

## LETTER HEAD

Dear Sir/Madam,

### **Invitation to Virtual Business Meeting with Malaysia Manufacturers and Exporters in Conjunction with the 17<sup>th</sup> Malaysia International Halal Showcase (MIHAS 2021)**

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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 17<sup>th</sup> Malaysia International Halal Showcase (MIHAS) 2021.

2. This program is a pre-arranged one-to-one Business Meeting slots created between Malaysia exporters and foreign buyers and it will be opened from **1st April until 1st September 2021**. To accommodate the current challenging period of not able to travel abroad, INSP MIHAS 2021 will be organized virtually. This allow bigger numbers of international buyers to participate and meet potential Malaysia suppliers from multiple sectors.

3. MATRADE strongly encourage importers to take advantage of this program as soon as possible to create and secure more business opportunities with quality Malaysian Halal suppliers and producers.

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; and
- Food Technology.

3. Moving forward, MATRADE is very pleased to invite your company to participate in this renowned international program which is offered **complimentary**.

4. Interested Buyer should contact MATRADE worldwide offices and submit the completed **Registration Form** with **clear description on the interested products/services** before **20<sup>th</sup> August 2021**.

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5. For additional information, please log on to [www.mihis.com.my](http://www.mihis.com.my) or contact **Mr. Suwardy Abd Shukor** of **MATRADE Dubai** at Tel: **+971 4 33 55528** or email: [dubai@matrade.gov.my](mailto:dubai@matrade.gov.my). Attached are the Registration Form, and Products / Services Code for your reference.

We look forward to have you joining our MIHAS 2021. Thank you.

Yours sincerely,

**PRODUCTS & SERVICES CODES FOR INSP MIHAS 2021**

Agriculture Produce	
Code	Code Description
AG01	Fruits and Nuts
AG07	Plants and Flowers
A013	Seafood (Fresh & Frozen)
A016	Poultry & Meat (Fresh & Frozen)
AG21	Honey
Apparel, Garments & Accessories	
AP01	Ladies Apparel
AP04	Men's Apparels
AP07	Children Apparels
AP10	Babies Apparels
AP11	Unisex Apparels
AP16	Sportswear
AP19	T-shirts and Singlets
AP32	Safety Wear
AP34	Batik apparels
AP35	Uniforms
AP37	Apparel Accessories
Beverages	
BV01	Juices and Cordials
BV03	Soy
BV04	Coffee, Tea, Cocoa
BV08	Milk
BV10	Carbonated Drinks
BV16	Health Drinks
BV17	Energy Drinks
Pharmaceuticals, Toiletries & Cosmetics	
PT01	Herbal, Traditional Products
PT07	Pharmaceutical raw materials
PT10	Medicines
PT13	Toiletries
PT15	Perfumery
PT16	Cosmetics
PT17	Healthcare Products

Prepared Food	
Code	Code Description
FD01	Cocoa Products
FD04	Coconut Products
FD07	Dairy Products
FD10	Confectionery (Biscuits)
FD13	Confectionery (Chocolates & Candies)
FD15	Cereals
FD16	Snacks
FD19	Ready To Eat Meals
FD22	Bakery Products & Pastries
FD25	Pasta Noodles
FD28	Sauces and Paste
FD31	Spices and Condiments
FD34	Flavouring, Colouring and Fragrances
FD40	Processed Meat, Poultry, Seafood
FD42	Vegetarian Food
FD43	Processed Vegetables and Fruits
FD44	Jam, Jelly and Pudding
FD49	Animal Feeds
FD50	Cooking Oil (Other than Palm Oil)
FD51	Healthy Food (Non GMO, Gluten Free, Organic)
Machinery & Equipments	
MC01	Agricultural Machinery & Equipment
MC10	Food Processing Machinery & Equipment
MC19	Packaging Machinery & Equipment
Packaging & Containers	
PK01	Paper Packaging & Containers
PK10	Plastic Packaging & Containers
PK16	Decorative Packaging & Containers

Palm Oil Products	
Code	Code Description
PM01	Crude Palm Oil
PM02	Palm Kernel Oil
PM04	Refined Palm Oil
PM05	Cooking Oil
PM07	Margarines & Shortening
PM10	Ghee and Vanaspati
PM13	Soap Noodles
PM16	Other Oleo Chemicals
PM19	Palm Stearin
PM22	Palm Oil Based Industrial Product
PM25	Glycerine
PM28	Blended Oil
Franchise	
FC01	Food
FC03	Apparels and Accessories
FC04	Education
FC05	Retailing
FC06	Healthcare
Logistics	
TR05	Storage And Warehousing Services
TR06	Packaging Services
Islamic Financial Services	
FS01	Banking Services
IF01	Shariah Advisory
IF04	Technology Solutions
IF08	Takaful (Insurance)