

# WORLD HALAL SUMMIT

1-4 April 2015

Kuala Lumpur Convention Centre  
KLCC, MALAYSIA



## WORLD HALAL SUMMIT 2015

### A PLATFORM WITH INFLUENTIAL DIFFERENCE

The **World Halal Summit (WHS)** is an annual international exposition experience to be hosted by the Ministry of International Trade and Industry of Malaysia (MITI) and jointly organised by the Malaysia External Trade Development Corporation (MATRADE), Halal Industry Development Corporation (HDC) and Department of Islamic Development Malaysia (JAKIM). The real players from the global Halal arena will congregate at the state-of-the-art Kuala Lumpur Convention Centre, situated in the heart of Kuala Lumpur, Malaysia for the World Halal Summit – the go-to Halal event not to be missed by all industry stakeholders, and champions.

**WHS 2015 is content-packed — comprising of the successfully renowned trade fair, the Malaysia International Halal Showcase (MIHAS), and six (6) closed-door and subject-focused international conferences and forums for a targeted audience of only industry experts and thought leaders. WHS will be the nexus for the global Halal industry. It is an all-round experience to be treasured, with transformational knowledge and new ideas to be gained while harnessing business relations within the wider WHS network.**

The theme, **'Energising the Halal Ecosystem'**, has been chosen especially to reflect the world's steadfast mission in exploring and identifying the untapped potential when the best minds are brought together to exchange and share Halal-related knowledge and findings, connect and explore common terms, and unite Halal certification bodies in exhilarating the development of the Halal industry and market globally.

WHS 2015 enables the right organisations from various countries to network and market innovative Halal products and services while promoting greater trade and investment opportunities.

Co-organised and managed by Shapers Malaysia Sdn Bhd — the founder and manager of two (2) significant events that have been igniting the Halal market since 2004, i.e. MIHAS and Halal Fiesta Malaysia (HALFEST) — their collective experience in Halal-focused events, worldwide network, and professional expertise will provide the vital strength that is essential in organising and managing the inaugural World Halal Summit (WHS) in 2015. Coupled with full support of the Malaysian Government, this combined synergy will make WHS 2015 the global signature event that will influence the progress of the global Halal industry.



Reserve your place at the front row of the **WORLD HALAL SUMMIT 2015** today!

Hosted by:



Ministry of International Trade & Industry

Jointly Organised by:



Malaysia External Trade Development Corporation



Halal Industry Development Corporation



Department of Islamic Development Malaysia

Strategic Partner:



International Islamic University of Malaysia (IIUM)

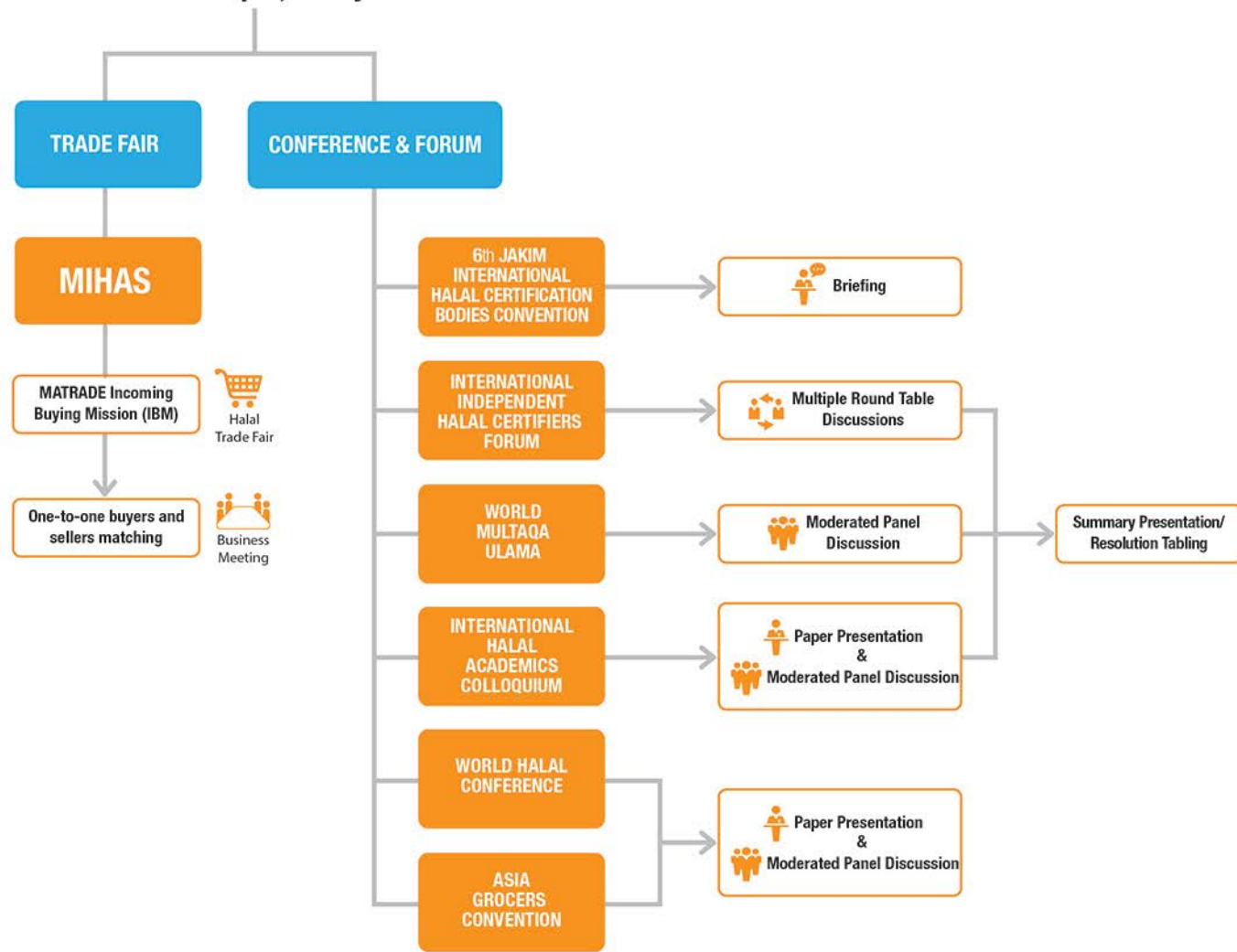
Co-organised and Managed by:



Shapers Malaysia Sdn. Bhd.

# WORLD HALAL SUMMIT 2015

Kuala Lumpur, Malaysia



Every aspect of Halal development is important. Essentially, the WHS structure will ensure better focus and concerted efforts in delivering its results, which will undeniably create a momentum to accelerate the growth of the Halal industry. The forums will be independent of agenda other than to strike mutual cooperation, collaboration and brotherhood through trade and dialogues.

# WORLD HALAL SUMMIT 2015



## EVENT SCHEDULE

EVENT	Monday 30 March 2015	Tuesday 31 March 2015	Wednesday 1 April 2015	Thursday 2 April 2015	Friday 3 April 2015	Saturday 4 April 2015
1. Malaysia International Halal Showcase (MIHAS)			1 - 4 April 2015 KLCC			
2. MATRADE Incoming Buying Mission (IBM)		31 March - 1 April 2015 Menara Matrade				
3. 6th JAKIM International Halal Certification Bodies Convention	30 - 31 March 2015 KLCC					
4. World Halal Conference (WHC)			1 - 2 April 2015 KLCC			
5. International Independent Halal Certifiers Forum (IHC)			1 - 3 April 2015 KLCC		Summary Presentation/ Resolution Tabling	Participants Networking Session
6. World Multaqa Ulama (WU)		Tour to International Islamic University Malaysia (IIUM)	1 - 3 April 2015 KLCC			
7. International Halal Academics Colloquium (IHAC)			1 - 3 April 2015 KLCC			
8. Asia Grocers Convention (AGC)			1 - 2 April 2015 KLCC			
<b>Special Events (via Special Invitation only)</b> <ul style="list-style-type: none"> <li>Incoming Buying Mission for MIHAS on 31 March - 1 April 2015</li> <li>Cocktail Reception / Conference Registration on 31 March 2015</li> <li>Official Opening Ceremony on 1 April 2015</li> <li>Resolution Tabling for all conferences on 3 April 2015 (except AGC and WHC)</li> <li>WHS 2015 Gala Dinner on 2 April 2015</li> <li>Special tour for spouse</li> </ul>						

## BE A TRENDSETTER WITHIN THE GLOBAL HALAL MARKET

The world's largest integrated Halal food and beverage trade fair, Malaysia International Halal Showcase (MIHAS), is opening its doors once again to all local and international Halal industry trendsetters with high quality and wholesome products and services for all walks of life regardless of race, religious beliefs and cultures. The 12th edition of MIHAS will be held in the heart of Kuala Lumpur, Malaysia, at the Kuala Lumpur Convention Centre (KLCC) from the 1st to 4th April 2015.

Since the inaugural trade show in 2004, MIHAS has been the go-to Halal event having featured increasing numbers of quality goods and services as well as introducing new opportunities and encouraging successful business partnerships from around the world. MIHAS is the world's one-stop centre for all things Halal, conglomerating 170,000 visitors from 70 countries and 4,000 companies from 48 countries, and generating more than RM9 billion in sales within the past decade. It is only natural that MIHAS is the place where Halal trends are set and shared to the rest of the world.

Reach out to ever-ready buyers, and enhance and expand your businesses through MIHAS 2015.

## EVENT HIGHLIGHTS

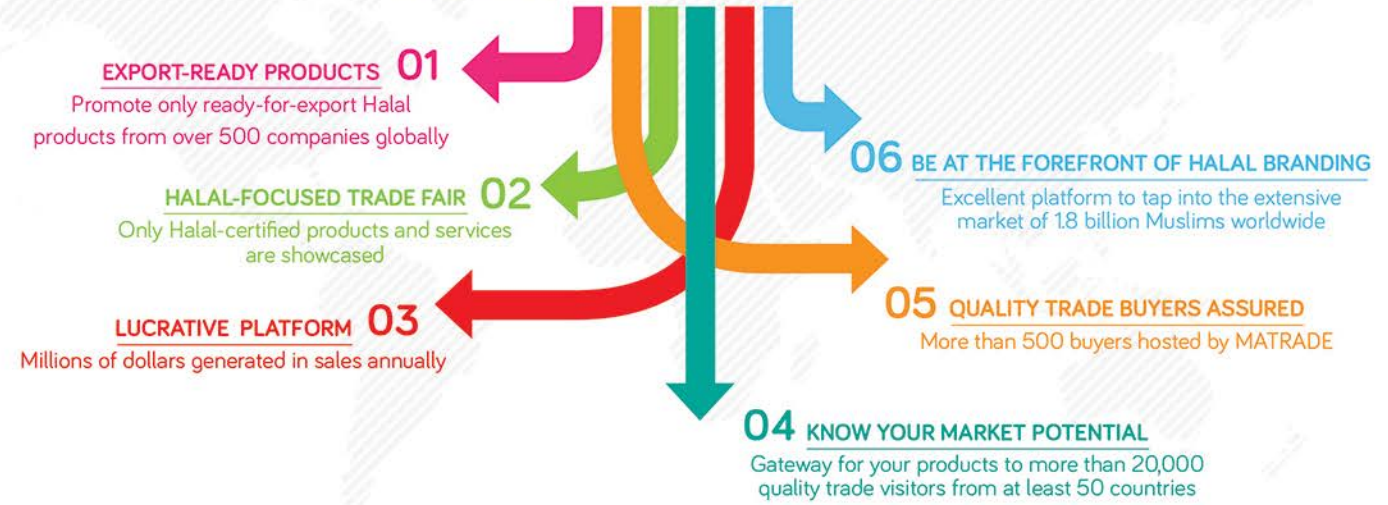
### MATRADE INCOMING BUYING MISSION (IBM)

31st March - 1st April 2015  
MATRADE Exhibition Centre, Menara MATRADE,  
Kuala Lumpur, Malaysia.

The Incoming Buying Mission organised by MATRADE is aimed at providing personal, one-to-one discussion and business negotiation between buyers and sellers. Throughout the years, this business matching session has proven to be the most anticipated event and is the key reason international businesses keep coming back to MIHAS. Annually, MIHAS matches more than 1,000 buyers and sellers worldwide.



## MIHAS, THE SOLUTION TO YOUR BUSINESS EXPANSION



### TOP 10 SALES BY PRODUCT CLUSTER (USD)

1	Beverages	34,678,440.48	6	Seasonings & Spices	8,428,295.74
2	Processed & Ready-to-Eat Products	27,349,285.67	7	Confectioneries	6,320,365.76
3	Frozen Food	15,062,158.36	8	Preserved Fruits & Vegetables	5,496,577.61
4	Toiletries & Body Care	14,378,622.90	9	Raw Food Materials	4,411,638.95
5	Financial Products & Services	10,629,613.44	10	Snacks	4,331,778.74

### SALES GENERATED IN 2014

USD 291.4 MILLION

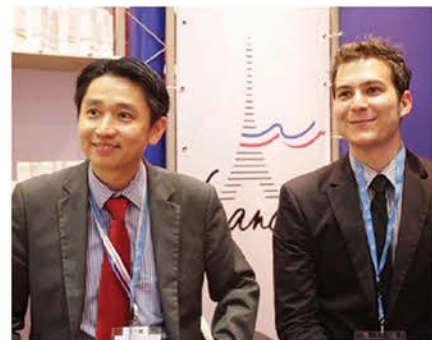
Exhibition  
USD 147.5  
MILLION

Business  
Matching  
USD 143.9  
MILLION

- 82.9% exhibitors agree that MIHAS provides export opportunities
- 71.3% exhibits to introduce their products to the market
- 64.7% participates to assess market potential
- 43.2% exhibitors were foreign companies and organisations
- 63.1% visitors were trade and business professionals

"MIHAS provide a profitable platform for the global business communities to showcase their Halal products and services and opportunity for global trade networking ... an important Halal event and a focal point for traders, entrepreneurs and manufacturers to interface and network with industry experts, regulating bodies and trade development agencies. I would like to congratulate MATRADE, the trade agency under MITI and its strategic partners for their untiring efforts in making MIHAS a successful world class Halal event."

**YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry Malaysia (MITI)**



We are very happy at MIHAS and we had three companies with good products from the personal care industry, tourism industry and manufacturing industry. Malaysia is well known as a Muslim country. The JAKIM label and certification is very important for us when choosing products. We also made use of this platform (MIHAS) to introduce our products to other participants.

**Kevin and Roman - France Pavilion, FRANCE**

To promote our products in food industry, I think MIHAS was a very good event and well organised for all the participants. It's also a good meeting place for business buyers and sellers.

**Abdul Rahman Marabaya - Halal International Chamber of Commerce and Industries of the Philippines, Inc**



"MIHAS has become the platform for us to expand our business to foreign countries."

**Faris Hamizi - Project Manager  
Hijrah Water Sdn Bhd**



"With more than 20,000 visitors, we believe that MIHAS is truly a great platform to promote your Halal products and services. It is also a great avenue for meeting and networking with other global businesses from different parts of the world. With positive response at MIHAS 2014, we look forward to participating again next year!"

**Feras Abalkhail - Saudi Export  
Development Authority (SEDA)**



## BOOTH SPECIFICATIONS AND SPACE RENTAL

**Standard Shell Scheme Booth: 3m x 3m (minimum 9sq.m)**

Cost: USD2,500.00 per booth

### Booth includes:

- 2.5m partition, complete with white laminated panel with aluminium frame,
- 300mm fascia board with cut-out sticker of company name,
- Two (2) units of 40W fluorescent light,
- Two (2) units of folding chair,
- One (1) reception table,
- One (1) power outlet (13Amp/230V),
- Needle punched carpet, and
- One (1) unit of wastepaper basket.

**Bare Space (minimum 18 sq.m)**

Cost: USD275.00 per sq.m

### Bare space is the rental of space only

Exhibitors are allowed to creatively design their own booths and stand fittings. Specially-constructed booth design will certainly help make you stand out from the crowd and provide the necessary edge you need! **Contact WHS Secretariat to construct your booth.**

### Closing date

Contract form and full payment must be received by 14th February 2015.

*\*Please book and make full payment by 13th February 2015 to avoid disappointment.*

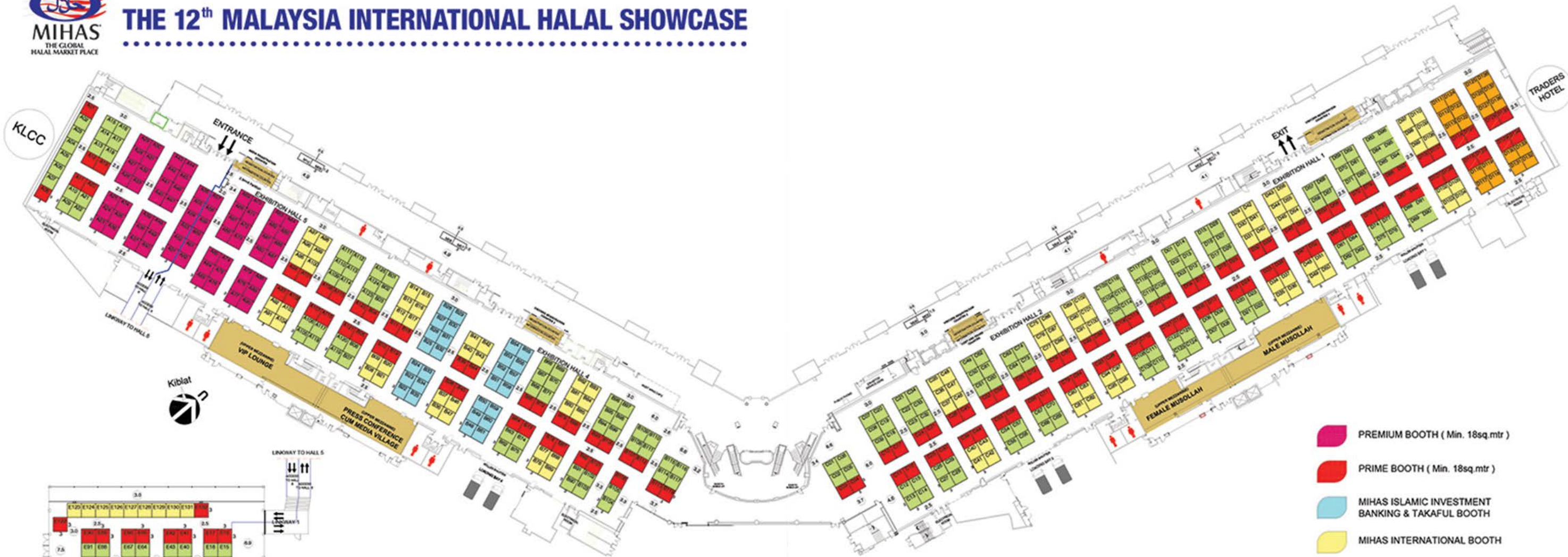
### Booth location and selection system

Select your booth online at [www.halal.com.my](http://www.halal.com.my). Selection of booth is on a first full payment received basis and is at the discretion of the organisers. Booking will not be confirmed until full payment is made. The organisers have the right to release any booking after 28 days if payment is not made, subject to the deadline.

### PAYMENT DETAILS

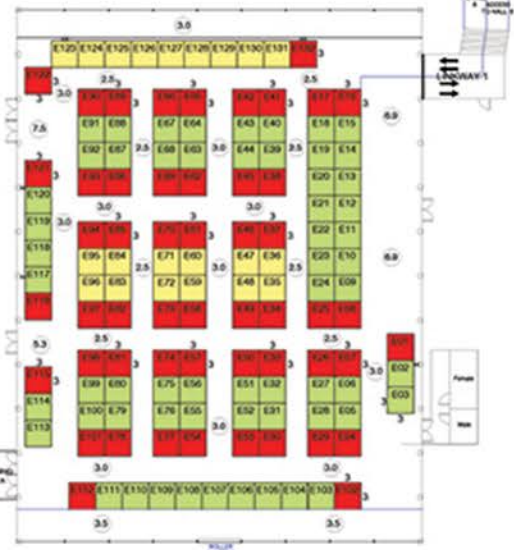
Crossed cheque payable to : **MIHAS TIJARI SDN BHD**  
Bank Details : **CIMB Bank Berhad**  
15, Jalan Solaris, Solaris Mont Kiara  
50480 Kuala Lumpur  
Account No. : **8600324196**  
Swift Code : **CIBBMYKL**  
A copy of bank-in slip must be faxed to +603 6203 4422 as proof of payment.

*\*Price quoted in USD does not include bank charges. Bank charges and differences in currency fluctuation should be borne by the exhibitor.*



KLCC

TRADERS HOTEL



- PREMIUM BOOTH ( Min. 18sq.mtr )
- PRIME BOOTH ( Min. 18sq.mtr )
- MIHAS ISLAMIC INVESTMENT BANKING & TAKAFUL BOOTH
- MIHAS INTERNATIONAL BOOTH
- MIHAS EXPORTERS BOOTH
- FOOD PACKAGING, MACHINERY & SERVICES

**BOOTH SIZE - 3m x 3m ( 9sq.mtr @ Booth )**  
**TOTAL BOOTH - 643 BOOTHS**  
**TOTAL GROSS AREA - 12,310 sq.mtr**

*Important Note:*  
 \*All intended exhibitors must have a valid Halal certificate. Exhibitors originating from Islamic-majority countries without a Halal certification must process a Statutory Declaration conforming that the products are in fact Halal according to Syariah.

**PRODUCTS SHOWCASED**  
**Halal Consumables**  
 Halal certified processes and ready-to-eat products, canned food dairy products, grocery products, seafood, meat & poultry, confectionery, biscuits, pastries, snacks & candies, grains & nuts, preserved fruits & vegetable products; health supplements, food chemicals & additives; emulsifiers & ingredients; pharmaceuticals & herbal products.

**Non-Food Products**  
 Perfumery, toiletries, cosmetics, personal & body care products

**SERVICES SHOWCASED**  
**Halal Certified Premises**  
 Abattoirs, hotels & restaurants, catering services.

**Islamic Investment, Banking and Takaful**  
 Islamic financial institutions & consultants, Islamic banking, Islamic unit trust, Islamic capital markets, Takaful (Insurance), Hibah (wills)

**Government Agencies & Associates**  
 Government agencies, Islamic development bodies, Halal certification and agencies, food research development centres, trade development agencies, Halal parks.



## WHS 2015 CONFERENCES AND FORUMS



### ABOUT THE FORUMS

**The World Halal Summit (WHS) 2015** is designed to be the transformed dynamics of the previous Malaysia Halal Week, which comprised of renowned events such as the **Malaysia International Halal Showcase (MIHAS)**, the **World Halal Research Summit** and other Halal forums. The all-new WHS 2015 will replace the Halal Week structure to position all Halal-related events under its umbrella, hence offering all participants more streamlined and focused programmes.






The objective behind the coalescence of both the trade fair and conferences under one entity is to harmonise and integrate all coordination efforts in the development and promotion of the global Halal industry.

WHS 2015 will feature the successful annual Halal trade fair, MIHAS – with over 500 Halal businesses showcasing their export-ready products from more than 30 countries – and a series of six (6) concurrent international Halal conferences, forums and round table meetings, all under one roof. The conferences are subdivided to ensure better focused and result-oriented sessions, benefiting participants and stakeholders worldwide.

# WHS 2015 CONFERENCES AND FORUMS

## THE CONFERENCES AND FORUMS:

<p><b>6th JAKIM INTERNATIONAL HALAL CERTIFICATION BODIES CONVENTION</b></p>	<p>This closed-door event is a gathering of all JAKIM-recognised Halal certification bodies (CBs) from around the world. The convention is meant to strengthen cordial relationship between JAKIM and all its recognised Halal CBs, and exchange opinions on Halal certification issues based on the Malaysian Halal Standard and its experience. Participants will receive current updates on the Malaysian Halal Standard, protocol and procedures to ensure comprehensive understanding for implementation back home.</p>
<p> Briefing</p>	<p><b>Target Audience:</b> Halal CBs recognised by JAKIM  <b>Format:</b> Classroom Setting (max. 250 pax)  <b>Time, Date &amp; Venue:</b> 9am - 5.30pm • 30th - 31st March 2015 • Conference Hall, Level 3, KLCC  <b>Fee:</b> No charges. Participation is by JAKIM's invitation only.</p>
<p><b>WORLD HALAL CONFERENCE 2015 (WHC)</b></p>	<p>World Halal Conference (WHC) 2015 is created with the ultimate aim to lead to the creation of emerging technologies and new frontiers of business opportunities within Halal. This is in line with the Malaysia Government's effort to continuously inspire innovation in the Halal industry as innovation and research within the entire Halal value chain is critical in creating a sustainable Halal industry. The two-day conference focuses on deliberating issues and sharing new advancements in Halal research, innovation and its applications in business. The conference will also feature forum, exhibition and research commercialisation. Participants can look forward to interact and discuss with both local and international subject-matter experts including researchers, academicians, business leaders as well as scholars to exchange ideas on new research findings, emerging technologies, trends, issues and challenges in the global Halal industry.</p>
<p> Paper Presentation  Moderated Panel Discussion</p>	<p><b>Target Audience:</b> Industry players, technocrats and experts, researchers, academicians, manufacturers and the trade, general public, Halal buyers, media, Halal industry stakeholders, government agencies &amp; other relevant stakeholders  <b>Format:</b> Conference, Plenary &amp; Concurrent Sessions, Exhibition  <b>Time, Date &amp; Venue:</b> 9am - 6.00pm • 1st - 2nd April 2015 • Ballroom, Level 3, Kuala Lumpur Convention Centre  <b>Fee:</b> Participation is by HDC's invitation only.</p>
<p><b>INTERNATIONAL INDEPENDENT HALAL CERTIFIERS FORUM (IIHCF)</b></p>	<p>This forum of independent global Halal CBs will brainstorm and address conflicting views and issues on Halal such as stunning, mechanical slaughtering, and genetic modification amongst others, for immediate or deferred resolutions in a multiple round table setting.</p>
<p> Multiple Round Table Discussion</p>	<p><b>Target Audience:</b> Private certification bodies and Islamic bodies.  <b>Format:</b> Classroom Setting (max. 150 pax)  <b>Time, Date &amp; Venue:</b> 9am - 5.30pm • 1st - 3rd April 2015 • Meeting Room, Level 3, KLCC  <b>Fee:</b> USD400 (inclusive of lunch and refreshments)</p>

<p><b>WORLD MULTAQQA ULAMA (WMU)</b></p>	<p>Ulamas, muftis and religious leaders of calibre will convene at this Multaqa to discuss grey areas in Islamic fundamentals and support Halal as a form of dakwah. These religious scholars will lend their insights on Halal topics, while deliberating on challenges faced by Muslims concerning day-to-day affairs and current world issues to elevate the well-being of the Ummah.</p>
<p> Moderated Panel Discussion</p>	<p><b>Target Audience:</b> Eminent muftis, Islamic scholars, leaders, and activists  <b>Format:</b> Theatre Setting (max. 500 pax)  <b>Time, Date &amp; Venue:</b> 9am - 5.30pm • 1st - 3rd April 2015 • Plenary Hall, Level 3, KLCC  <b>Fee:</b> USD400 (inclusive of lunch and refreshments)</p>
<p><b>INTERNATIONAL HALAL ACADEMICS COLLOQUIUM (IHAC)</b></p>	<p>This specifically designed colloquium focuses on education, training modules and roles of the academia for the development of knowledge-based human capital, which is vital for the growth of the Halal industry. The forum is crucial in establishing modules and syllabus to be implemented across interested higher learning institutions in order to breed graduates in this field of study.</p>
<p> Paper Presentation  Moderated Panel Discussion</p>	<p><b>Target Audience:</b> Academics and managers of learning/training institutions  <b>Format:</b> Classroom Setting (max. 120 pax)  <b>Time, Date &amp; Venue:</b> 9am - 5.30pm • 1st - 3rd April 2015 • Meeting Room, Level 3, KLCC  <b>Fee:</b> USD400 (inclusive of lunch and refreshments)</p>
<p><b>ASIA GROCERS CONVENTION (AGC)</b></p>	<p>Targeted for buyers and purchasers from the hypermarket, supermarket and retail industries internationally, the Asia Grocers Convention is a platform for keeping abreast on consumer behaviour and their buying patterns in general.</p>
<p> Paper Presentation  Moderated Panel Discussion</p>	<p><b>Target Audience:</b> Buyers and purchasers within the retail industry  <b>Format:</b> Theatre Setting (max. 500 pax)  <b>Time, Date &amp; Venue:</b> 9am - 5.30pm • 1st - 2nd April 2015 • Plenary Theatre, Level 3, KLCC  <b>Fee:</b> USD400 (inclusive of lunch and refreshments)</p>



# CALL FOR PAPERS



**BE A PART OF THE MOVEMENT THAT WILL SHAPE THE WORLD'S HALAL ARENA**

## Conference Presentation Format

1. The papers should only cover relevant subject matters.
2. **Abstract** must be about 150-200 words in length, and includes title of paper, essential information, main conclusions, and keywords that identify the content of the abstract. The abstract should be typed in 12 point Arial font with 1.5 line spacing.
3. **Extended abstract** should not exceed 1,500 words or about three (A4) pages typed using 12 point Arial font with 1.5 line spacing, and include tables, illustrations and references. The extended abstract will be published in the website and conference proceedings. The deadline for submission of extended abstract will be strictly enforced to ensure timely publication. Abstracts received after the due date will not be included in the proceedings.
4. **Full papers** must not exceed 20 (A4) pages typed using 12 point Arial font with 1.5 line spacing including tables, illustrations and references.
5. Speaker's biography must include academic degrees, professional titles, experience, contact details (i.e. mailing address, phone number, and email address), and recent photograph.
6. All presentation slides must be in PowerPoint or PDF file format.
7. Each speaker's presentation will be for 35 minutes, followed by 10-minute Q&A at the end of the session.
8. Presentations may touch on elementary subjects in ONLY two slides or for three minutes, and is not relevant for case study presentations.

## Benefit for Speakers:

Confirmed speakers will be provided with full hospitality benefits. All speakers will receive two complimentary passes to the conference with access to all sessions and free access to the Business Lounge and two VIP invitations to the Opening Ceremony and Gala Dinner. Speakers' abstracts and biographies will be featured in the conference publication and on the WHS official website.

Please contact us at [whs@halal.org.my](mailto:whs@halal.org.my) if you are interested to become one of our speakers and be a part of this insightful event.

*\*The WHS Secretariat reserves the right to decline submissions for presentation at any of the conferences.*

## Important Deadlines:

- |                                    |                      |
|------------------------------------|----------------------|
| Submission of Abstract & Biography | - 31st January 2015  |
| Submission of Full papers          | - 13th February 2015 |
| Submission of Presentation         | - 6th March 2015     |



# REGISTER WITH US NOW!

## THE WORLD HALAL SUMMIT 1 - 4 APRIL 2015, KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

### PRE-REGISTRATION FORM

Fill up this form for any of our services.

Post it or fax it to: WHS Secretariat,  
Level 8, West Wing, Menara MATRADE, Jalan Khidmat Usaha,  
Off Jalan Duta, 50480 Kuala Lumpur, Malaysia.

Tel : +603 6203 4433  
Fax : +603 6203 4422  
Email : [whs@halal.org.my](mailto:whs@halal.org.my)



#### I AM INTERESTED IN

- |   |   |
|---|---|
| <input type="checkbox"/> Exhibiting at MIHAS 2015     | <input type="checkbox"/> Sponsoring             |
| <input type="checkbox"/> Presenting a paper           | <input type="checkbox"/> Attending a conference |
| <input type="checkbox"/> Advertising in WHS directory |   |

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

#### TYPE OF BUSINESS:

- |  |   |
|--|---|
| <input type="checkbox"/> Manufacturer                | <input type="checkbox"/> Investor                     |
| <input type="checkbox"/> Importer                    | <input type="checkbox"/> Fund Manager                 |
| <input type="checkbox"/> Exporter                    | <input type="checkbox"/> Islamic Banking Institution  |
| <input type="checkbox"/> Distributor                 | <input type="checkbox"/> Financial Service Industry   |
| <input type="checkbox"/> Wholesaler                  | <input type="checkbox"/> Agent                        |
| <input type="checkbox"/> Department Store            | <input type="checkbox"/> Media                        |
| <input type="checkbox"/> Retailer                    | <input type="checkbox"/> Islamic Association          |
| <input type="checkbox"/> Government Institution      | <input type="checkbox"/> Halal Certification Body     |
| <input type="checkbox"/> Embassy                     | <input type="checkbox"/> Professional / Businessman   |
| <input type="checkbox"/> Trade Consulate             | <input type="checkbox"/> Others, please specify _____ |
| <input type="checkbox"/> Trade Association / Chamber |   |
| <input type="checkbox"/> Hotelier & Restaurateur     |   |

#### I AM ATTENDING THE FOLLOWING CONFERENCE(S):

- |   |
|---|
| <input type="checkbox"/> International Independent Halal Certifiers Forum |
| <input type="checkbox"/> World Multaqa Ulama                              |
| <input type="checkbox"/> World Halal Conference                           |
| <input type="checkbox"/> International Halal Academics Colloquium         |
| <input type="checkbox"/> Asia Grocers Convention                          |

\*Fee: USD 400 per pax/conference

#### DETAILS ON PAPER PRESENTATION:

The papers to be submitted by **31st January 2015** must include the following:

1. The paper must cover subject matter relevant to the conference.
2. Abstract: Maximum 200 words; Font type-Arial; Font size-12 point; Line spacing-1.5.
3. Speaker's Biography.
4. Extended Abstract: Maximum 1,500 words; Font type-Arial; Font size-12 point; Line spacing-1.5.
5. Presentation slides must be in PowerPoint or PDF file formats, prepared for 35-minute presentation.

#### I WOULD LIKE YOU TO ARRANGE FOR:

- |   |  |
|---|--|
| <input type="checkbox"/> Air travel to Malaysia                                 | <input type="checkbox"/> Sight seeing & tour in Kuala Lumpur / Malaysia / ASEAN      |
| <input type="checkbox"/> Meet & assist services at KLIA Malaysia                | <input type="checkbox"/> MATRADE MIHAS Business matching services for Halal Products |
| <input type="checkbox"/> Hotel reservation in Kuala Lumpur                      | <input type="checkbox"/> Others, please specify _____                                |
| <input type="checkbox"/> Travelling arrangement from Hotel to exhibition centre |  |

For how many persons \_\_\_\_\_

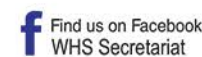
#### I WOULD REQUIRE THE FOLLOWING SERVICE(S):

- |  |   |
|--|---|
| <input type="checkbox"/> Source for Halal Products                                     | <input type="checkbox"/> Setting up Halal businesses and related services in Malaysia |
| <input type="checkbox"/> Visit quality Halal producers in Malaysia                     | <input type="checkbox"/> Manage seminars / exhibitions for products and services      |
| <input type="checkbox"/> Travel to Malaysia to evaluate MIHAS for future participation | <input type="checkbox"/> Others, please specify _____                                 |
| <input type="checkbox"/> Gather market information                                     |   |

#### PAYMENT DETAILS

Crossed cheque payable to : MIHAS TIJARI SDN BHD  
Bank Details : CIMB Bank Berhad  
15, Jalan Solaris, Solaris Mont Kiara  
50480 Kuala Lumpur  
Account No : 8600324196  
Swift Code : CIBBMYKL

A copy of bank-in slip must be faxed to +603 6203 4422 as proof of payment.





## HOST



### MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY MALAYSIA (MITI)

The Ministry of International Trade and Industry Malaysia (MITI) is responsible in the promotion and facilitation of sectors in the country that possess strong growth potential and fundamentals. The ministry is also tasked at safeguarding Malaysia's international trade and investment interests for the economic well-being of the nation.

Since 2007, MITI has been a key partner in developing one of its highly acclaimed programmes called Malaysia International Halal Showcase (MIHAS). The event, through MITI's agency, MATRADE, and the ministry's extensive global network across 40 countries, has become a full-fledged international trading platform for Halal products and services in the region as well as in the global scene.

MIHAS is an embodiment of MITI's continuous support to create a global platform for Halal products and services in Malaysia. As part of the World Halal Summit, the event is a product of private, corporate and government partnership. It is set to open doors to meaningful discussions among industry players in the effort to address the most important challenges and to chart a promising path for the future of the global Halal industry.

## JOINT ORGANISERS



### MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

MATRADE'S mission is to develop and promote Malaysia's exports to the world and is represented worldwide at 44 locations in major commercial cities. In Malaysia, MATRADE has five local branches in Penang, Terengganu, Johor, Sabah, and Sarawak.

MATRADE formulates and implements strategies for export marketing and trade promotion activities to increase Malaysia's exports. MATRADE also conducts market research to create a comprehensive database of information for the development and improvement of Malaysia's trade. Additionally, training programmes are often organised to enhance international marketing skills of Malaysian exporters, and protect Malaysia's international trade interest abroad.

MATRADE provides endorsements and promotional support of International Trade Exhibitions and Conferences held in Malaysia that meets specific criteria, such as MIHAS – the globally renowned annual Halal trade fair.



Halal Industry  
Development Corporation

### HALAL INDUSTRY DEVELOPMENT CORPORATION (HDC)

Established on 18 September 2006, the Halal Industry Development Corporation coordinates the overall development of the Halal industry in Malaysia. Focusing on development of Halal standards, audit and certification, plus capacity building for Halal products and services, HDC promotes participation and facilitates growth of Malaysian companies in the global Halal market.

HDC is Malaysia's response to the momentum now building up worldwide, for better quality products and services as consumers gain confidence in the Halal process. It will provide manufacturers, distributors, retailers, entrepreneurs, researchers and investors all the necessary assistance to penetrate the global Halal market through the adoption of the Malaysian experience and expertise in food and non-food sectors. Alongside its World Halal Research Summit, which was first organised in 2009 (and is now known as the World Halal Conference), HDC has continued to actively contribute and support the organising of other Halal-related events such as MIHAS and the World Halal Week.

## JOINT ORGANISERS



### DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA (JAKIM)

JAKIM is the competent authority in Malaysia stipulated by law for Halal certification. Its functions are to implement the Halal certification system and the owner of the Malaysia Halal logo. Since the amendment of the Trade Description Act in 2011, JAKIM is currently the sole Halal certification body in Malaysia to certify local and exported products, and is also the governing body that monitors and enforces Halal regulations in Malaysia.

JAKIM has been a keen supporter for MIHAS over the years and will continue to support all Malaysian Halal endeavours such as the World Halal Summit in 2015.

## STRATEGIC PARTNER



### INTERNATIONAL ISLAMIC UNIVERSITY OF MALAYSIA (IIUM)

The Halal industry in Malaysia over the past years has developed tremendously. International Islamic University Malaysia (IIUM) in particular is one of the local universities that have established an institute dedicated to support and promote the Halal industry and conducted various activities related to it. Since IIUM is known for its academic and research strength and conducive Islamic environment, it plays an important role in strengthening the research and training component of the Halal industry.

As such, IIUM aims to be a reference centre on Halal industry related matters and generate a pool of specialists in the field of Halal products and syariah compliant services. This includes exposing future leaders to diverse aspect of Halal industry arena through seminars, forums, conferences, workshops, exhibitions and publications. Hence, with this vision it is hoped that IIUM will be able to assist in resolving current and future Halal industry issues within the humanitarian and religious traditions; and therefore benefit the Muslim world.

## CO-ORGANISER AND MANAGER



### SHAPERS MALAYSIA SDN BHD

In 2004, Shapers Malaysia Sdn Bhd (SHAPERS) founded the Malaysia International Halal Showcase (MIHAS), and by the 4th edition, MIHAS succeeded in developing into the world's largest Halal trade fair and Malaysia's largest food and beverage exposition. In 2008, ownership of this iconic Halal event was transferred to the Malaysian Government under the auspices of MATRADE.

Riding on our twelve years of experience actively promoting the Halal industry, SHAPERS organised Halal Fiesta Malaysia (HALFEST) – a Malaysian consumer event boasting more than 600 booths and attracting approximately 80,000 visitors nationwide. As a pioneer promoter of Halal, SHAPERS saw the opportunity to gather all Halal leaders and industry stakeholders under the umbrella of its all-new WORLD HALAL SUMMIT (WHS) scheduled in 2015 to feature MIHAS and seven targeted conferences.

# STAND OUT FROM THE CROWD

## INVITING GUEST COUNTRY AND SPONSORS TO SHARE THE LIMELIGHT

### FEATURE YOUR COUNTRY'S HALAL AGENDA

A country's administration plays an extremely important role for the development and sustainability of the country's Halal industry for both its domestic and international trade. As guest country for the World Halal Summit, the global Halal market will be aware of your country's Halal ventures, agenda, products and services. Talk to us so we can tailor a package suited to your needs!

### BEGIN WITH A SPONSORSHIP COMMITMENT

Invest towards a partnership collaboration with the World Halal Summit (WHS). As an official sponsor of WHS, your organisation is provided with the unique opportunity to expose your products and services to the growing Muslim market. Marketing and maintaining your position at a level that spurs spontaneous interest is key to sustained leadership in the marketplace today. The idea is not only to be remembered but to be appreciated. The hard-selling technique must be coupled with interesting gimmicks or approach that will place you in the limelight.

The WHS 2015 standard of individually designed sponsorship packages will enable your organisation to be associated with a prestigious globally renowned event, allowing your brands to be highly visible at a gathering of international economic movers, top decision-makers, influential ulamas, top government officials, industry captains, and business prospects.

Our track record of successful sponsorship management makes us a perfect extension of your corporate communication division. Talk to us now for a customised package that will position you as you see it fit.



Be a part of this robust and rapidly growing Halal market with the World Halal Summit. Together, we will steer, re-ignite and re-energise the global Halal market!

### POSITION YOUR ORGANISATION TODAY

Write to us now at [whs@halal.org.my](mailto:whs@halal.org.my)

or call us for a chat at

+603 6203 4433



## NOTES

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# Energising the Halal Ecosystem

