



**CONSULATE GENERAL OF MALAYSIA (TRADE SECTION)**  
**MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)**



马来西亚驻广州总领事馆商务处 / 马来西亚对外贸易发展局

Address : Unit 2703A, International Commercial Centre, No. 235, Tianhe North Road, Tianhe District,  
510610 Guangzhou, Guangdong Province, People's Republic of China.

地址 : 中华人民共和国 广东省广州市天河区天河北路 235 号广州环贸中心 2703A 室

Tel/电话 : +86 20-3877 3975

Website/网址 : [www.matrade.gov.my](http://www.matrade.gov.my)

Email/电子邮件 : [guangzhou@matrade.gov.my](mailto:guangzhou@matrade.gov.my)

尊敬的 先生/女士:

**参加第 21 届马来西亚国际清真展 (MIHAS 2025) 国际采购计划 (INSP) 的邀请函**

马来西亚对外贸易发展局 (MATRADE) 是马来西亚国家的贸易促进机构, 将在 2025 年第 21 届马来西亚国际清真展 (MIHAS) 期间, 同期组织国际采购计划 (INSP) MIHAS。

2. 今年, 国际买家和马来西亚出口商之间预先安排的一对一商务会议将以线下会议和线上会议形式组织, 以接待来自不同地区的买家。国际采购计划详情如下:

**2.1 线下会议 INSP MIHAS 2025**

日期: 2025 年 9 月 16 日至 20 日

商务会议: 2025 年 9 月 17 日

地点: 马来西亚国际贸易与展览中心 (MITEC), 吉隆坡

注册截止日期: 2025 年 5 月 31 日

**2.2 线上会议 INSP MIHAS 2025**

日期: 2025 年 4 月 1 日至 11 月 5 日

平台: 虚拟

注册截止日期: 2025 年 9 月 16 日

注意:

我们鼓励买家参加线下和线上会议, 以获得最佳结果。

指定酒店的住宿费用 (5 天 4 夜) 以及从酒店到 MITEC 的交通费用将由 MATRADE 承担。交通安排的详细信息将在稍后提供给确认后的线下 INSP MIHAS 2025 的买家。

3. 今年的重点领域 INSP MIHAS 包括:

**产品**

- 农产品,
- 服装、成衣及配饰;
- 饮料;
- 手套;
- 预制食品;
- 棕榈油产品;
- 药品、洗漱用品和化妆品;
- 机械和设备;
- 礼品、纪念品和珠宝;



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- 包装和容器;
- 宠物用品;
- 时尚配饰和纺织品;
- 食品配料;和
- 鞋。

**服务业:**

- 物流;
- 伊斯兰金融服务;
- 特许经营;
- 信息和通信技术;
- 伊斯兰娱乐;和
- 教育。

5. 有鉴于此, 马来西亚对外贸易发展局 (MATRADE) 非常高兴地邀请贵公司参加这个著名的免费国际采购计划。.

6. 有兴趣的买家请联系 MATRADE 广州办公室并于 **2025 年 5 月 15 日**前提交完整的注册表并清楚列明感兴趣的产品/服务

7. 欲了解更多信息, 请登录 [www.mihis.com.my](http://www.mihis.com.my) 或联系 马来西亚驻广州总领事馆商务处: 许先生 ([guangzhou.xuhao@matrade.gov.my](mailto:guangzhou.xuhao@matrade.gov.my)) 或 梁女士 ([guangzhou.claire@matrade.gov.my](mailto:guangzhou.claire@matrade.gov.my)) 电话: 020 3877 3975。附上注册表和产品及服务代码, 供您参考。

我们期待您加入我们的 INSP MIHAS 2025。谢谢。

此致

哈里斯商务领事

马来西亚驻广州总领事馆商务处

马来西亚对外贸易发展局 (MATRADE)





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Dear Sir/Madam,

**Invitation to Participate in the International Sourcing Programme (INSP) in  
Conjunction with the 21<sup>st</sup> Malaysia International Halal Showcase (MIHAS 2025)**

Malaysia External Trade Development Corporation (MATRADE), the National Trade Promotion Agency of Malaysia, will be organizing the International Sourcing Programme (INSP) MIHAS in conjunction with the 21<sup>st</sup> Malaysia International Halal Showcase (MIHAS) 2025.

2. This year, the pre-arranged one-to-one Business Meetings between international buyers and Malaysian exporters will be organized in both physical and virtual format to accommodate buyers from various regions. Details of the INSP are as follows:

**2.1 Physical INSP MIHAS 2025**

Date: 16<sup>th</sup> – 20<sup>th</sup> September 2025

Business Meeting: 17<sup>th</sup> September 2025

Venue: Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur

Deadline to register :31<sup>st</sup> May 2025

**2.2 Virtual INSP MIHAS 2025**

Date: 1<sup>st</sup> April – 5<sup>th</sup> November 2025

Platform: Virtual

Deadline to register: 16<sup>th</sup> September 2025

*Note:*

*Buyers are encouraged to participate in both physical and virtual meetings for the most optimal outcome.*

The cost of accommodation (5 days and 4 nights) at designated hotel and transportation from the hotel to MITEC will be borne by MATRADE. Details of the logistics arrangements will be provided later to the confirmed buyers of the Physical INSP MIHAS 2025.

3. The focus sectors of this year's INSP MIHAS include:

**Products**

- Agriculture Produce,
- Apparels, Garments and Accessories;
- Beverages;
- Gloves;
- Prepared Food;
- Palm Oil Products;
- Pharmaceuticals, Toiletries and Cosmetics;



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- 
- Machinery and Equipment;
  - Gifts, Souvenirs and Jewelleries;
  - Packaging and Containers;
  - Pet Products;
  - Fashion Accessories and Textiles;
  - Food Ingredients; and
  - Footwear.

**Services:**

- Logistics;
- Islamic Financial Services;
- Franchise;
- Information and Communication Technology;
- Islamic Entertainment; and
- Education.

5. In view of this, MATRADE is very pleased to invite your company to participate in this renowned international program which is offered **complimentary**.

6. Interested Buyers should contact MATRADE worldwide offices and submit the completed **Registration Form** with **clear description on the interested products/services** before **15, May, 2025**.

7. For additional information, please log on to **[www.mihis.com.my](http://www.mihis.com.my)** or contact **Mr Xu Hao** (**[guangzhou.xuhao@matrade.gov.my](mailto:guangzhou.xuhao@matrade.gov.my)**) or **Ms Liang Enyuan Claire** (**[guangzhou.claire@matrade.gov.my](mailto:guangzhou.claire@matrade.gov.my)**) at Tel: **020 3877 3975**. Attached are the Registration Form, and Products & Services Code for your reference.

We look forward to have you joining our INSP MIHAS 2025. Thank you.

Yours sincerely,

Mohamad (Haris) Abdul Latiff  
Trade Consul  
Consulate General of Malaysia (Trade Section)  
Malaysia External Trade Development Corporation (MATRADE)





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## 马来西亚对外贸易发展局简介 MATRADE'S INFORMATION

马来西亚对外贸易发展局(MATRADE)是  
马来西亚投资、贸易和工业部(MITI)下属的国家贸易促进机构,  
负责把马来西亚的产品(成品、半成品为主)和服务推广到全球市场

Malaysia External Trade Development Corporation (MATRADE) is the  
National Trade Promotion Agency under the Ministry of Investment,  
Trade and Industry (MITI) Malaysia, is responsible for promoting the export of  
Malaysian products (primarily) manufactured and semi-manufactured and services

### 马来西亚对外贸易发展局的服务包括 Services provided by MATRADE includes

通过在中国的宣传活动介绍  
马来西亚的产品和服务  
Introducing Malaysia  
products and services  
through the promotional  
activities in China

提供马来西亚出口产品与服务  
的信息  
Providing information on  
Malaysian products and  
services available for  
export

为马来西亚出口商与国外买家  
、国外进口商组织洽谈会  
Organizing business matching  
between foreign buyers or  
importers with Malaysian  
exporters

协助和促进国外团队和个人来  
马来西亚进行采购活动  
Facilitating visits of foreign  
buying missions and  
individual foreign buyers into  
Malaysia

欲联系马来西亚对外贸易发展局(广州办公室), 敬请电  
邮至:[guangzhou@matrade.gov.my](mailto:guangzhou@matrade.gov.my), 或浏览我们的线上平台  
Contact MATRADE Guangzhou at [guangzhou@matrade.gov.my](mailto:guangzhou@matrade.gov.my)  
and visit our platforms

