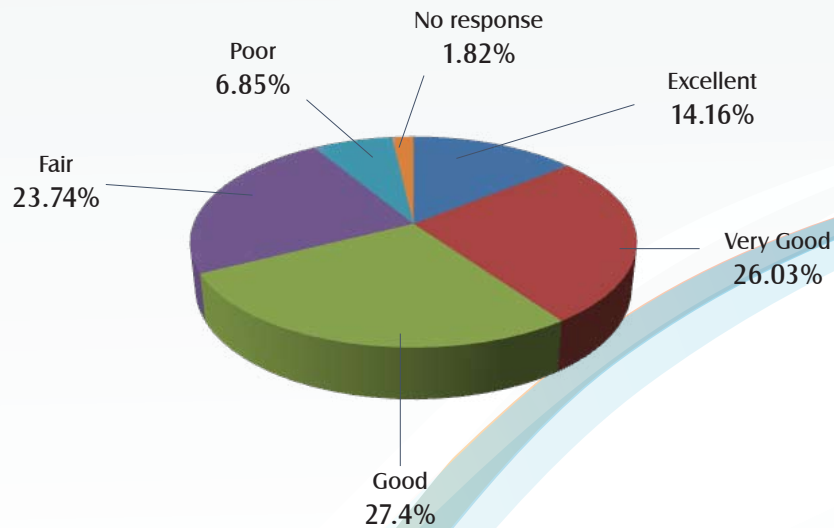
**(c) Objectives of Participation**



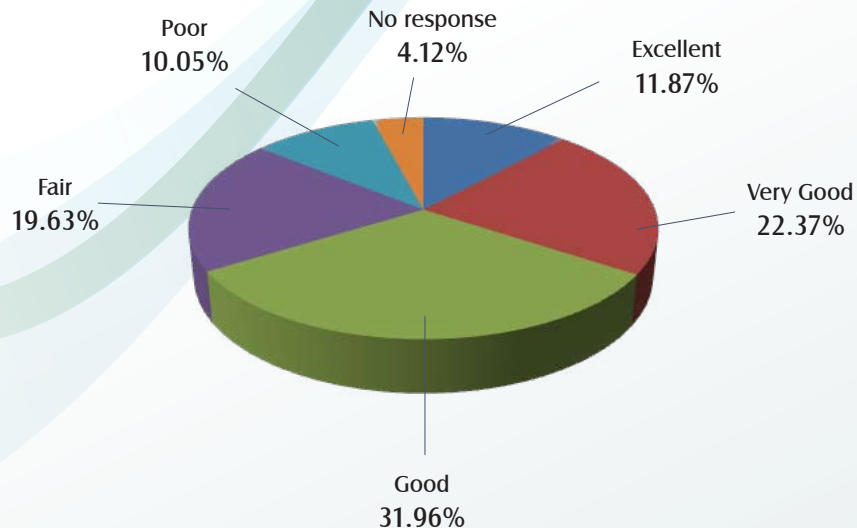
**(d) Main Target Group**

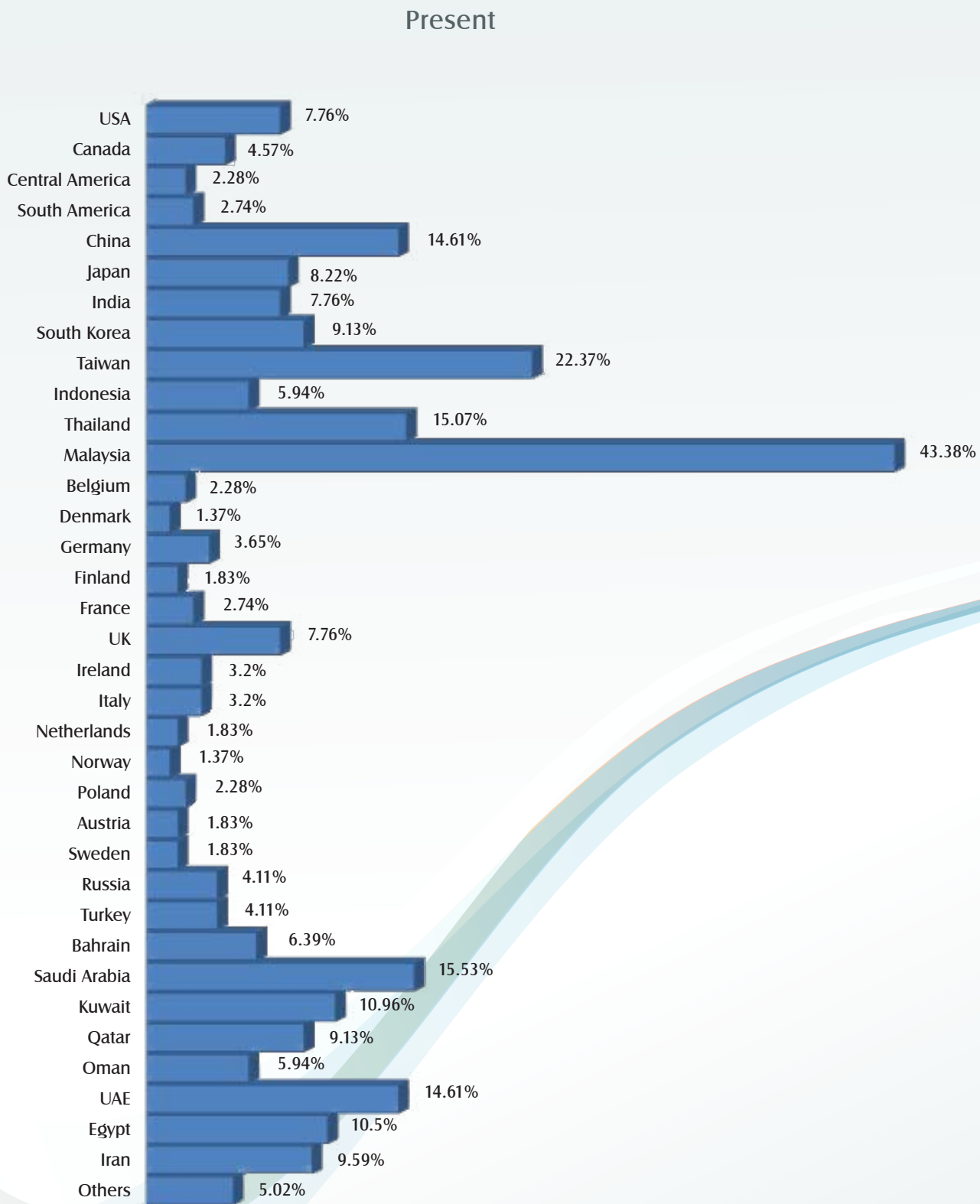


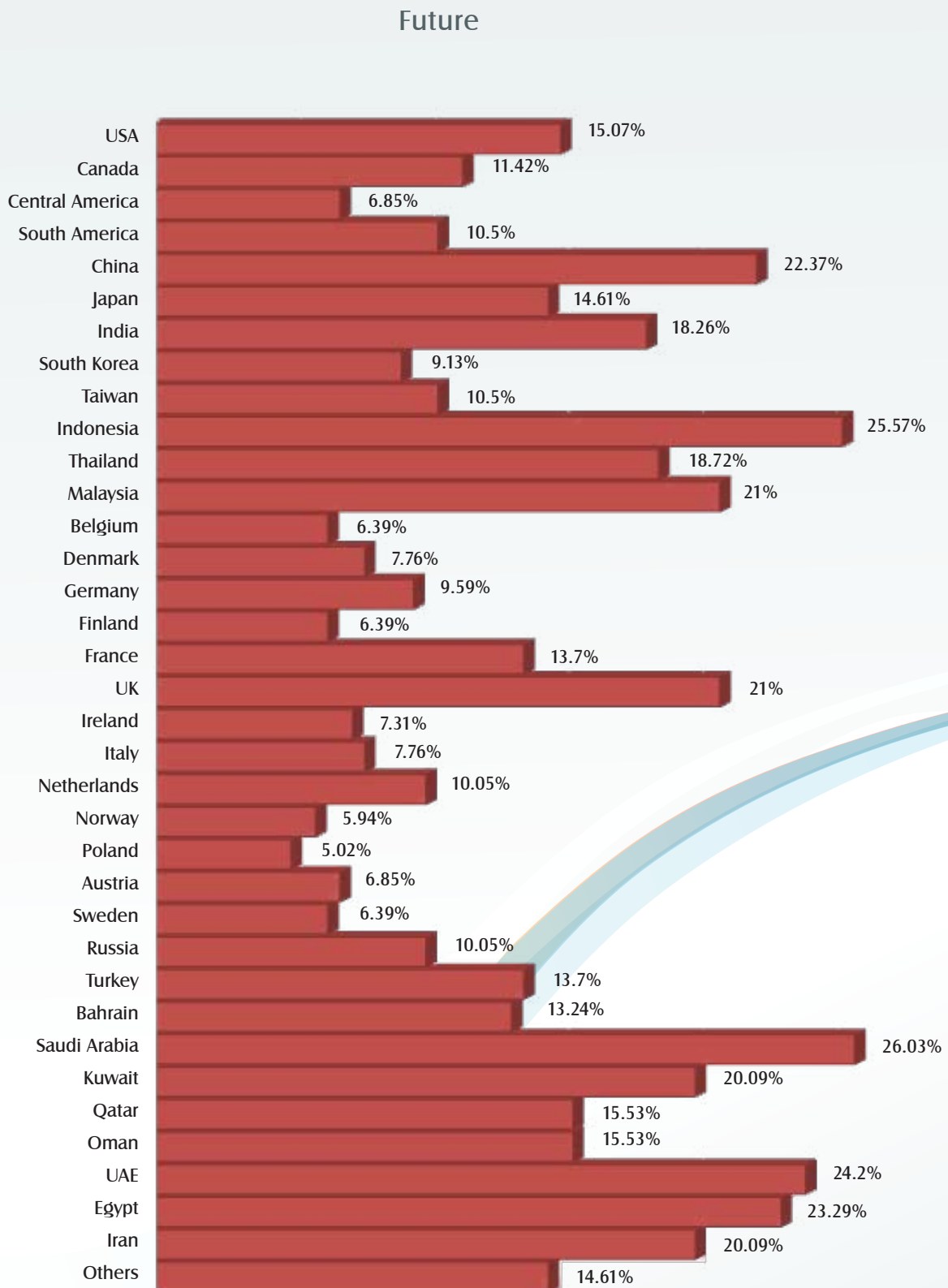
**(e) Level of satisfaction on the effectiveness of MIHAS as a promotion platform for Halal products & services**



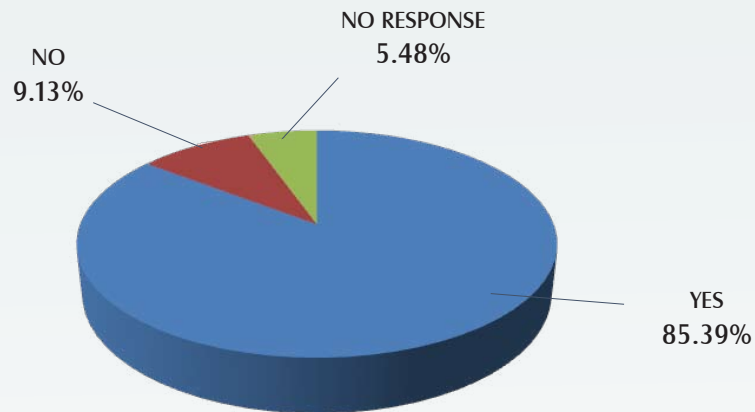
**(f) Level of satisfaction on the effectiveness of MIHAS as a traders meeting place**



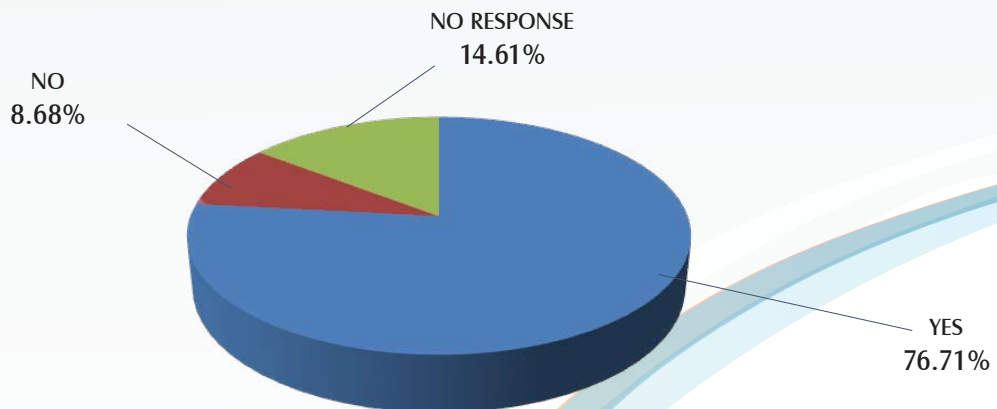
**(g) Important sales market at present**

**(g) Important sales market in the future**

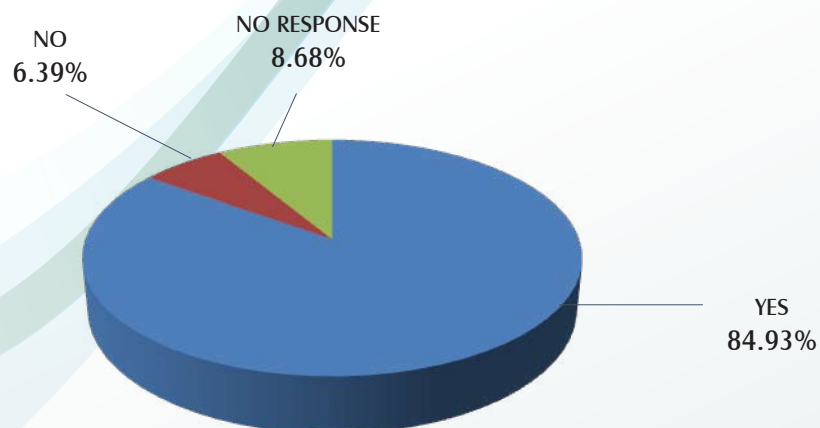
**(h) Response on whether MIHAS is instrumental in changing the perception of halal is more than just a Muslim standard**



**(i) Response on whether MIHAS helps to improve export opportunities**



**(j) Response on their interest to participate in MIHAS 2009.**



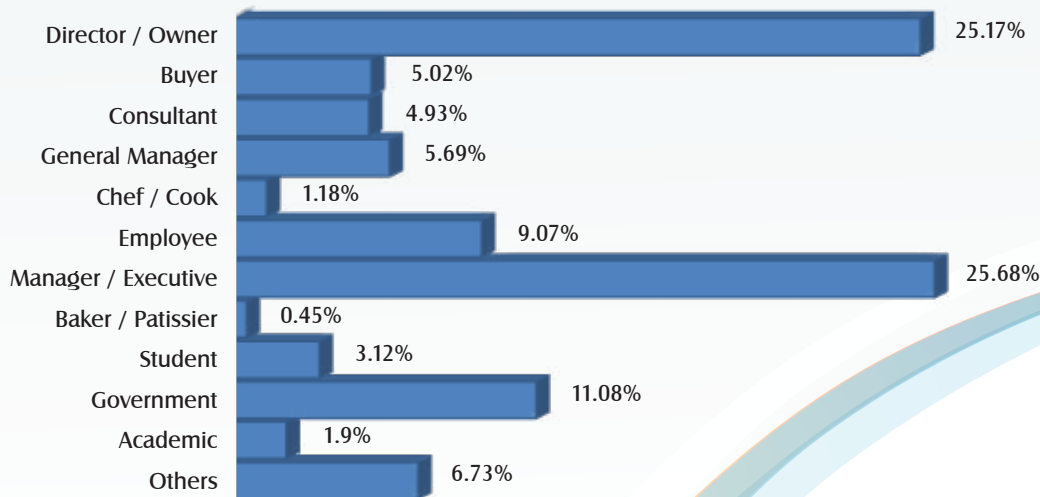
# Visitors Analysis

A total of 41,862 visitors from 69 countries were recorded during MIHAS 2008 which showed an increase over last years 36,792 visitors, of which, 19,930 were from the business and trade community and 21,932 were public visitors.

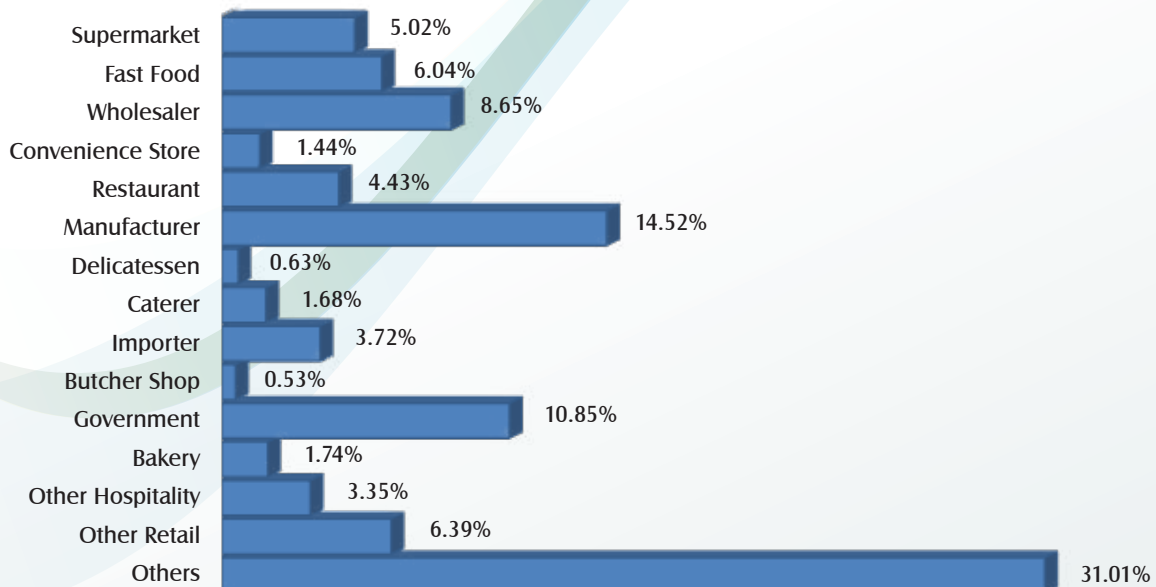
Visitors to MIHAS 2008 were required to register themselves before being allowed entry into the exhibition hall. A survey on the visitors were also conducted to gather information on their profiles such as their profession, their product of interest, and their objectives in visiting MIHAS 2008.

The data below have been compiled and tabulated based on the visitors response during MIHAS 2008.

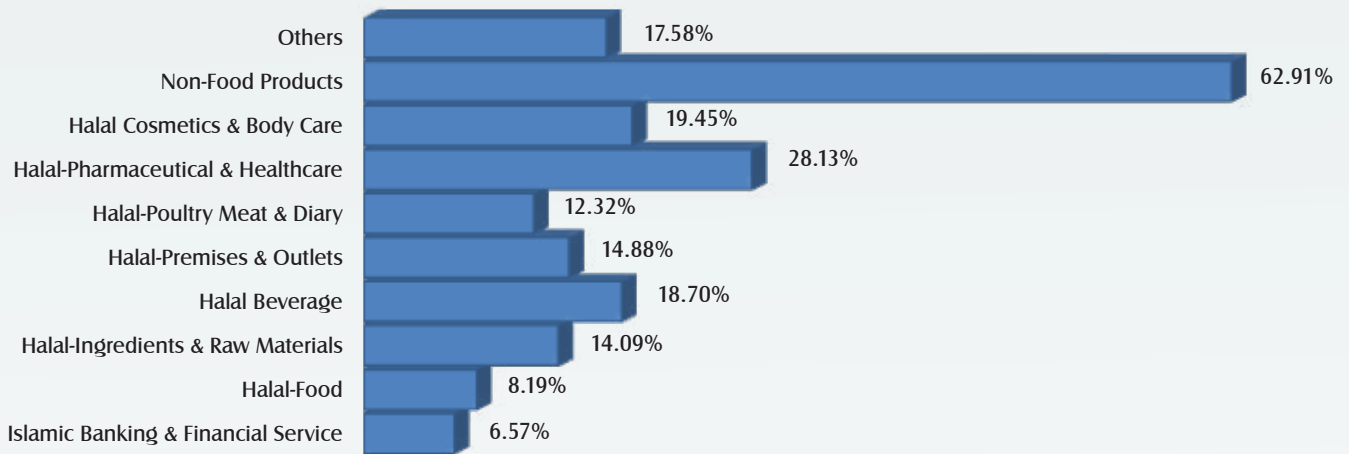
## Visitors Classified by Position



## Visitors Classified by Business Sector

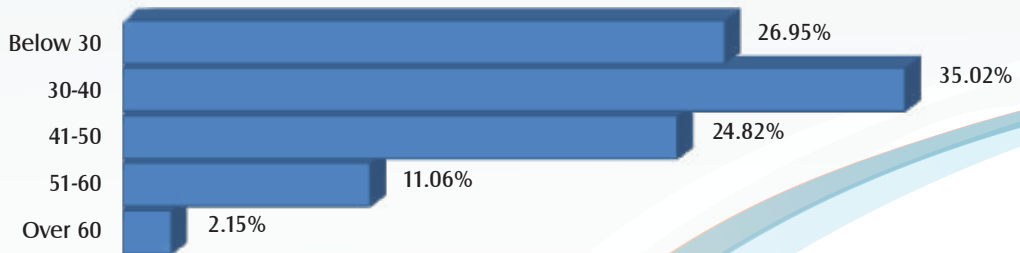


### Visitors Classified by Product of Interest

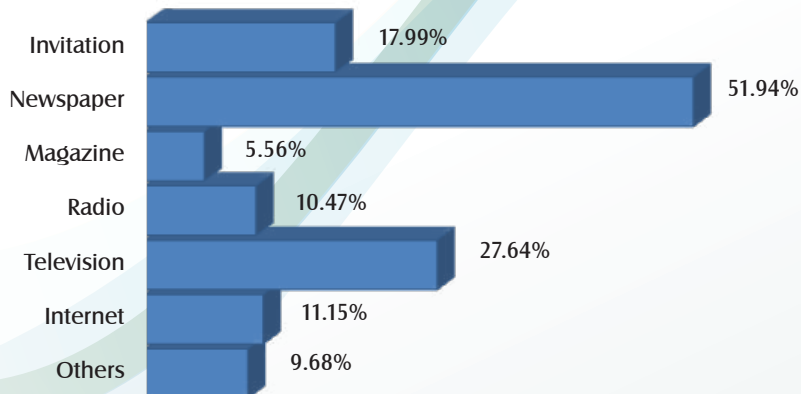


\*Percentage adds up to more than 100% as this is a multiple choice question.

### Visitors Classified by Age Group



### Visitors Classified by Source Of Media



\*Percentage adds up to more than 100% as this is a multiple choice question.

# Incoming Buying Mission Analysis

The International Buying Mission organized by the Malaysian External Trade Development Corporation (MATRADE) every year during MIHAS has become an important and significant event.

Every year top business leaders internationally and locally fused together at MIHAS to source halal products and services which has become an important commodity in the world market.



During the two day business matching sessions, held from 7th to 8th May 2008 a total of 5,328 business meetings between 442 international and 585 Malaysian companies were conducted, raking in immediate sales of RM185.3 million, with RM2.02 billion of sales still under negotiations. The estimated total sales generated during MIHAS 2008 amounted to RM2.20 billion.



Halal products popularly sought after by international buyers were food and beverages, palm oil products, confectioneries, pharmaceutical and healthcare.

Among the highest actual sales achieved were with China, Thailand, Saudi Arabia, South Korea and the United Kingdom.



### Summary Of IBM 2008 Results

|                                |   |                                   |
|--------------------------------|---|-----------------------------------|
| No. of Participating Countries | : | 57 Countries                      |
| No. of Foreign Companies       | : | 442 Companies                     |
| No. of Malaysian Companies     | : | 585 Companies                     |
| No. of Business Meetings       | : | 5,328 Meetings                    |
| Immediate Sales                | : | RM185.3 Million / USD58.8 Million |
| Sales Under Negotiation        | : | RM2.02 Billion / USD642.7 Million |
| Total Sales                    | : | RM2.20 Billion / USD701.5 Million |

### Main Products Sourced

| Products                | Immediate Sales (USD) | Potential Sales (USD) |
|-------------------------|-----------------------|-----------------------|
| 1. Food & Beverages     | 30,100,000            | 76,000,000            |
| 2. Palm Oil             | 10,000,000            | 60,000,000            |
| 3. Confectionery        | 6,000,000             | 20,000,000            |
| 4. Pharmaceutical       | 3,000,000             | 50,000,000            |
| 5. Medical & Healthcare | 5,100,000             | 70,000,000            |

### Countries Involved in IBM

|                 |                    |                  |                  |                |
|-----------------|--------------------|------------------|------------------|----------------|
| 1. China        | 13. United Kingdom | 25. Russia       | 37. South Africa | 49. Singapore  |
| 2. Australia    | 14. Bangladesh     | 26. Burkina Faso | 38. Germany      | 50. Ireland    |
| 3. Kyrgyzstan   | 15. Monaco         | 27. Senegal      | 39. Syria        | 51. Vietnam    |
| 4. Thailand     | 16. Bahrain        | 28. Egypt        | 40. Bosnia       | 52. Kazakhstan |
| 5. UAE          | 17. New Zealand    | 29. Belgium      | 41. Ghana        | 53. Kenya      |
| 6. Macedonia    | 18. Pakistan       | 30. Serbia       | 42. Turkmenistan | 54. Yemen      |
| 7. Saudi Arabia | 19. Philippines    | 31. Tanzania     | 43. Turkey       | 55. Brazil     |
| 8. Indonesia    | 20. Uganda         | 32. Canada       | 44. India        | 56. Kosovo     |
| 9. Mauritania   | 21. Portugal       | 33. Sudan        | 45. Ukraine      | 57. Zambia     |
| 10. South Korea | 22. Netherlands    | 34. France       | 46. Taiwan       |                |
| 11. Tajikistan  | 23. Japan          | 35. Fiji         | 47. Iran         |                |
| 12. Mauritius   | 24. Qatar          | 36. Surinam      | 48. USA          |                |

| Sales Figure |                |                 |                       |                        |
|--------------|----------------|-----------------|-----------------------|------------------------|
| No.          | Country        | Total Companies | Immediate Sales (USD) | Potential Sales (USD)  |
| 1.           | China          | 65              | 18,900,000            | 10,000,000             |
| 2.           | Thailand       | 16              | 7,020,000             | 16,650,000             |
| 3.           | Saudi Arabia   | 4               | 6,350,000             | 5,000,000              |
| 4.           | South Korea    | 3               | 5,600,000             | 1,140,000              |
| 5.           | United Kingdom | 22              | 5,300,000             | 998,500                |
| 6.           | Bahrain        | 1               | 2,550,000             | 6,300,000              |
| 7.           | Philippines    | 14              | 2,146,000             | 2,080,000              |
| 8.           | Netherlands    | 1               | 2,000,000             |                        |
| 9.           | Egypt          | 30              | 1,586,000             | 1,608,000              |
| 10.          | Russia         | 15              | 1,280,000             | 23,170,000             |
| 11.          | Tanzania       | 9               | 1,231,000             | 500,000,000            |
| 12.          | France         | 15              | 1,000,000             | 6,445,000              |
| 13.          | South Africa   | 38              | 650,000               | 5,400,000              |
| 14.          | Bosnia         | 5               | 600,000               | 2,750,000              |
| 15.          | Turkey         | 2               | 500,000               |                        |
| 16.          | Taiwan         | 13              | 400,000               | 1,728,000              |
| 17.          | Singapore      | 17              | 390,000               | 2,693,000              |
| 18.          | Kazakhstan     | 10              | 330,000               | 500,000                |
| 19.          | Brazil         | 2               | 250,000               | 985,000                |
| 20.          | Australia      | 15              | 215,000               | 1,305,000              |
| 21.          | UAE            | 16              | 150,000               | 200,000                |
| 22.          | Indonesia      | 12              | 100,000               | 6,355,000              |
| 23.          | Tajikistan     | 2               | 100,000               | 500,000                |
| 24.          | Bangladesh     | 7               | 88,000                | 7,200,000              |
| 25.          | New Zealand    | 3               | 42,000                | 52,000                 |
| 26.          | Uganda         | 1               | 20,000                | 20,000                 |
| 27.          | Japan          | 7               | 6,000                 | 34,443,000             |
| 28.          | Burkina Faso   | 4               |                       | 350,000                |
| 29.          | Canada         | 4               |                       | 500,000                |
| 30.          | Fiji           | 1               |                       | 150,000                |
| 31.          | Germany        | 4               |                       | 100,000                |
| 32.          | Ireland        | 3               |                       | 250,000                |
| 33.          | Kenya          | 15              |                       | 325,000                |
| 34.          | Macedonia      | 5               |                       | 2,750,000              |
| 35.          | Pakistan       | 3               |                       | 400,000                |
| 36.          | Qatar          | 2               |                       | 100,000                |
| 37.          | USA            | 4               |                       | 90,000                 |
| 38.          | Yemen          | 1               |                       | 200,000                |
| <b>Total</b> |                |                 | <b>USD 58,804,000</b> | <b>USD 642,737,500</b> |

# Publicity Summary

In public relations terms, the total worth of Publicity is usually given a 3 times (3x) loading as the editorial word carries greater credibility in comparison to paid-for advertising space. Therefore, the publicity value recorded for MIHAS from January to May 2008 is **RM5,000,304.00**. This indicates a 32.37% increase compared to MIHAS 2007 value of RM3,777,401.00. Below are the details of the media and the dates of the printed or aired news on MIHAS 2008.

| <b>(A) Print Media</b>              |   |                                |
|-------------------------------------|---|--------------------------------|
| <b>MEDIA</b>                        | <b>DATE</b>   | <b>PERCEIVED VALUE (RM) X3</b> |
| New Straits Time                    | March 31, April 16, 23, May 5, 7, 8, 9, 13, 19        | 460,335.00                     |
| Berita Harian                       | Jan 25, April 16, 21, 23, May 6, 7, 9, 11, 12, 13, 15 | 391,254.00                     |
| Harian Metro                        | Jan 25, April 23, May 6, 7, 9, 12, 13, 20             | 243,420.00                     |
| The Sun                             | April 23  | 3,465.00                       |
| Utusan Malaysia                     | Jan 25, April 23, May 6, 7, 8, 9, 12, 13, 16          | 346,227.00                     |
| Sin Chew Daily                      | April 9, May 3, 7, 9,                                 | 92,580.00                      |
| Daily Express                       | April 12, 23,   | 6,000.00                       |
| Eastern Times                       | April 12, May 6, 7, 10                                | 16,278.00                      |
| China Press                         | May 9,  | 18,270.00                      |
| Nanyang Siang Pau                   | Jan 25, April 16, 23, May 6, 7, 9                     | 121,683.00                     |
| Borneo Post                         | May 7, 8, 9, 10, 13                                   | 18,060.00                      |
| The Star                            | Jan 25, April 5, May 8, 9, 11                         | 136,071.00                     |
| Forward                             | May   | 18,000.00                      |
| Bernama                             | Jan 25, April 11, 15, 23, 25, May 5, 6, 8, 9, 11, 12  | 48,000.00                      |
| Malaysian Reserve                   | Jan 25  | 4,860.00                       |
| Sinar Harian                        | March 24, May 9, 12, 14, 20, 26                       | 61,008.00                      |
| Utusan Borneo                       | May 9, 10   | 11,280.00                      |
| World News Network                  | Jan 25  | 1,500.00                       |
| Brunei Direct                       | Jan 25  | 1,500.00                       |
| Asiafoodjournal.com                 | April 9   | 1,500.00                       |
| The Edge Daily Online               | April 15  | 3,000.00                       |
| Kosmo                               | May 12, 14, 19  | 80,205.00                      |
| The Criteria                        | May   | 4,800.00                       |
| Guang Ming Daily                    | May 9   | 105,84.00                      |
| Business Times Online               | May 7, 9  | 3,000.00                       |
| Business Online                     | May 8   | 3,000.00                       |
| Oriental Daily                      | May 9   | 7,590.00                       |
| Associated Press of Pakistan Online | May 14  | 3,000.00                       |
|                                     | <b>Total</b>  | <b>RM2,116,470.00</b>          |

| <b>(B) Electronic Media</b> |  |                                |
|-----------------------------|--|--------------------------------|
| <b>MEDIA</b>                | <b>DATE</b>  | <b>PERCEIVED VALUE (RM) X3</b> |
| RTM 1                       | April 10, 11, 22, 30, May 5, 6, 7, 8, 10, 11, 12, 13 | 1,452,090.00                   |
| RTM 2                       | May 1, 2, 8, 12                                      | 405,600.00                     |
| TV3                         | Jan 25, May 8, 9, 10, 11, 12                         | 420,840.00                     |
| NTV7                        | May 8  | 6,000.00                       |
| TV9                         | May 9, 10  | 149,400.00                     |
| ASTRO Prima                 | Jan 25   | 19,800.00                      |
| ASTRO Vannavil              | Jan 25   | 12,000.00                      |
| ASTRO Ria                   | Jan 25   | 24,000.00                      |
| Traxx FM                    | April 11, 22, May 6, 12                              | 4,860.00                       |
| Bernamea TV                 | April 12, 13, 22,23, May 1, 6, 7, 11, 12             | 350,250.00                     |
| Nasional FM                 | April 22, May 1, 6, 12                               | 4,680.00                       |
| Radio IKIM                  | April 28   | 28,914.00                      |
| Radio 24                    | May 6, 8   | 5,400.00                       |
|                             | <b>Total</b>   | <b>RM2,883,834.00</b>          |

GRAND TOTAL : A + B  
 : RM2,116,470.00 + RM2,883,834.00  
 : **RM5,000,304.00**

“We managed to introduce the range of our products and also got to know many people who were interested in the products.”

- **IRAN Behnoush from Iran.**

# Appendix

## Onsite Interview Excerpts



“We have been coming here since the very first MIHAS and this is our fifth attendance. We appreciate the Malaysian market, we have been exporting now to Malaysia for 27 years. MIHAS is probably the key showcase for halal pass globally. We participated in FHA in Singapore and Gulfood Dubai, but as far as a halal show, this is the showcase globally we have selected. Keep up the good work for a better show next year.”

**Bill Aossey, Director, Midamar Corporation, United State of America**

“This is our first time to MIHAS, we did not know what to expect. We are very happy with all the support we received from the Malaysian community as well as the tourist. The only challenge that we face is that locally in Bangladesh we are dominating, but internationally we have not explored the market yet. We feel that MIHAS is a good platform to explore our opportunities and the market. MIHAS is the biggest platform to meet all our Muslim brothers and all companies with halal products from all around the world. Being in our own country we might not know what is happening globally, so coming here has given us an opportunity to know what everybody else is doing around the world.”



**Nusrat Bari Asha, Director, Harvest Rich Agro Industry LTD, Bangladesh**



“I think that one of the important thing is to recognise the importance of trade shows, and to recognise particularly for halal, the importance of branding. Malaysia wants to brand itself as a halal hub, that would require Malaysia to invest significantly, a lot of dollars, to make sure they promote the brand effectively, it means doing things like MIHAS, being flexible in how you promote your products and investing in marketing. What we are trying to achive here, we are representing Australian companies and their products. With no doubt, MIHAS is the best halal forum for us to do that in Malaysia.”

**Peter Kane, Senior Trade Commissioner, Australian Trade Commission, Australia**

“This is my first time attending MIHAS and I am really amazed with the organization and the number of companies who have participated in this exhibition. I think the potential is great for halal food from my country because my country produces mostly organic and natural products. It is also an Islamic country abiding by the halal regulation. All our food is halal and easily certified as halal products and should be an opportunity for Sudan to continue their efforts to position their products in international market with collaboration especially with a country which is a halal hub in Asia and all over the world like Malaysia.”



**Dr. Isam Siddig, Managing Director, Dar Savana, Sudan**

## Our Conclusion



The Malaysia International Halal Showcase, or MIHAS, has brought together people, businesses, organisations, and Governments closer, as they all champion one single cause: The dynamic growth of the halal industry not only for the Muslim market but for everyone, regardless of religion and race. Realising the many benefits of halal products, it is seen by the international market as products for all, not just the Muslim consumers anymore.

This sudden awareness has created a tremendous demand for halal products and in turn has given added value, and of course reaped in benefits, to MIHAS, the world's largest halal trade fair offering halal products and services. With only five exhibitions, MIHAS has become the most conducive platform for those in the halal industry. Many participants who started out at the first MIHAS trade fair have made their way back time and again. Some of the pioneering exhibitors have also made it big in the global halal market, thanks to MIHAS and the leveraged platform.

Embracing halal in all its dimensions, MIHAS showcases not just food alone but also pharmaceuticals, herbal,

cosmetics and body care products as well as halal financial services. By encouraging and providing opportunities for halal financial services through Islamic banking instruments, MIHAS opens doors for halal trading opportunities by presenting global halal industry players with Halal financial alternatives to conventional financial instruments.

The global halal industry holds immense potential indeed and this international trade fair will once again draw the world's halal players under one roof, bringing the halal market well within reach. MIHAS 2009 will present a world of prospects, possibilities and profitable opportunities. It is the event which will set the pace for further exploration and discovery of the potential and dynamism of the growing global halal market.

The next MIHAS will be held from 6th to 10th May 2009 at the MATRADE Exhibition and Convention Centre, Kuala Lumpur, Malaysia.

## Preview Of The 6th Malaysia International Halal Showcase (MIHAS 2009)

Since its inaugural showcase in 2004, MIHAS has succeeded in congregating the largest annual gathering of leaders in businesses and entrepreneurs in the halal industry marking its status as the world's largest halal trade fair.

Every year for the past five years MIHAS has succeeded in positioning the halal market as economically feasible and facilitated the sourcing and selling of halal food and services of high quality.

During MIHAS 2008 which showcased participations from 25 countries taking up 507 of the 621 booths available while attracting more than 41,862 visitors. Businesses and entrepreneurs who took advantage of the Incoming Business Programme organised by the Malaysia External Trade Development Corporation (MATRADE) saw 545 international buyers from 57 countries yielding confirmed immediate sales of RM185.3 million within two days and RM2.02 billion sales still under negotiations. The estimated total sales is RM2.20 billion.

MIHAS 2009 will be held from 6th to 10th May 2009 at the MATRADE Exhibition and Convention Centre (MECC) Kuala Lumpur Malaysia. With more than 600 booths available, businesses and entrepreneurs can expect huge prospects and profitable opportunities.

Visit and participate MIHAS 2009, the premier and most effective halal trade fair in the world today which presents an abundance of business opportunities, new products and fresh business ideas.

For further enquiries, contact the MIHAS Secretariat at [enquiry@halal.org.my](mailto:enquiry@halal.org.my) or log on to our website at [www.halal.com.my](http://www.halal.com.my)

### **MIHAS 2009**

**6 - 10 May**

**Matrade Exhibition & Convention Center  
Kuala Lumpur, Malaysia**



## Press Clipping

| Media         | Language | Circulation | Date      | Page |
|---------------|----------|-------------|-----------|------|
| BERITA HARIAN | MALAY    | 217,920     | 25 JAN 08 | 30   |

# MIHAS pameran produk halal terbesar dunia

Oleh Suffian A Bakar

**P**AMERAN Halal Antarabangsa Malaysia Ke-5 (MIHAS 2008) yang akan berlangsung pada 7 hingga 11 Mei depan di Pusat Pameran dan Konvensyen Matrade akan terus menjadi pameran produk dan perkhidmatan halal terpenting dan terbesar dunia.

Ketua Eksekutif Perbadanan Pembangunan Perdagangan Luar Malaysia (Matrade), Datuk Noharuddin Nordin, berkata lebih banyak syarikat dari dalam dan luar negara dijangkakan mengambil bahagian dalam MIHAS 2008 yang akan turut memperkenalkan sektor baru iaitu pemrosesan makanan, jentera pembungkusan dan logistik.

"MIHAS 2008 dijangka menarik 500 pameran dari 30 negara dan adalah dijangkakan lebih 40,000 akan mengunjugi pameran produk dan perkhidmatan halal terpenting dunia itu.

"Justeru, kami menyediakan lebih banyak gerai pameran pada MIHAS kali ini, iaitu 600 berbanding 514 tahun lalu.

"Adalah disasarkan MIHAS 2008 bakal menjana jualan keseluruhan melebihi paras

dicatatkan tahun sebelumnya," katanya pada taklimat media mengenai MIHAS 2008 di Kuala Lumpur, semalam.

Hadir sama Ketua Eksekutif MIHAS, Mohd Shukri Abdullah.

MIHAS tahun lalu yang disertai 514 pameran mencatat jualan berjumlah RM683.2 juta yang mana RM209.7 juta diraih ketika pameran diadakan.

Lima sektor utama yang akan ditampilkan pada MIHAS 2008 ialah makanan dan minuman; farmaseutikal dan produk herba; kosmetik dan penjagaan kesihatan; perbankan dan kewangan; serta sektor baru pemrosesan makanan, jentera pembungkusan dan logistik.

Noharuddin berkata, dengan matlamat memperkukuhkan kedudukannya sebagai hab halal sedunia, pameran anjuran Matrade kali ini akan menampilkan bahan pameran baru lebih menarik yang menggambarkan potensi yang boleh diraih daripada industri dan perniagaan halal.

"MIHAS telah menjadi satu platform untuk menghimpunkan mereka terbabit dalam perniagaan dan perdagangan halal," katanya.



Noharuddin Nordin

### FAKTA NOMBOR

MIHAS 2007

**514**

Gerai pameran

**RM683.2j**

Jualan dicatat

| Media        | Language | Circulation | Date       | Page |
|--------------|----------|-------------|------------|------|
| HARIAN METRO | MALAY    | 336, 303    | 9 MAY 2008 | 33 A |

Mihas 2008

# Hasil RM2.08b

Penyertaan usahawan tempatan, antarabangsa bertambah

>>Oleh Eflindi Badarudin  
eflindi@metro.com.my

**P**AMERAN Halal Antarabangsa Malaysia 2008 (Mihas 2008) yang bermula di Kuala Lumpur kelmarin selama lima hari dijangka menghasilkan jualan bernilai RM2.08 bilion.

Perdana Menteri Datuk Seri Abdullah Ahmad Badawi, berkata belian bangga selepas mengunjungi Mihas kali ini berikutan penyertaan usahawan tempatan dan luar negara bertambah.

Menurutnya, pada hari pertama dibuka kelmarin, kira-kira RM159 juta dihasilkan melalui jualan di pameran berkenaan.

Katanya, kali ini Mihas dianggap berjaya selain pengusaha produk halal semakin maju apabila mengeluarkan pelbagai barangan seperti ubat, makanan, minuman dan makanan tambahan.

"Barang yang dipamerkan juga berkualiti tinggi, terutama produk tempatan yang dibungkus secara standard," katanya kepada pemberita selepas melawat Mihas di Pusat Pameran dan Konvensyen Matrade, semalam.

Abdullah berkata, beliau percaya Mihas tahun depan akan lebih menempa kejayaan besar lagi kerana se-



**RASMI...**Abdullah meletakkan replika kunci merasmikan Mihas 2008 sambil disaksikan (dari kiri) Muhyiddin, Mohd Nakhale dan Halim.

luruh dunia mengenali Malaysia sebagai negara yang membangunkan pelbagai produk makanan halal.

"Isnin ini juga satu seminar besar akan diadakan bagi memperkukuhkan industri halal. Ia akan dihadiri ahli perniagaan dan pengusaha industri terbabit.

"Ini satu-satunya seminar yang akan menggalakkan lagi industri halal negara seterusnya ke peringkat dunia," katanya.

Katanya, Malaysia juga akan mengeluarkan sijil halal

yang mempunyai logo halal Jabatan Kemajuan Islam Malaysia (Jakim) yang sudah dikenali di seluruh dunia.

"Sijil ini juga diterima dan diperakui agensi halal Pertubuhan Bangsa Bersatu (PBB) kerana kita mendapat pengiktirafannya," katanya yang yakin masa depan industri halal Malaysia akan terus berkembang pesat.

Ia dapat membantu memberangsangkan perkembangan industri halal negara dan aktiviti lain yang ada hubung kait dengannya.

## Bursa Malaysia

|                 |          |        |
|-----------------|----------|--------|
| Indeks Komposit | 1,280.35 | -6.80  |
| FBM Emas        | 8,615.77 | -29.86 |
| FBM-20RD        | 5,667.65 | -32.77 |
| FBM-MDQ         | 4,890.40 | 9.88   |

## Kaunter Untung

|         |       |       |
|---------|-------|-------|
| Yada    | 6,400 | 0.450 |
| Tahps   | 3,500 | 0.440 |
| UM      | 5,900 | 0.400 |
| JTinter | 4,500 | 0.300 |
| LAT     | 3,360 | 0.260 |

## Kaunter Cergas

|         |       |        |
|---------|-------|--------|
| TM      | 3,600 | -0.060 |
| IOICorp | 7,100 | 0.050  |
| Nelaf   | 0.145 | —      |
| Timecom | 0.485 | 0.015  |
| Time    | 0.230 | -0.005 |

## TUKARAN ASING

|                      | MALAY   | BEJIAN  |
|----------------------|---------|---------|
| 1 Dolar AS           | 3.2460  | 3.3810  |
| 1 Euro               | 4.9720  | 4.8730  |
| 1 Dolar Australia    | 3.0630  | 2.9850  |
| 1 Dolar Singapura    | 2.3625  | 2.3160  |
| 1 Pound Sterling     | 6.3329  | 6.2070  |
| 100 Dolar Hong Kong  | 42.2600 | 40.1900 |
| 100 Rupiah Indonesia | 0.0364  | 0.0320  |
| 100 Yen Jepun        | 3.1120  | 3.0500  |
| 100 Riyal Saudi      | 87.8300 | 83.5500 |
| 100 Baht Thailand    | 10.9000 | 9.2800  |

Turut hadir Menteri Perdagangan Antarabangsa dan Industri, Tan Sri Muhyiddin Yassin, Pengerusi Yayasan Dakwah Islam Malaysia (Yadim), Datuk Nakhale Ahmad dan Pengerusi Matrade, Tan Sri Halim Mohamad.

| Media           | Language | Circulation | Date      | Page |
|-----------------|----------|-------------|-----------|------|
| UTUSAN MALAYSIA | MALAY    | 213,445     | 06 MAY 08 | 10   |

# Destinasi produk halal dunia

Oleh MOHD. KHUZAIRI ISMAIL  
(MAINTAWAN UTUSAN)

Kedatangan Mihas 2008 sewajarnya digunakan sebaik mungkin bagi pengusaha bukan Melayu tidak hanya untuk memahami sektor produk halal untuk keperluan penduduk Islam di negara ini



JIKA mengikat sasaran kerajaan, negara sebenarnya masih berhadapan dua tahun lagi untuk mencapai hasrat sebagai sebuah negara Halal Dunia iaitu pada 2010.

Namun tidak keterlaluan jika dikatakan negara sebenarnya sudah pun berjaya menjadi di salah satu destinasi eksport dan import terpenting produk halal di pasaran antarabangsa.

Kerjainan itu adalah berdasarkan kepada kerajaan negara menarik minat pelabur dan syarikat asing untuk mesaf dalam industri perdagangan halal di negara ini.

Platform ini pula pastinya paling menyeronokkan menerusi penganjuran Pameran Halal Antarabangsa Malaysia (Mihas), yang merupakan pameran produk halal terbesar di dunia.

Mula dianjurkan pada 2004, acara tahunan Mihas ini merupakan medan kepada seluruh penggiat industri halal berbilang untuk membina jaringan perdagangan antarabangsa dalam memasarkan produk-produk halal ke seluruh dunia.

Ini tidak hanya membina pelbagai kerjasama pemasaran produk-produk halal berbilang makanan semesta-mata, tetapi turut diperluaskan kepada prospek kepenggunaan berteraskan cara hidup Islam.

## Mempromosi

Produk-produk bukan berasaskan makanan ini termasuk perkhidmatan insuran, perbankan dan pelaburan, pemposenan dan banyak lagi.

Memasuki tahun penganjuran buat kali yang kelima tahun ini, Mihas 2008 akan berlangsung bermula esok hingga 11 Mei ini bertempat di Pusat Pameran dan Konvensyen Matriade, Kuala Lumpur.

Ini diorganisasikan oleh Kementerian Perdagangan Antarabangsa dan Industri, Kementerian Pembangunan Usahawan dan Koperasi dan Yayasan Dakwah Islamiah Malaysia (Yadim) sebagai satu langkah mempromosi negara sebagai negara halal utama di dunia.

Selain pameran, Mihas 2008 seperti penganjuran sebelum ini juga akan dipertih dengan beberapa sesi dialog perdagangan dan seminar membabitkan beberapa tokoh penting di dalam industri.

Turut diadakan ialah Forum Halal Dunia 2008 membarikan pemimpin-pemimpin utama negara yang akan membincangkan pelbagai isu berkaitan industri halal antaranya cabaran dan pembangunan sektor ini



BANGUNAN Mayade akan menjadi lokasi berbilangnya penggiat industri halal di seluruh dunia sempena penganjuran Pameran Halal Antarabangsa Malaysia (Mihas) 2008 bermula esok.

di kalangan syarikat multinasional merentasi negara-negara Islam dan bukan Islam.

Mihas 2008 juga bakal disertai oleh lebih 20 negara luar antaranya Australia, Afrika Selatan, Thailand, United Kingdom dan Amerika Syarikat.

Lebih menarik, Mihas 2008 juga buat pertama kali akan menyaksikan penyertaan tiga negara baru iaitu Romania, Ukraine dan Serbia manakala China pula bakal mengahantar delegasi terbanyak iaitu dari 100 syarikat.

Tidak hanya sekadar sebuah pameran perdagangan, Mihas seperti kata Pengarah Produk dan Perkhidmatan Matriade, Wan Norma Wan Daud, mempunyai misi yang lebih besar iaitu untuk menarik pembeli tempatan dan asing seterusnya menghasilkan jualan yang lebih besar.

Ini sekali gus bertujuan mencapai sasaran untuk meningkatkan jumlah jualan sehingga 30 peratus daripada RM260 juta jualan sebenar dan jualan berpotensi yang berjaya dikutip pada penganjuran tahun lalu.

Untuk itu kata beliau, Matriade pada Mihas 2008 turut meningkatkan bilangan pembeli yang dipaparkan meminati nilai belian kepada 500 syarikat berbanding hanya 250 syarikat dari 26 buah negara tahun lalu.

Pentingnya penganjuran sebuah perdagangan halal ini melihat kepada kuasa kepenggunaan di kalangan umat Islam di seluruh dunia yang kini berjumlah kira-kira 1.8 bilion penduduk.

Ditujukan jumlah itu, lebih 60 peratus umat Islam adalah penduduk Asia sekali gus menjadikan penganjuran Mihas di negara ini sebagai satu medan terbaik kepada negara rantau ini meningkatkan jaringan perdagangan bertarafkan produk halal.

Ini juga secara tidak langsung membuka peluang yang sangat luas kepada pengusaha produk halal terutamanya syarikat-syarikat tempatan mencari kerjasama perdagangan antarabangsa untuk memasarkan produk halal mereka kepada pengguna yang lebih spesifik.

Apatah lagi, Mihas kali ini dijangka dihadiri oleh lebih daripada 35,000 pengunjung dengan kehadiran delegasi daripada kira-kira 64 buah negara di seluruh dunia.

Sesuatu yang sangat membanggakan, Mihas juga menjadi medan kepada negara untuk mempromosikan perijinan halal negara sendiri ke berbagai-bagai negara dan lebih-lebih itu dengan negara-negara lain.

Malaysia boleh dikatakan antara negara terkemudian dalam penggunaan perijinan halal di dunia malah, perijinan halal negara turut diguna pakai dan dikitari oleh Pertubuhan Bangsa-Bangsa Bersatu (PBB).

## Destinasi terbaik

Perijinan halal Malaysia iaitu MS 1500:2004 diumumkan pada 2005 dan merupakan standard pertama seumpamanya di dunia dan dengan status itu, negara menjadi destinasi pilihan perdagangan produk halal.

Pentingnya perijinan halal ini diterima dan diperluaskan di kalangan negara-negara lain adalah bagi memudahkan Malaysia membina jaringan perdagangan dengan lebih mudah di peringkat antarabangsa.

Ini juga bertujuan memantapkan status halal produk-produk yang diperdagangkan diahlikan dengan lebih jelas oleh negara pengeluar sebelum boleh dijual di negara ini dan juga

sebaliknya.

Dalam konteks perijinan halal itu juga, Malaysia memainkan peranan yang sangat penting sebagai sebuah negara yang pernah mengahlikan Perubuhan Perindustrian Islam (OKI) apabila perijinan halal negara kini diterima pakai dan digunakan di semua negara anggota.

Dengan sasaran menjadikan perijinan halal Malaysia itu sebagai pemadu aras kepada produk halal di dunia, ia secara tidak langsung turut mempromosikan produk-produk negara OKI yang lain.

Menghasilkan syok manfaat penganjuran Mihas 2008 kepada syarikat tempatan, pelabur ini seharusnya direbut oleh pengusaha bukan Melayu terutamanya, untuk memahami aspek dan keperluan dalam memahami kebanduk pasaran produk halal di negara ini.

Ini adalah sesuatu yang wajar melihat kepada kuasa membeli yang lebih besar di kalangan orang Melayu dan beragama Islam di negara ini selagi dalam masa yang sama, kebanyakan produk sama ada berasaskan makanan atau perkhidmatan lebih banyak ditawarkan oleh pengusaha bukan Melayu.

## Diterima

Justeru bukanlah sesuatu yang mengejutkan apabila statistik yang dipetik daripada Jabatan Agama Islam Selangor (JAIS) menunjukkan bahawa majoriti permohonan sijil pengusahaan dan logo halal diterima daripada usahawan berbangsa lain.

Malah, pernah dilaporkan beberapa tahun lalu bahawa permohonan sijil pengusahaan dan logo halal merobatkan pengusaha bukan Melayu merobatkan sehingga 80 peratus.

Ditujukan jumlah itu, jelaslah bahawa pengusaha bukan Melayu mendominasi sektor produk halal di negara ini dan kepentingan dalam memantapkan produk mereka itu sah digunakan oleh umat Islam di negara ini menjadi aspek yang paling utama.

Ia bagi meningkatkan terbelahnya pelbagai keragaman dan polemik seperti yang berlaku sebelum ini apabila terdapat beberapa laporan mengenai produk berasaskan makanan terutamanya dikatakan tidak melalui proses penyediaan yang halal.

Justeru, kedatangan Mihas 2008 sewajarnya dipandang sebagai rangkain bagi pengusaha bukan Melayu tidak hanya untuk memahami sektor produk halal untuk keperluan penduduk Islam di negara ini, malah juga mencari peluang membina jaringan perdagangan di negara-negara lain terutamanya negara Islam.

Bagi pengusaha Melayu pula, Mihas 2008 juga sewajarnya memberi peluang yang sama malah mungkin jalinan perdagangan yang lebih baik di pasaran antarabangsa dengan kemampuhan negara menghampiri status negara halal utama di dunia.

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|-------------------|----------|-------------|------------|------|
| NEW STRAITS TIMES | ENGLISH  | 158,042     | 7 MAY 2008 | 43   |

NEW STRAITS TIMES

BIZ NEWS

WEDNESDAY, MAY 7, 2008 43

# MIHAS 2008 targets RM400m in sales

■ By Rupa Damodaran  
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MIHAS 2008, Malaysia's fifth international halal showcase, promises to be bigger than before with 508 exhibitors from 25 countries participating in the five-day event which opens today.

Malaysia External Trade Development Corporation (Matrade) deputy chief executive officer Kamaruddin Hassan said this year's event is targeted to clinch more than RM400 million in sales.

Five new countries participating this year are Canada, Croatia, Germany, Palestine and Serbia.

The organisers are bringing in 545 buyers from 57 countries, targeting to improve last year's record of immediate sales generated within the two days of the incoming buying mission which amounted to RM209.7 million.

This figure does not include the RM473.5 million in sales that were still under negotiation.

The event, being held at the Matrade Exhibition and Convention Centre from today until Sunday, will be officially launched by Prime Minister Datuk Seri Abdullah Ahmad Badawi tomorrow.

The five sectors featured at MIHAS 2008 are food and beverage, pharmaceuticals and herbal products, cosmetics and healthcare, banking and finance, food



**KAMARUDDIN:** Several trade briefings have been organised to provide more insight for participants and visitors into the opportunities that exist in the halal market.

processing and packaging machinery.

MIHAS, which aspires to be the one-stop centre for the sourcing of halal products and services, has become an effective platform for halal exhibitors, buyers and trade visitors around the world to listen and act on market demands and feedback.

Several trade briefings have

also been organised to provide more insight for participants and trade visitors into the opportunities that exist in the halal market and 1.6 billion global Muslim market.

Other value-added programmes and activities for visitors are an exhibition by the food processing and packaging machinery, as an additional new exhibit sector.

## Malaysian halal cert closer to becoming world standard

■ By Zurinna Raja Adam  
bt@nstp.com.my

THE move to get Malaysia's halal certification adopted as the world's halal standard is closer to becoming a reality with the recent appointment of Datuk Seri Sheikh Saleh Abdullah Kamel as chairman of the World Halal Forum (WHF).

WHF founder Jumaatun Azmi said Sheikh Saleh, ranked 114th richest person in the world by Forbes magazine, will bring with him his experience as the founder of banking conglomerate Dallah Al Baraka Group and chairman of the Islamic Chamber of Commerce and Industry (ICCI).

With his influence, Sheikh Saleh could bring along investors from Middle East countries to jointly develop the halal sector with Malaysian companies, she said.

"We will also foresee more support and exposure from Arab countries with the involvement of Sheikh Saleh in WHF, besides bringing the forum on a more international platform," Jumaatun said in Kuala Lumpur yesterday.

At the recent Organisation of Islamic Conference (OIC), ICCI was tasked to look further into developing the global halal in-

dustry, estimated to be worth US\$580 billion (RM1.82 trillion).

ICCI and the International Halal Integrity Alliance, which was formed during WHF 2006 as a representative body for halal players internationally, are in talks to see Malaysia's halal certification used as the uniform standard worldwide.

The initiative will modernise the halal sector which affects 1.6 billion Muslims worldwide, foster trade and facilitate access to genuine halal products in both Muslim and non-Muslim countries.

"It would be very interesting if this positive development takes place (as) currently there are no international halal authority to protect the integrity of halal product," Jumaatun said.

The official announcement is expected to be made at WHF 2008.

The 67-year old Sheikh Saleh replaces outgoing chairman Khairy Jamaluddin.

To be held on May 12-13 at the Kuala Lumpur Convention Centre, WHF 2008 is expected to draw over 1,200 participants from all over the world ranging from trade ministers, industry leaders and government representatives.

| Media             | Language | Circulation | Date       | Page |
|-------------------|----------|-------------|------------|------|
| NANYANG SIANG PAU | CHINESE  | 346,895     | 7 MAY 2008 | 12   |

## MIHAS EYES ON 400 MILLION SALE

**国际清真认证食品展会  
放眼突破4亿元销售额**

(吉隆坡6日讯) 在今日盛大举行的第五届大马国际清真认证食品展会 (MIHAS)，预计能突破4亿令吉的销售额。

大马外贸发展局总执行长拿督诺亚汀，在“第五届大马国际清真认证食品展会”记者汇报会上指出，本届展会比起去年大，共有622个展览单位，其中494个来自本地商家，128个来自外国。

**25 外国参展商**

他指出，外国参展商分别来自25个国家，其中5个是首次参与，它们是加拿大、克罗地亚、德国、巴勒斯坦及塞尔维亚。

“在去年，该展览会成功吸引约500个参展商及4万名参观者，而今年展出的五大重要领域包括食品饮料、药剂产品及草药产品、化妆品及医药保健、银行及金融，以及食品加工及包装机器，其中包装机器更是今年新的展出项目。”

他说，去年的展览会通过外来采购代表团 (Incoming Buying Mission)，共吸引了高达2亿零97万令吉的贸易额，这还不包括仍在商洽的4亿7千350万令吉贸易额在内。

诺亚汀指出，该展会将由首相拿督斯里阿都拉在本月8日举行推介仪式。

第五届大马国际清真认证食品展会，将从本月7日至11日，在马来西亚外贸发展局展览中心举行。



● 诺亚汀 (左) 指出，本届展会预计能突破4亿令吉销售额，右为大马国际清真认证食品展会总执行长莫哈末苏克林。

## Photo Gallery

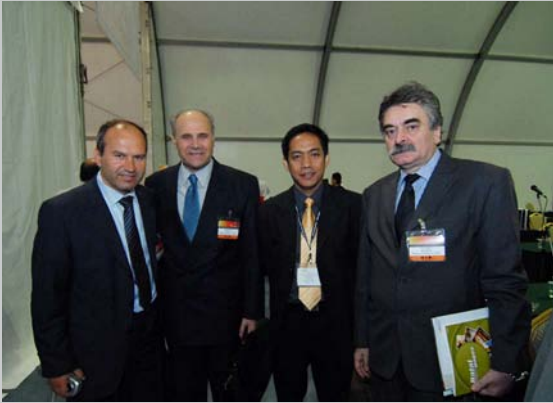


Figure 1 Among the delegates from Croatia who attended MIHAS 2008 posing for a snapshot with Mr. Yusram Yusup, the Senior Manager of Services and Product Promotion Division of MATRADE after the seminar.



Figure 2 Discussion on potential businesses at the Incoming Buying Mission arranged by MATRADE in conjunction with MIHAS 2008. The IBM generated an estimated RM2.2 billion in sales.



Figure 3 Dr. Leonard Gomes, speaker from Palm Oil Industrial Cluster (POIC) Sabah Sdn. Bhd. gave his talk on "Making POIC Lahad Datu Your Halal Platform" on May 7th.



Figure 4 The faces behind DagangHalal.com posing in front of their booth. DagangHalal.com is an online trade portal for halal products operated by DagangAsia.Net.



Figure 5 Foreign exhibitors took the opportunity to meet the Prime Minister of Malaysia, YAB Dato' Seri Abdullah Hj. Ahmad Badawi after the Opening Ceremony of MIHAS 2008 on May 8th.



Figure 6 YAB Prime Minister gave a press conference after paying a visit to the booths at MIHAS. Accompanying him were, from right: Chairman of MATRADE, YBhg Tan Sri Halim Mohamad, Chairman of the Islamic Dakwah Foundation Malaysia (YADIM), YBhg. Datuk Hj. Nakhaie b. Hj Ahmad. Standing on his right is Minister of International Trade and Industry, YB Tan Sri Muhyiddin Yassin, Minister in the Prime Minister's Department, YBhg Datuk AmirSham A. Aziz and Deputy Minister of International Trade and Industry YBhg. Datuk Liew Vui Keong.



Figure 7 The Prime Minister emphasised Malaysia's continuous commitment to serve the growing halal industry at a press conference held during MIHAS.



Figure 8 Satisfied! A visit to MIHAS 2008 was beneficial for the visitors from Iran and it is well portrayed through the smiles on their faces.



Figure 9 Minister of International Trade & Industry, YB Tan Sri Muhyiddin Hj. Mohd Yassin mingles with participants.



Figure 10 MP of Permatang Pauh, YB Datin Sri Dr. Wan Azizah showed a deep interest in a piece of calligraphy art from China.



Figure 11 An award winning booth, Fidani Chocolatier was bustling with visitors. The company won 3rd place in the Best Booth Design for Local Exhibitors Category and was presented an award at the MIHAS Exhibitors Evening.



Figure 12 Memorandum of Agreement (MOA) between Allmax Food Services (M) Sdn, Bhd. and Mr. MD Rahul Amin, the Chairman of China-Bangladesh Joint Venture Knitting Project from Bangladesh was signed during MIHAS. The agreement was to set up a joint venture industry for the production of MY PIZZA, MY SATAY and other bakery related products for the marketing in Bangladesh and also for export.



Figure 13 MIHAS 2008 Exhibitors Evening was a memorable one for these exhibitors as they were announced the winners for various categories. From left; Representatives from Power Root Marketing Sdn. Bhd., Allanasons Ltd., Fidani Chocolatiers and Hadhari Agro Holdings Sdn. Bhd.



Figure 14 Malaysia's celebrity chef, Chef Zaidah prepared a delicious cuisine at a cooking demonstration during the event using ingredients from the exhibitors. The cooking demonstration was held daily from May 7th to 11th.



Figure 15 Local singer, Ning Baizura didn't want to miss the opportunity to visit MIHAS 2008 and show her support for the halal industry. She was assisting the celebrity chefs to give out food samples to the visitors before proceeding to visit other booths.



Figure 16 The Chairman of World Islamic Economic Forum, YBhg Tun Musa Hitam sampling a product offered by Mr. Afzal Aziz from Allanasons Limited from India. Looking on is MIHAS CEO, En. Shukri Abdullah.



Figure 17 Prime Minister, YAB Dato' Seri Abdullah Haji Ahmad Badawi delivering his speech at the Opening Ceremony of MIHAS 2008.



Figure 18 MIHAS 2008 was bustling with visitors who came to see the selections of halal products and services showcased. The crowds were larger on May 10th and 11th when the exhibition was open to the public.

See you at  
**MIHAS 2009**

**6 - 10 May**

**Matrade Exhibition & Convention Center  
Kuala Lumpur, Malaysia**

**[www.halal.com.my](http://www.halal.com.my)**

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