

**Malaysia Remains Focus Of Global Halal Industry**  
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KUALA LUMPUR, April 2 (Bernama) -- Malaysia remains the focus of the global halal industry going by the 26 nations, including 12 Organisation of Islamic Cooperation (OIC) members, participating at the Malaysia International Halal Showcase (MIHAS 2014).

This is also despite much speculation over Malaysia's economic scenario, post the Flight MH370 airplane tragedy.

The largest gathering of the global halal industry players will be held here from April 9-12 at the Kuala Lumpur Convention Centre (KLCC).

In a statement today, the MIHAS secretariat said Saudi Arabia, Thailand, South Africa, Taiwan and South Korea, are among the participating nations.

Malaysia External Trade Development Corporation (Matrade) Chief Executive Officer Datuk Wong Lai Sum said she is confident that it will be "business as usual" for MIHAS this year, although all concerned are deeply saddened by the MH370 tragedy.

She said over the past 10 years, MIHAS had built a strong brand name both locally and internationally, as the premier sourcing centre for halal products and services.

Meanwhile, the Malaysian Trade Commissioner based in Bangkok, Niqman Rafee said Thailand has the biggest participation at Mihas this year.

"Thailand, with 36 booths, will be represented by a strong delegation of officials and companies," he added.

In 2013, the event played host to over 500 export-ready companies from 30 countries. There were 18,223 trade and business visitors from 65 countries.

MIHAS 2014 projects sales of about RM500 million compared to RM411 million last year, and attributed to a better outlook in the global economy, higher demand for halal products and services, as well as the larger number of booths available this time.

MIHAS offers immense opportunities for exhibitors to establish trade links with the global market, particularly in Asean.

With an Incoming Buying Mission (IBM) at the event, exhibitors can expect to meet international

buyers across the world and conduct one-to-one business meetings.

MIHAS is part of the "World Halal Week" comprising two major events. The other is the World Halal Conference.

The events are being held by Matrade and the Halal Industry Development Corporation (HDC) under the auspices of the Ministry of International Trade and Industry.

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