

MALAYSIA حلال HALAL EXPO

1 ▶ 3 SEPTEMBER 2023

**MINES INTERNATIONAL EXHIBITION
& CONVENTION CENTRE (MIECC)**

12PM - 12AM

***Empowering Local
for Global Sustainability***



ORGANIZED BY



AFFILIATE ORGANIZER



DEWAN
PERDAGANGAN
ISLAM MALAYSIA

EVENT MANAGER



VENUE PARTNER



EVENT OVERVIEW



The global halal food market size grew from \$1,300.75 billion in 2022 to \$1,501.5 billion in 2023. The market can be segmented into six categories: primary meat, processed food and beverages, pharmaceuticals, cosmetics, personal care, and other halal products (tourism, Islamic finance, etc). The need for halal assurance is more relevant since the observation of halal is becoming more challenging and complicated in line with the advancement of food technology.

Malaysia's population of 19 million Muslims is driving demand for Halal products and Malaysia has been globally recognised and viewed by other countries as a leading nation in the global halal trade. While the growth of the halal market will primarily be driven by the increasing demand from Muslim, there is also a rising demand from non-Muslim consumers. Non-Muslim consumers are beginning to realise the importance of halal certification for their products as part of the trend of healthy eating and safe to consume compared to non-halal products.

Themed “**Empowering Local for Global Sustainability**”, **Malaysia Halal Expo (MHE)** focuses on the domestic halal market growth, providing a platform for local halal producers from wide categories to promote their businesses locally, aiming to go global. **MHE** will be a launch pad to access the global Halal market and with its close proximity to oversea Muslim markets such as Indonesia and the Middle East, offering strong export opportunities.

With over 300 exhibiting booths, **MHE** promises a vibrant atmosphere for the consumers, offering variety of products with good promotion and live entertainment from local artistes to entertain the crowd throughout the 3 days expo.

Malaysia Halal Expo 2023, a city of Halal!

Sources:

<https://www.thebusinessresearchcompany.com/report/halal-food-global-market-report>

<https://www.austrade.gov.au/news/insights/navigating-the-halal-market-in-malaysia>

<https://www.worldbank.org/en/country/malaysia>

EXHIBITOR PROFILE

MALAYSIA
حلال HALAL
EXPO

Malaysia Halal Expo features exhibitor from various halal categories. Items such as pork and its by-products, alcohol, and other intoxicating items are not allowed to be exhibited and are categorized as impermissible or “Haram.”



Food & Drinks



Education



Cosmetics



E-Commerce



Pharmaceutical



Tourism



Fashion



Shariah Compliance



Banking & Finance



Muslim Friendly

RATE CARD



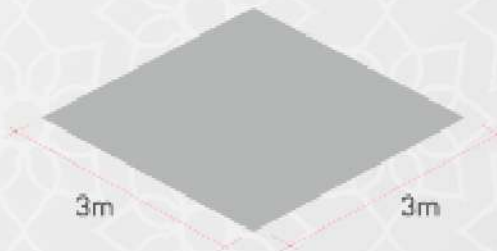
Standard Booth : Shell Scheme (3mx3m) RM3,500 | USD1,000



Side and back wall polygon partition 2.5m height with aluminium profile system
Overhead fascia panel with cut out vinyl sticker company name and stand number.

- 1 x Reception Table
 - 2 x Folding Chair
 - 1 x Dustbin
 - 2 x 40w fluorescent light,
 - 1x 13amp powerpoint
- Needle punch carpet within booth area.

Raw Space (3mx3m) RM3,300 | USD800



Space only, no fixtures, non carpeted



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CONTACT US

Organized By:

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Dato' Khairul Shahril Hamzah, CEO

Event Manager:

Accelerator Resources Sdn. Bhd. (Xcerator)

Judy Tam, Project Director

Booth Sales Enquiries:

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