



**MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
(MATRADE)**

No. 76, 20th Floor, Buyukdere Caddesi, Maya Akar Centre Plaza
34394 Esentepe, Istanbul
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Email: istanbul@matrade.gov.my , Website: www.matrade.gov.my

Dear Sir/Madam,

**Invitation to Meet Malaysian Manufacturers and Exporters in Conjunction
with the 16th Malaysia International Halal Showcase (MIHAS 2019)**

Malaysia External Trade Development Corporation (MATRADE), the National Export Promotion Agency of Malaysia, will organize the 16th Edition of Malaysia International Halal Showcase (MIHAS 2019) at Malaysia International Trade and Exhibition Centre [MITEC], Kuala Lumpur, Malaysia from 3rd to 6th April 2019. As the world premier halal industry event, MIHAS will serve as a platform to experience and source Malaysia's well known Halal products and services.

2. This 16th edition of MIHAS will showcase exhibitors from more than 30 countries with products and services ranging from:

- a) **Halal Consumables** (Agriculture Produce, Processed and Ready-to-Eat Products, Chocolate & Dairy Products, Confectionery, Poultry & Seafood Products, Beverages, Food Chemicals, Emulsifiers & Ingredients, Additives, Herbal Products, Food Technology);
- b) **Non-Food Halal Products** (Perfumery, Toiletries, Cosmetics, Household Detergent);
- c) **Halal Pharmaceuticals** (Age-based Nutrition, Antioxidants, Medicine, Vaccine, Vitamins, Fortified Food & Beverage, Health Supplements);
- d) **Halal Certified Premises** (Hotels & Restaurants, Catering Services, Food Packaging & Machinery, Logistics, Warehousing); and
- e) **Islamic Finance, Investment, Banking & Takaful** (Commercial Banks, Electronic Banking, Islamic Financial Institutions and Consultants, Islamic Unit Trust, Islamic Capital Markets, Takaful (Insurance) and Hibah (Wills)).

3. In conjunction with MIHAS 2019, MATRADE is please to invite your company to participate in a **pre-arranged, One-to-One Business Meeting Session on Tuesday, 2nd April 2019**.

4. Selected Foreign Buyers are entitled for **complimentary accommodation (up to 4 days 3 nights, 1st to 4th April 2019) and transport (hotel to business meeting and exhibition venues only)**.

5. To maximize your experience, Buyers are advised to arrive Kuala Lumpur on **1st April 2019** and depart **4th April 2019**. You may continue for additional stay at



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your own cost and are encouraged to follow-up with Malaysian companies (factory visit).

6. Interested Buyer should contact MATRADE office and submit the completed **Registration Form** with **clear description on the interested products/services** before **13 February 2019**.

7. For additional information, please log on to www.mihis.com.my or contact **Mr. Eyüp Ulusoy** of **MATRADE Turkey** at Tel: **(+90 212) 217 80 03** or email: istanbul.eyup@matrade.gov.my. Attached are the Registration Form, Tentative Programme and Products / Services Code for your reference.

We look forward to meeting you in MIHAS 2019. Thank you.

Yours sincerely,

ROSMIZAH MAT JUSOH
DIRECTOR
MATRADE TURKEY