

Frequent Asked Questions on MIHAS

1. How long is the virtual exhibition?

- *The virtual exhibition will be for approximately three months from 9 September to 30 November 2021. Any changes will be updated accordingly.*

2. How much is the exhibitor fee for virtual exhibition?

- *For exhibitor recruited by MATRADE TC office, they will receive a special rate of USD300.00 per virtual booth. As the virtual exhibition is for three months, it will be USD100.00 per month to exhibit in MIHAS.*

3. For virtual booth, what features are included in MATRADE package of USD 300.

There are five templates of booth that the exhibitor can choose and customize. The features that will be included as follows;

- *Quick access info points*
- *Special booth design with ready-made template or custom design*
- *Meeting scheduler*
- *Business matching module*
- *Digital brochure*
- *Placement product and services storage for photos and videos*
- *Fully customisable exhibitor dashboard*

4. Does the exhibitor need a halal certification by JAKIM or a certification body recognize by JAKIM?

- *Potential exhibitor does not need to be certified by JAKIM or Foreign Certification Bodies recognized by JAKIM. Halal certificate from local Halal certification body would suffice.*

5. What products among the 12 halal cluster must have Halal certification for participation in MIHAS?

1. *Food & Beverages*
2. *Pharmaceuticals*
3. *Cosmetics & Personal Care*

6. Does seafood products require Halal certificate for participation?

- *Yes, it is required including chilled/frozen seafood*

7. What food product exempted from halal certification?

- *Agriculture produce*
- *Spices*

8. Can Foreign Halal certification body exhibit in MIHAS?

- *Yes, they will be placed under the services & enabler cluster.*

9. Must the Halal Certification Body need to be recognize by the local government?

- *No, as long as it is recognized by the Muslim community in the country and/or surrounding countries, they can participate as an exhibitor.*
- *The Halal certification body can be a non-governmental organization (NGO) or private entity.*

10. Can International trade association exhibit in MIHAS and promote their members products?

- *Yes, they can exhibit and promote their members product. However if they plan to showcase any particular food & beverages, pharmaceuticals, cosmetics & personal care products, then such companies need to possess local Halal certification.*

11. The importation of halal meat, food & goods into Malaysia

- *All meat and meat based products (including poultry) intended to be imported into Malaysia must be halal certified by JAKIM or any Foreign Halal Certification Bodies recognized by JAKIM. Also, the plants must be inspected and approved by JAKIM and Department of Veterinary Services (DVS) in adherence to The Malaysian Protocol for Halal Meat and Poultry Productions and MS 1500: 2009.*
- *All imported foods and goods marketed in Malaysia shall not be described as halal unless the imported foods and goods comply with the requirements or certified as halal by JAKIM or Foreign Halal Certification Body recognised by JAKIM.*
- *The importer or manufacturer of the food and goods which have been certified as halal by the foreign halal certification body recognized by JAKIM shall mark on the said food and goods, the name of the said certification body.*
- *The list of foreign halal certification body recognised by JAKIM can be referred at <http://www.halal.gov.my/v4/ckfinder/userfiles/files/cb2/CB%20LIST%201ST%20DEC%202020.pdf> The list is updated regularly which can be viewed from www.halal.gov.my.*

12. How to register as an exhibitor for MIHAS 2021?

- *Registration can be made through MIHAS Secretariat or by filling up the online form at https://www.mihhas.com.my/exhibitor_enquiry_form.php or contact +603-62037032 / enquiry@mihhas.com.my. For exhibitors to enjoy the MATRADE TC special discount, please notify MIHAS Secretariat/ QUBE which office did they engaged with.*

13. Can TC directly appoint media for promotion & advertising of MIHAS?

- *No, appointment of media promotion & advertising of MIHAS has to go through Procurement process. Approval from the Procurement Unit is needed for this purpose according to the normal procedure as highlighted in Buku Hijau. If it is a niche media with a specific target group eg. IFANCA in the USA and/or direct with the publication/ media channel, application to Procurement Unit still need to be submitted and TC need to include the justification of selection and quotation from the company. It will take three working days for procurement to process the application.*