



**MALAYSIAN FRIENDSHIP AND TRADE CENTRE, TAIPEI  
(TRADE DIVISION)**

馬來西亞友誼及貿易中心(駐華商務處)

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Website : <http://www.matrade.gov.my>

Our Ref :

Date : MAR 20 2023

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 : 20<sup>th</sup> March – 30<sup>th</sup> November 2023

Platform : Virtual

Deadline to register : 15<sup>th</sup> November 2022

**2.2 Physical INSP MIHAS 2022**

Date : 10<sup>th</sup> -13<sup>th</sup> September 2023

Venue : Menara MATRADE, Kuala Lumpur

Deadline to register : 31<sup>st</sup> 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. 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 Halal suppliers and producers.



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4. This year's INSP MIHAS edition is promoting products and services ranging from:
- Halal Consumables (Agriculture Produce, Halal Certified Processed and Ready-to-Eat Products, Chocolate & Dairy Products, Confectionery, Poultry & Seafood Products, Beverages, Emulsifiers & Ingredients, Additives, Herbal Products);
  - 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 Buyer should contact MATRADE worldwide offices and submit the completed **Registration Form** with **clear description on the interested products/services** before **17 July 2023 for virtual INSP MIHAS** and **19 May 2023 for physical INSP MIHAS**.
7. For additional information, please log on to **[www.mihis.com.my](http://www.mihis.com.my)** or contact MATRADE Taipei at Tel: 02 2545 2260.

Contacts

- Madam Aninawati Saleh, ext. 10, [aninawati@matrade.gov.my](mailto:aninawati@matrade.gov.my)
- Ms. Wendy Huang, ext. 11, [taipei.wendy@matrade.gov.my](mailto:taipei.wendy@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.

Yours sincerely,

  
Aninawati Saleh (Ms.)  
Director of Trade  
MATRADE Taipei

