



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

馬來西亞友誼及貿易中心(駐華商務處)

10F-D, 167, DUN HUA N. RD., TAIPEI 105, TAIWAN.
105 台北市敦化北路 167 號 10 樓 D 室

TEL : 886 2 2545 2260

FAX : 886 2 2718 1877

E-mail : taipei@matrade.gov.my

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

Our Ref :

Date : APR -1 2022

Dear Sir/Madam,

Invitation to Business Meeting with Malaysia Manufacturers, Exporters and Service Providers in Conjunction with the 18th Malaysia International Halal Showcase (MIHAS 2022)

Malaysia External Trade Development Corporation (MATRADE), the National Export Promotion Agency of Malaysia, is organizing the International Sourcing Program (INSP) MIHAS in conjunction with the 18th Malaysia International Halal Showcase (MIHAS) 2022.

2. This year, the pre-arranged one-to-one Business Meeting 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 2022

Date : 9 May – 31 August 2022

Platform : Virtual

Deadline to register : 31 May 2022

(Any submission received after the deadline is subjected to INSP Secretariat 's further consideration and approval)

2.2 Physical INSP MIHAS 2022

Date : 5 – 8 September 2022

Venue : Menara MATRADE, Kuala Lumpur

Deadline to register : 24 June 2022

MATRADE will reimburse the cost of accommodation (4 days and 3 nights) at designated hotel, 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 for Physical INSP MIHAS 2022.

3. MATRADE strongly encourage importers to take advantage of this year's physical program to create and secure more business opportunities with quality Malaysian Halal suppliers and producers.



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4. This year 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; and
 - Islamic Arts.

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 **31 May 2022 for virtual INSP MIHAS** and **24 June 2022 for physical INSP MIHAS**.


7. For additional information, please log on to www.mihias.com.my or contact MATRADE Taipei at Tel: 02 2545 2260.

Contacts

- Madam Saudah Mat Isa, ext. 10, saudah@matrade.gov.my
- Ms. Wendy Huang, ext. 11, 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 2022. Thank you.

Yours sincerely,


Saudah Mat Isa (Ms.)
Director of Trade
MATRADE Taipei

