

**KARADENİZ İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**



Sayı : 35649853-TİM.KİB.GSK.UYG.2025/1148-2615

Giresun, 21/08/2025

Konu : Fuar Duyurusu (MIHAS 2025)

E-POSTA

**KARADENİZ İHRACATÇI BİRLİKLERİ ÜYELERİNE SİRKÜLER
2025/474**

Sayın üyemiz,

Dışişleri Bakanlığının bir yazısına atfen, T.C. Ticaret Bakanlığı İhracat Genel Müdürlüğünden alınan 19/08/2025 tarih 00112619166 sayılı yazıda,

17-20 Eylül 2025 tarihleri arasında Kuala Lumpur'da düzenlenmesi öngörülen 21. Uluslararası Helal Ticaret Fuarı'nın (MIHAS) dünyanın en büyük helal ticaret fuarları arasında yer aldığı, 2024 yılında 66 ülkeden 2.000'in üzerinde katılımcının ve 43.000'den fazla ziyaretçinin fuara iştirak ettiği ve fuarda yaklaşık 1 milyar ABD Doları tutarında satış işlemi gerçekleştirildiği belirtilmekte olup, söz konusu fuara yönelik davetiye ve broşür ilişik bulunmaktadır.

Bilgilerinize sunarız

e-imzalıdır
Sertaç Ş. TORAMANOĞLU
Genel Sekreter

EKLER:

Ek-I: 21. Uluslararası Helal Ticaret Fuarı MIHAS 2025 Broşürü (13 Sayfa)

Ek-II: 21. Uluslararası Helal Ticaret Fuarı MIHAS - Davet Yazısı (2 Sayfa)



17

MIHAS // Overview

#1 Dest
Hala

21 YEARS

Of championing the Halal industry for local and international Halal industry

Knowledge

MIHAS // Overview



INSI



MIHAS // Overview



Opening Ce



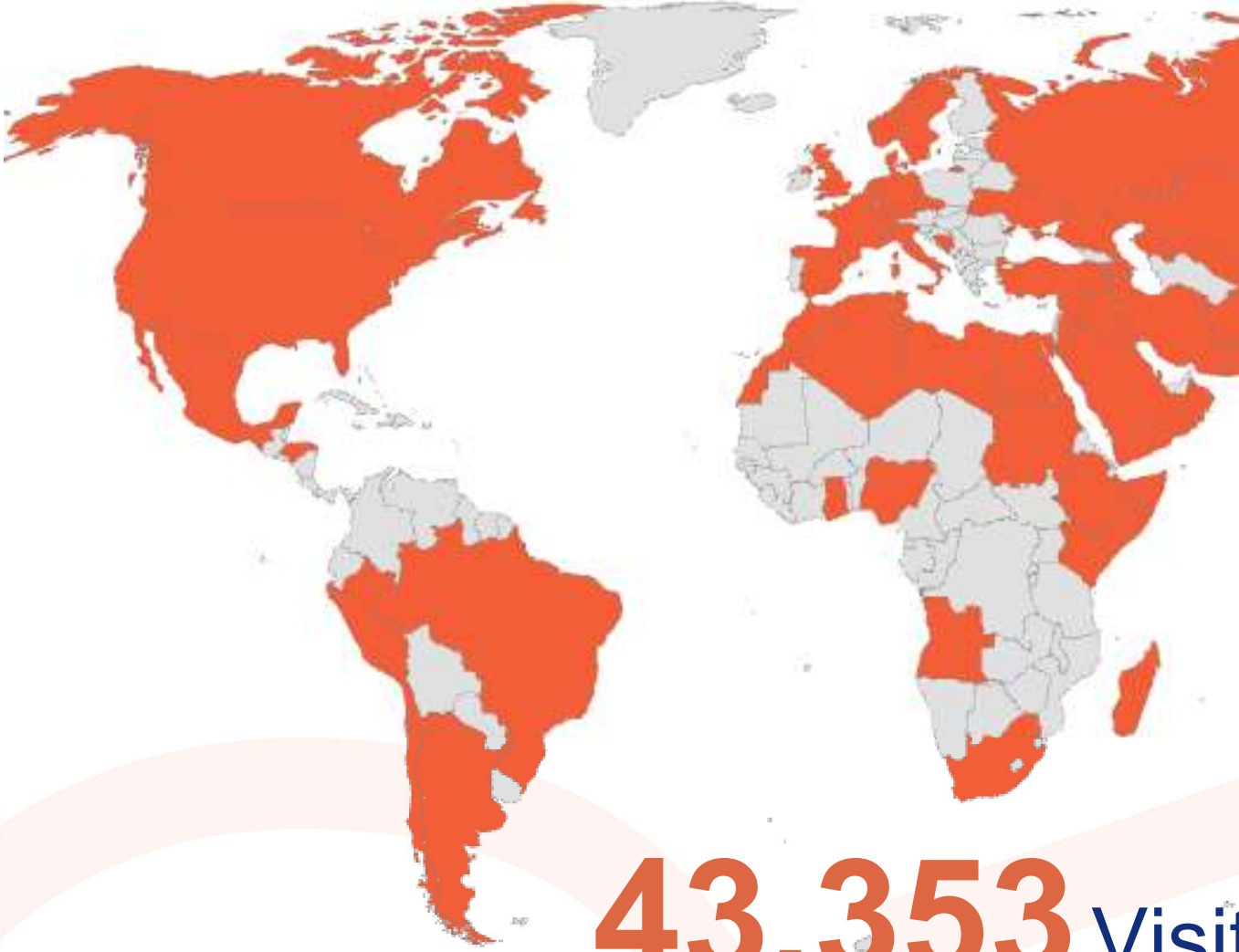
A world map showing the distribution of the genus *Echinops*. The map uses red shading to indicate the range of the genus. The distribution is primarily in the Northern Hemisphere, with significant concentrations in North America (including Canada and the United States), Europe (notably the Iberian Peninsula and the Balkans), North Africa (Libya and Tunisia), and parts of Asia (Iran and the Himalayan region). There are also smaller, isolated populations in South America (Chile) and South Africa. The map is a grayscale outline of the world's continents, with the red shading providing the distributional data.

2,028

Exhibition Booth

from 66 Col

MIHAS 2024 // Visito



43,353 Visits

From
over **90** Countries

MIHAS 2024 // By T

RM4.30

RM1.77

Billion In Sales From
MIHAS Showcase

+

G

MIHAS 2024 // Media

RM21

ATL RM1,700,000



星洲日報

南洋商報

MIHAS Clusters



The World's No.1 Platform for

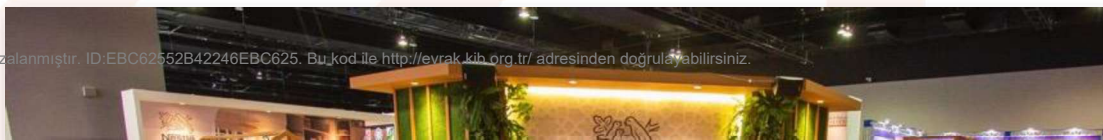
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14 Major Halal Industry Sectors

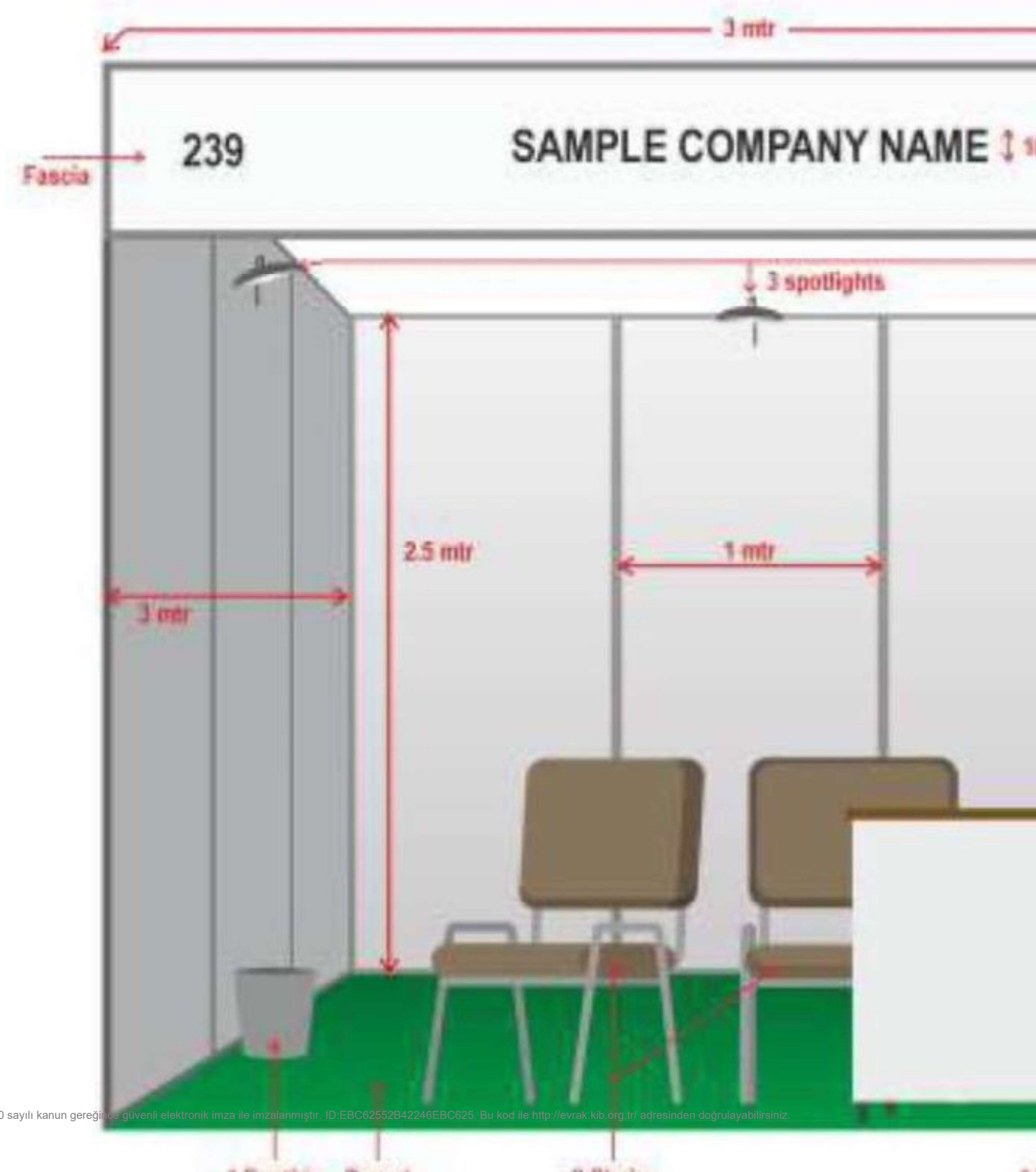
Source for Halal products & services across 14 industry clusters

Widest Variety of Products & Services

This showcase assembles over 1.5 million different types of Halal products and services



BOOK YOUR S



BOOK YOUR S

**For Marketing &
Sponsorship Enquiries**

Azlina Jane Zahri

Director, Sales & Commercial

azlina.jane@qube.com.my

Nurin Aqilah

Assistant Manager, Sales & Commercial

nurin@qube.com.my



Media and Branding

Paul Low

Brand Director

paulow@qube.com.my

SitiHazirah

Corporate Com

Hazirah@qube

Fail Tuan :
Your Ref :

Tarikh :
Date : 15 April 2025

Fail Kami :
Our Ref : MATRADE.600-3/2/247 Jld. 2 (90)

H.E Emir Salim Yüksel

Ambassador of the Republic of Turkiye to Malaysia
Embassy of the Republic of Turkiye
Level 18, Menara Tan & Tan,
207 Jalan Tun Razak,
50400 Kuala Lumpur.

Your Excellency,

INVITATION TO PARTICIPATE IN THE 21st MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS), 17 - 20 SEPTEMBER 2025

Warm greetings from the Malaysia External Trade Development Corporation (MATRADE).

2. It is with great honor that I invite Your Excellency to participate in the 21st Malaysia International Halal Showcase (MIHAS) 2025, taking place at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. MIHAS is the largest Halal exhibition globally and was officially recognised by the Guinness World Records for hosting the highest attendance at a halal event in 2023.

3. The Halal market, valued currently at USD3 trillion, spans across food and beverages, cosmetics, pharmaceuticals, finance, and logistics, presenting vast, untapped opportunities for growth and innovation. This burgeoning industry caters to nearly two billion Muslims worldwide, alongside a growing consumer base seeking quality and ethically produced goods. MIHAS has consistently played a key role in connecting businesses to this thriving market, cementing Malaysia's position as a leading Halal hub.

4. In its 20th edition in 2024, MIHAS attracted over 2,000 exhibitors from 66 nations and attendance of more than 43,000 visitors, generating impressive sales surpassing RM4.30 billion. This establishes MIHAS as not only a Halal marketplace but a catalyst for global Halal industry growth.

National Trade Promotion Agency under the Ministry of Investment, Trade and Industry (MITI), Malaysia



CERTIFIED TO ISO 9001:2015 & CERT. NO.: QMS 03470

5. For MIHAS 2025, MATRADE is enhancing engagements by hosting buyers specifically for international exhibitors through tailored business matching programs. These initiatives will connect exhibitors with relevant industry leaders and potential partners, maximizing business opportunities and fostering valuable relationships.

6. In this regard, I have the honour and pleasure to invite Your Excellency to consider establishing a Turkish country or industry pavilion. The Turkish pavilion would certainly be appreciated by the Government of Malaysia and signify the long-standing bilateral bond between Malaysia and the Republic of Turkiye.

I eagerly anticipate Your Excellency's favorable response and look forward to Turkish country pavilion esteemed presence at MIHAS 2025.

Thank you and kind regards,



(DATUK MOHD MUSTAFA ABDUL AZIZ)

Chief Executive Officer
MATRADE

cc : Mr. Yuhanis Latif
Director
Qube Integrated Malaysia Sdn. Bhd.