

# MIHAS 2020 to promote the values of sustainability among halal-based businesses

Wednesday, 20<sup>th</sup> November 2019

  
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SOURCE : Halal-Welt



**MATRADE's Chief Executive Officer Dato' Wan Latiff Wan Musa. (Photo: Mihas)**

World's largest halal trade fair MIHAS 2020, is set to host Malaysian and global Halal-based businesses at its 17th edition from 1 to 4 April 2020. In this edition, MIHAS will be facilitating the promotion of sustainability practices among Halal-based industry players.

Themed as "Expand Your Halal Horizon", MIHAS 2020 will gather around 1,260 businesses – both Malaysian and international companies from ASEAN, North East Asia, Central Asia, Middle East, Africa and Americas . In addition, the event is expecting over 35,000 visitors from 90 countries. The congregation is set to be MIHAS largest yet since its inception in 2004.

Participants of MIHAS will include Halal-certified and trade-ready companies, buyers, leading brands, manufacturers, distributors, and suppliers. Organised by Malaysia External Trade Development Corporation (MATRADE), MIHAS 2020 will showcase the strengths of various sectors in Halal namely Food & Beverages, Food Technology Manufacturing, Pharmaceutical, Cosmetics, Logistics, Tourism, Islamic Finance, Digital and Franchise.

According to MATRADE's Chief Executive Officer Dato' Wan Latiff Wan Musa, 2020 will be a significant year for Malaysia as it operationalises various plans to drive Malaysia's sustainability agenda. "Sustainability promotes responsible businesses and good practices that emphasise responsibilities towards the environment, social and governance. This is very much in line with United Nations' Sustainable Development Goals or the SDGs. Halal and sustainability when practiced together will lead to the Halalan Toyyiban lifestyle and we need to articulate this to the world through MIHAS," Wan Latiff said.

## Business matching platform

"For example, Halal gives guidelines on the production, processing and handling of products. At the core of the guidelines there is a strong emphasis on being environmentally friendly, well-being of the living, fair and just business practices as well as ethics too. These are what make Halal and sustainability a perfect match for businesses to strengthen their value proposition when selling to the world, while at the same time protecting the world and society. This will definitely give exporters a long-term strategic advantage," Wan Latiff explained.

Apart from the showcase of Halal products and services at the exhibition, MIHAS will also feature a highly effective business matching platform called International Sourcing Programme (INSP) that has, since 2005, recorded over RM17.2 billion in cumulative trade for its participants.

Other than that, MIHAS 2020 will offer quality networking and learning opportunities through spacious and improved experiential zones and industry-renowned fora as well as talks by experts from various Halal industries.

Last year's MIHAS saw the introduction of the Modest Fashion Cluster – where a total of 48 companies and associations were highlighted.

## Malaysia: global halal hub

"MIHAS 2020 will further strengthen Malaysia's position as a global halal hub and put forward the economic values of Halal for the world. The prospects for Halal-based businesses continue to be strong. In terms of projections of export for halal products for 2020, the export of halal products this year is expected to grow around 5 per cent," Wan Latiff added.

Based on DinarStandard's (State of the Global Islamic Economy Report 2019/20), the global Islamic economy in 2018 was worth USD4.74 trillion and is expected to grow to USD6.66 trillion in 2024. In that report, Malaysia once again leads the Global Islamic Economy Indicator (GIEI), reflecting a robust Islamic Economy ecosystem, with Malaysia leading the pack in pioneering the growth of the Islamic economy in various sectors," Wan Latiff.

MIHAS 2020 will be held from 1 to 4 April 2020 at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia. Returning and new exhibitors as well as visitors can register in MIHAS 2020 at [www.mihasc.com.my](http://www.mihasc.com.my).

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When it comes to serving Halal markets, there is no getting around MIHAS. It is simply the world's most comprehensive showcase of Halal products and services. With more than 30,000 trade visitors flocking into the MIHAS 2019, it had resulted in total immediate and negotiated trade value of over RM1.6 billion.

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