

**23-26
NOV
2023**

**ISTANBUL EXPO CENTRE,
TÜRKIYE**



**MALAYSIA
SHOWCASE**

10th OIC HALAL EXPO

Organised by

**MYEVENTS
INTERNATIONAL**
DELIVERING EXCELLENCE

In Conjunction with

**10th OIC
HELAL
EXPO 2023**
10th OIC HALAL EXPO

In Collaboration with

MATRADE

TO THE
WORLD

FROM
MALAYSIA

TO THE
WORLD

FROM
MALAY

TO THE

WORLD

WHY MALAYSIA SHOWCASE?

Malaysia Showcase provides a comprehensive business platform that offers opportunities to Malaysia's thriving corporations, small-medium entrepreneurs, and business owners in the Halal market industry. As an international country pavilion that represents Malaysia in a global scale Halal-themed event, we allow exhibitors to tap into vast foreign network opportunities and able to seek potential business growths in the global market.

Malaysia Showcase has a proven track record for past years and has footprints in several events in Türkiye, London, and many more. Malaysia Showcase aims to support the growth of SMEs by facilitating access to the global market through this platform as one of the backbones of the nation's economy; small and medium enterprises need to thrive locally and expand their presence abroad. Malaysia Showcase also likes to boost Malaysian-made products and services to be well-known globally. Malaysia Showcase wants the Malaysia halal industry as a benchmark for product quality and safety level that meets international standards and encourage more foreign investment into the halal industry.

MALAYSIA SHOWCASE MILESTONE



MALAYSIA SHOWCASE IN THE 10TH OIC HALAL EXPO, ISTANBUL, TÜRKIYE

Türkiye is strategically located at the crossroads of Europe, Central Asia, Middle East and North Africa. Therefore, Malaysian companies should consider using Türkiye as a base to tap into the large European market and the emerging markets of Central Asia and the Middle East.

Under the Malaysia-Turkey Free Trade Agreement (MTFTA), mutually beneficial efforts can be enjoyed and foster greater consumer confidence. Businesses will boost their participation in international trade. As one of the largest halal fairs, OIC Halal Expo in Istanbul, Türkiye has a unique platform with an opportunity to promote businesses to trade visitors, key buyers, qualified professionals, halal industry players and investors from all over the world. This platform has provided exhibitors with the tools to create a showcase for their products and services based on their applications. The event was participated by various sectors such as halal food & beverages, tourism, finance, textile, medicine, cosmetics and many more.

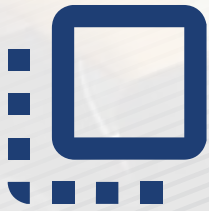
9TH OIC HALAL EXPO STATISTICS ▶▶▶

13,905 Visitors from

64 Countries

46 Exhibitors from

39 Countries



total square of
15 177 m2
exhibition area



2486
B2B meetings

WHY JOIN MALAYSIA SHOWCASE?

- ▶ Meet key decision makers from Türkiye and other countries
- ▶ Opportunity to promote your products and services to increase your brand awareness
- ▶ Generate new leads for future business needs
- ▶ Effective platform to introduce new products and grow your business in the global market

HALAL SECTORS >>>



Food &
Beverages



Travel &
Tourism



Finance &
Banking



Fashion &
Cosmetics



Logistics



Pharmaceuticals,
Supplements &
Medical Device



E-Commerce,
Digital & IT

VISITORS PROFILE >>>



Distributors



Buyers



Import-Export
Companies



Wholesalers



Retail and Chain
Supermarkets



HORECA
Representatives



Investors and
Hosted Buyers



Public Institutions
and Organisation

TESTIMONIALS

Malaysia Showcase Exhibitors in 8th OIC Halal Expo 2021 ▶▶▶



I would like to thank My Events International for giving us the opportunity to join Malaysia Showcase in Turkey. We hope to join again in the future.
Nur Athirah Binti Jaafar | AW Manufacturing Sdn Bhd



We are very satisfied to joined Malaysia Showcase organised by My Events International, very good coordination in managing the exhibitors throughout the event. We will join again next year.
Nurul Azni Binti Roslan | A&A Empire Sdn Bhd



This was a great event initiated by Malaysia Showcase organised by My Events International. I would like to thank the organiser for the well-organised exhibition. It was a great experience and I had great prospects. See you next time.
Dinesh Selvaraj | Careline Manufacturing Sdn Bhd

Malaysia Showcase Exhibitors in 9th OIC Halal Expo 2022 ▶▶▶



The experience was very good, a lot of visitors and potential partnerships.
Ahmad Aizudin Bin Ahmad Anuar | Eternal Rewards Sdn. Bhd



A lot of activities occurred and the best part of overall event, it is not focused only Türkiye market only, but it's also covered countries from Europe, North-Asia, and Gulf region. It is huge opportunities here.
Mohammad Faizal Bin Zainon | Emzi Holdings Sdn Bhd



We are very excited and we received a lot of enquiries especially for our dried chili. I hope we can receive a very good business opportunity here.
Muammar | Imperia Asia Resources Sdn Bhd



So far, our experience quite good, received a lot of enquiries from the local even though milk tea product very much new to them.
Brian Wong | Tealive



It has been a tremendous experience and such a blessing to be here. It has open our eyes to the vast market of Türkiye and our chocolate products has well received from the visitors. Pray for us that NIMS will be in Türkiye market very soon.
Mia Husna | Nims Adeliciousz Sdn Bhd

Malaysia Showcase Exhibitors in Halal Expo London 2022 ▶▶▶



It is a good platform for Malaysian companies to showcase their products in United Kingdom and others
Rina Mariati Gustam | Malaysian Palm Oil Council



Malaysia Showcase committee members were incredibly helpful and supportive for any of our requests. Well done!
Khairul Hafiz Mustaffa | Ethis Ventures Sdn Bhd

GALLERY



BOOK YOUR SPACE TODAY!

Ask us about our **sponsorship opportunities**

TO EXHIBIT & SPONSORSHIP ENQUIRIES:

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FOR GENERAL ENQUIRIES

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MALAYSIA SHOWCASE FOOTPRINTS

TURKIYE | UNITED KINGDOM | BOSNIA | RUSSIA