

## MALAYSIAN COMPANIES BREAK RECORDS WITH RM2.2BIL SALES AT MIHAS@DUBAI

Malaysia's Mihas@Dubai has made a significant impact on the global halal industry. The event generated an impressive RM2.2bil in sales, highlighting the strong demand for Malaysian halal products and services. Strategic partnerships and strong industry support were instrumental in the success of Mihas@Dubai, boosting Malaysia's position as a global halal leader. The event created opportunities for increased trade with the Middle East and North Africa (Mena) region and opened doors to new markets worldwide.



Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (centre) with (from left) Mara chairman Datuk Dr Asyraf Wajdi Dusuki, Rural and Regional Development Ministry deputy secretary general (policy) Datuk Afandi Nordin, Perak Menteri Besar Datuk Seri Saarani Mohamad, Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail, Matrade chairman Datuk Seri Reezal Merican Naina Merican, Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz at the opening ceremony of Mihas@Dubai. The inaugural edition of Mihas@Dubai marks Malaysia's first venture in introducing its halal trade platform to international shores.

# Elevating Malaysia's global halal reach

Mihas@Dubai 2024 generated an impressive RM2.2bil in sales, highlighting Malaysia's leadership in the halal industry. The event not only strengthened trade relationships with the Mena region but also set the stage for international expansion and strategic partnerships.

THE Malaysia External Trade Development Corporation (Matrade) celebrated the successful conclusion of the Malaysia International Halal Showcase (Mihas) in Dubai.

Held from Nov 18-20 at the Dubai World Trade Centre, the event highlighted Malaysia's expanding influence in the global halal market and its commitment to fostering trade partnerships across the Middle East and North Africa (Mena) region.

The event attracted participation from 215 Malaysian companies and showcased a wide range of halal products and services that reinforce Malaysia's position as a leader in the global halal economy.

Mihas@Dubai was officially inaugurated by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi alongside Matrade chairman Datuk Seri Reezal Merican Naina Merican, Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz and other distinguished dignitaries.

## Record-breaking sales

The inaugural Mihas@Dubai achieved a significant milestone, generating RM2.2bil (RM8.9bil) in sales through its exhibition and the International Sourcing Programme (INSP) over the span of three days, surpassing its initial target of RM1bil by 120%. These results accentuate Malaysia's strategic role in promoting halal trade and the effectiveness of its halal diplomacy initiatives.

"Mihas@Dubai has not only highlighted Malaysia's leadership in the halal industry but has also paved the way for stronger economic ties with the Mena region.

"The overwhelming response and sales figures demonstrate the high demand for Malaysian halal products and services, reinforcing our position as a global halal hub," said Reezal Merican.

A key feature of Mihas@Dubai was the INSP, which connected Malaysian companies with international buyers carefully selected by Matrade offices around the world.

This programme played a crucial role in driving actual and potential sales, providing a platform for Malaysian companies to meet high-profile clients and forge long-term partnerships.

Mohd Mustafa Abdul Aziz emphasised the significance of the event for bilateral trade, stating, "Mihas@Dubai has created new opportunities for Malaysian businesses in the UAE and the wider Mena region.

"The success of our INSP highlights the global demand for Malaysian halal products and services. This event will undoubtedly contribute to the growth of our exports and strengthen Malaysia's position



Ahmad Zahid (centre) addressing reporters at the Mihas@Dubai 2024 Press conference, flanked by Reezal Merican (left) and Mohd Mustafa, as they discuss Malaysia's initiatives to bolster its presence in the global halal market.



Reezal Merican and Mohd Mustafa (fourth and fifth from left, respectively) standing proudly with the Mihas@Dubai 2024 organising committee. The dynamic team is dedicated to ensuring the success of the event, which aims to promote trade and investment opportunities.

as a global halal hub."

## Strategic partnerships drive success

Four Memorandums of Understanding (MOUs) and one Memorandum of Agreement (MOA) were signed, marking significant advancements in halal trade.

Matrade partnered with Export-Import Bank of Malaysia Bhd (Exim Bank) to enhance financial support for Malaysian exporters, strengthening their global competitiveness.

Hijrah Nature Herbs (M) Sdn Bhd collaborated with Canter & Company (Hong Kong) to expand the international reach of Malaysian herbal products.

Agym Nutrition Sdn Bhd joined forces with Stamina AE LLC (UAE) to boost halal nutrition markets in the UAE, while ANH Smart Venture Sdn Bhd and Ralex Services LLC-FC (UAE) partnered to drive technological innovations in halal ventures.

Bubbles O2 Marketing Sdn Bhd and Richiamo Coffee Sdn Bhd signed an agreement to

promote Malaysia's vibrant beverage industry globally.

Mihas@Dubai was made possible through strategic partnerships with industry leaders. DXN Holdings Berhad served as the strategic partner, while Bubbles O2 Marketing Sdn Bhd was the preferred beverage partner and Westports acted as the preferred logistics partner.

## Strengthening Malaysia-Mena trade relations

The UAE is Malaysia's second largest trading partner in the Mena region after Saudi Arabia, with bilateral trade reaching US\$7.98 bil (RM35.5bil) from January to October this year.

Malaysia exported US\$2.61bil (RM11.6bil) worth of goods to the UAE, predominantly jewellery, electrical and electronics (E&E) products, petroleum products, processed food as well as palm oil and palm oil-based agriculture products.

The halal sector continues to serve as a strategic pillar of this partnership, with the UAE

emerging as a significant hub for Malaysian halal products and services.

Mihas@Dubai reinforced these ties by providing Malaysian exporters a direct platform to connect with key players in the region. The participation of major UAE companies and visitors from all over the world highlights the shared commitment to expanding halal trade.

## Leaders' vision for halal excellence

Reezal Merican emphasised the importance of Mihas@Dubai in advancing Malaysia's halal diplomacy: "This event demonstrates Malaysia's commitment to building bridges through halal trade. The record-breaking sales and the MOUs signed highlight our role as a global halal leader. We thank our partners and exhibitors for their dedication to making this event a success."

Mohd Mustafa highlighted the event's broader implications for Malaysia's trade: "This showcase is not just about numbers – it's

about relationships and trust. The Mena region offers immense potential for our halal industry, and Mihas@Dubai has paved the way for sustainable partnerships that will benefit all stakeholders."

## Paving the way for global expansion

One of the key takeaways from Mihas@Dubai 2024 is Matrade's aspiration to expand the showcase worldwide. Matrade plans to bring the Mihas brand to other international markets, creating new opportunities for local exporters while strengthening the global presence of halal-certified products.

As trade between Malaysia and the Mena region continues to grow, Matrade's initiatives will remain vital in strengthening bilateral ties and opening new doors for Malaysian businesses.

With its record-breaking achievements, Mihas@Dubai 2024 has set a high benchmark, reflecting Malaysia's unwavering commitment to halal excellence on the world stage.



Reezal Merican: 'Mihas@Dubai has not only highlighted Malaysia's leadership in the halal industry but has also paved the way for stronger economic ties with the Mena region.'



**DXN Holdings Bhd**  
**Nature of business:** F&B

Founded by Datuk Lim Siow Jin in 1993, DXN Group is a global nutraceutical company with operations in numerous countries, producing high-quality consumer goods across its international facilities. Today, DXN boasts 18 million distributors worldwide and maintains its concept of 'One Dragon, One World, One Market, One Mind', which has been a pillar of continuous growth over the years.



**Bubbles O2 Marketing Sdn Bhd**  
**Nature of business:** Distribution of naturally oxygenated mineral water  
 Bubbles O2 Marketing signed a Memorandum of Agreement with distributor partner Richiamo Coffee and Queen of Nature Group (UAE local) at Mihas@Dubai.



**Bubbles O2 Sdn Bhd**  
**Nature of business:** Producer of naturally oxygenated mineral water  
 With the tagline 'Premium Water, Affordable Price', Bubbles O2 is poised to become a leading premium mineral water brand, thanks to its unique properties and exceptional provenance.



**Westports Malaysia Sdn Bhd (formerly known as Kelang Multi Terminal Sdn Bhd)**

**Nature of business:** Development and management of port operations  
 Westports Malaysia is a leading port operator based in Port Klang, Malaysia. The company primarily manages port operations dealing with containerised and conventional cargo. It offers a wide range of port services, including marine services, rental services, and other ancillary services.  
 Serving as the main gateway for central Peninsular Malaysia, it handled 10.9 million TEUs and 11.6 million metric tonnes of cargo in 2023. The company's focus on sustainability has earned it multiple ESG awards and the lowest ESG risk among major global terminal operators.  
 Recognised as the nation's leading seaport, Westports Malaysia took on a vital role as the official logistics partner for Mihas@Dubai 2024. The company ensured the seamless transportation and handling of goods critical to the event's operations.  
 With its extensive experience and expertise in logistics, Westports facilitated the efficient movement of products, managing complex supply chains and coordinating with various stakeholders. This meticulous planning and execution were instrumental in overcoming logistical challenges, ensuring that all goods arrived on time and in optimal condition.  
 By leveraging its state-of-the-art facilities and innovative logistics solutions, Westports Malaysia significantly contributed to the overall success of Mihas@Dubai 2024, enhancing the event's reputation and supporting its mission to promote trade and investment opportunities in the region.



**Perbadanan Kemajuan Negeri Selangor**

**Nature of business:** Property

Perbadanan Kemajuan Negeri Selangor, also known as PKNS, is a leading economic development agency in Selangor that empowers entrepreneurs through its BizPoint initiative. This platform provides a nurturing environment for businesses to flourish.



**Perbadanan Usahawan Nasional Bhd**

**Nature of business:** Financing and corporate services

Perbadanan Usahawan Nasional Bhd (PUNB) was founded on July 17, 1991, to promote bumiputra participation in entrepreneurship and foster a dynamic, resilient and progressive Bumiputera Commercial and Industrial Community (BCIC). Fully owned by Yayasan Pelaburan Bumiputra (YPB), PUNB transitioned to a fully syariah-compliant entity in 2010. Since 2018, it has operated as a company under the Prime Minister's Department.

**Pahang Economic Planning Division (BPEN Pahang)**

**Nature of business:**

Entrepreneur development division under the Pahang State Government Office. The team at the Pahang Pavilion was honoured to have Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (third from left), Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail (second from left) and Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (right) gracing the booths of the six companies at the pavilion.



**Export-Import Bank Of Malaysia Berhad**

**Nature of business:** Development finance institution (banking)

The Export-Import Bank of Malaysia Bhd (Exim Bank) team welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (back row, centre), Matrade chairman Datuk Seri Reezal Merican Naina Merican (back row, second from right), Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (back row, right) and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz (front row, right) to their booth. Exim Bank is committed to fostering the growth of cross-border operations by offering financing and credit takaful facilities to Malaysian companies operating abroad.



**Pahang Economic Planning Division (BPEN Pahang)**

**Nature of business:** Entrepreneur development division under the Pahang State Government Office

As a leader dedicated to economic prosperity and international cooperation, Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail's (second from right) presence at the Mihas@Dubai 2024 Pahang Pavilion served as a strong endorsement of Pahang's export initiatives.



**Pahang Economic Planning Division (BPEN Pahang)**

**Nature of business:**

Entrepreneur development division under the Pahang State Government Office. YP Plantation Holdings introducing fresh pineapples planted in Pahang with an exquisite taste to potential buyers from Kuwait, allowing them to savour the sweetness of this tropical fruit.

**Agym Nutrition Sdn Bhd**

**Nature of business:** F&B

The team from Agym Nutrition Sdn Bhd engaging with Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (centre) and Matrade chairman Datuk Seri Reezal Merican Naina Merican (second from right). The company is a leading manufacturer and distributor of halal sports nutrition supplements.



**Halal Management Division Jakim**

**Nature of business:** Malaysia's halal certification

Government body. Celebrating 50 years of excellence, Malaysia's halal certification by Jakim has established itself as a globally recognised benchmark for halal integrity. By ensuring the highest standards of halal compliance, Jakim fosters trust among consumers worldwide.



**Sarawak Economic Development Corporation (SEDC)**  
**Nature of business:** State-owned statutory body established to promote both commercial and social development in Sarawak  
 From Borneo to Dubai, SEDC Sarawak set its sights on the global halal market with its presence at one of the world's most prominent international trade exhibitions, Mihas@Dubai. This marked a strategic move to position Sarawak as a key player in the global halal industry.

**Fraser and Neave (Malaya) Sdn Bhd**  
**Nature of business:** F&B manufacturer  
 F&N, a leading beverage manufacturer, boasts top brands like 100Plus, F&N Season, F&N Ice Mountain and Oyoshi. Dominating the sweetened condensed and evaporated milk markets, it has expanded its product range through Sri Nona. F&N also offers confectionery products such as Lot 100 Gummy and Koko Jelly, OEM services and culinary items like ketupat and cooking sauces.



**Halal International Selangor (HIS)**  
**Nature of business:** Selangor state agency with F&B and logistics partner  
 Halal International Selangor (HIS) is an initiative by the Selangor state government aimed at positioning Selangor as a global leader in the halal industry.

**Rosewood Station - SEDC**  
**Nature of business:** State-owned statutory body established to promote both commercial and social development in Sarawak  
 From Borneo to Dubai, SEDC Sarawak set its sights on the global halal market with its presence at one of the world's most prominent international trade exhibitions, Mihas@Dubai. This marked a strategic move to position Sarawak as a key player in the global halal industry.





**Afyaa Sdn Bhd**

**Nature of business:** Functional health foods and supplements  
Driven by innovation and quality, Wellous stands at the forefront of halal-certified functional foods, promoting wellness for communities worldwide.



**Wellous Sdn Bhd**

**Nature of business:** Functional health foods and supplements  
Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (second from right), Matrade chairman Datuk Seri Reezal Merican Naina Merican (second from left) and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz (right) visiting the Wellous booth at Mihas@Dubai 2024.



**Julie's Manufacturing Sdn Bhd**

**Nature of business:** Biscuit manufacturer  
Julie's Biscuits goes global, showcasing its wide range of delicious and certified halal treats at Mihas@Dubai 2024.

**MOH Pharmaceutical Technologies Sdn Bhd**

**Nature of business:** Manufacturer of traditional medicines, functional foods and beverages  
Since 1998, MOH Pharmaceutical Technologies has been a trusted partner in halal-certified original design manufacturing (ODM) and original brand manufacturing (OBM). The company has been at the forefront of nurturing wellness, blending innovative nutraceuticals with traditional medicines to create impactful solutions for better health.



**BS Fitness Nutrition (M) Sdn Bhd**  
**Nature of business:** Manufacturer and supplier of food supplements  
 The BS Fitness Nutrition team connecting with potential distributors to meet the growing demand for food supplements in the UAE, reaffirming their commitment to delivering quality products worldwide.



**Callabio Manufacturing Sdn Bhd**  
**Nature of business:** OEM manufacturer for functional food, food supplements, beverages and nutraceuticals. distributor of in-house brands including Bariistar (flavoured syrup coffee), Schildmed, Kopi Shahir and Miniqueen, both nationwide and internationally  
 The Callabio team is all smiles after signing a Memorandum of Understanding with Torch Institute Dubai (left) and Omar Absi (Turkiye) on the right. Callabio Manufacturing offers Bariistar halal premium-flavoured syrups, perfect for enhancing coffee, tea and desserts. Crafted with care, these 100% halal-certified syrups deliver rich and authentic flavours in every drop.



**PKT Logistics (M) Sdn Bhd**  
**Nature of business:** Logistics and education  
 (First photo, starting third from right) Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Matrade chairman Datuk Seri Reezal Merican Naina Merican and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz visiting the PKT Logistics booth, where the team proudly highlighted the company's sustainable hubs and innovative solutions. Alongside these impressive offerings, they showcased Peninsula College's groundbreaking Campus-in-Industry concept, which plays a key role in shaping the leaders of tomorrow.

**Zuspresso International Sdn Bhd**  
**Nature of business:** Coffeeshop  
 The Zuspresso team is in an upbeat mood at Mihas@Dubai. ZUS Coffee stands as Malaysia's leading tech-driven coffee chain, aiming to be the next disruptive force in South-East Asia. The company believes that specialty coffee should be a daily necessity for everyone, rather than a luxury limited by location and cost. Established in 2019, Zus Coffee now operates 650 stores across Malaysia, the Philippines, Singapore, and Brunei.





**Aducktive Food Sdn Bhd**  
**Nature of business:** Snack food manufacturer  
 Established in 2019, Aducktive's journey began when cravings for the perfect salted egg snack went unmet. Starting from humble beginnings in a home kitchen, the brand created its signature #seriouslyAducktive snack. The name "Aducktive" is a blend of "duck egg yolk" and "addictive". Aducktive invites snack lovers to say goodbye to ordinary treats and embark on a flavourful journey to spice up their taste buds.



**AF Manufacturing Services Sdn Bhd**  
**Nature of business:** OEM/ODM for personal care and cosmetics products  
 AF Manufacturing Services provides a comprehensive range of OEM solutions for cosmetics and personal care products, catering to the diverse needs of its customers.



**Ahimsa Vege Health Food Industries Sdn Bhd**  
**Nature of business:** Food  
 Ahimsa Vege Health Food spreads compassion in every bite, inspiring healthier lifestyles across the UAE.



**Ain Medicare Sdn Bhd**  
**Nature of business:** Pharmaceutical  
 Ain Medicare's mission is to further innovate superior quality healthcare products to the highest standard.



**Ain Food Sdn Bhd**  
**Nature of business:** Manufacturing, distribution and agriculture  
 Known for its core business in snack processing and distribution, Ain Food has successfully expanded into the agricultural sector.



**Amigochem Sdn Bhd**  
**Nature of business:** Manufacturer of liquid laundry detergent  
 Ameco is committed to creating high-quality, hygienic laundry care solutions that align with global standards. With exceptional cleaning performance and trusted hygiene, their products bring innovation and care to families worldwide.



**Ameen Products Sdn Bhd**  
**Nature of business:** Beverage manufacturer  
 Ameen Products unveils Nutrasip, a premium collection of botanical products thoughtfully crafted to enhance well-being. Each product is infused with scientifically proven botanical extracts known for boosting cognitive health and vitality. Experience the perfect blend of nature and science with Nutrasip.



**Aneka Integrated Synergy Sdn Bhd**  
**Nature of business:** F&B  
 The Aneka Integrated Synergy team showcased a wide range of SiTi brand products, including cream crackers, corn crackers, sweet soy sauce and chilli sauce.



**Al-Meswak Mu'Min Sdn Bhd**  
**Nature of business:** Oral care and personal care  
 With over two decades of expertise, Al-Meswak Mu'min, a trusted name in halal daily care, proudly showcased its diverse range of oral and personal care products at Mihas@Dubai. The company was represented by managing director Zaihal Hazri and business development executive Hannah Zaihal Hazri.



**ANH Smart Venture Sdn Bhd**  
**Nature of business:** Footwear (slippers and sandals)  
 ANH Smart Venture showcases a footwear collection that combines practicality with playful flair. With every pair, the company encourages people to step out of the ordinary and into a world of fun and relaxation, proving that footwear can be both stylish and comfortable.





**Anramin Industry (M) Sdn Bhd**  
**Nature of business:** Premix instant drinks manufacturer  
 Anramin proudly showcasing its signature premix drinks and goat milk, demonstrating innovation in the beverage sector while expanding its reach in international markets.



**APS-Manja Sdn Bhd**  
**Nature of business:** Manufacturing food-related products, transportation, merchant trading, agro farming and training providers  
 APS-Manja strives to deliver hygienic, safe and diverse products infused with authentic Malaysian flavours, taking them to the world stage.



**B Plus Q Sdn Bhd**  
**Nature of business:** Manufacturer of fruit juice and food products  
 B Plus Q offers a convenient and delicious snacking experience with its BQ Potato Sticks and Tomato Sauce Dipping Capsule, which it showcased at Mihas@Dubai.

**Baebis World Sdn Bhd**  
**Nature of business:** Baby food products  
 Baebis World provides high-quality, nutritious snacks and multivitamins that enhance children's health.



**Bezt Clean Industries Sdn Bhd**  
**Nature of business:** Manufacturer of dishwashing paste and other household cleaning products  
 Bezt is a leading manufacturer of premium household cleaning products, offering high-quality detergents to customers worldwide.



**Biotropics Malaysia Bhd**  
**Nature of business:** Nutraceutical ingredients and health supplements manufacturer  
 Biotropics Malaysia offers premium, nutraceutical ingredients and health supplements tailored for the Middle Eastern market.



**Bountiful Ventures Sdn Bhd**  
**Nature of business:** Manufacturer and OEM of coconut oil  
 Bountiful Ventures proudly introduced Malaysia's No.1 coconut cooking oil to the UAE market, offering consumers a healthier choice for their culinary needs.



**Brain Story Sdn Bhd**  
**Nature of business:** Functional food manufacturer  
 Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (second from left) enjoying a sip of Dacoff, a unique date seed coffee from Brain Story. The innovative company achieved remarkable success at Mihas@Dubai, generating an impressive US\$200,000 (RM890,000) in sales from nine Middle Eastern buyers in just one day.

**Bumimas Food Manufacturing Sdn Bhd**  
**Nature of business:** Halal frozen food manufacturer  
 Bumimas Food is a global leader in Asian halal frozen foods, offering products such as roti paratha, naan and spring roll pastries. As a trusted partner, Bumimas is certified by the Malaysian Islamic Development Department (Jakim) for its commitment to quality and halal standards.



**Caliphs Global (M) Sdn Bhd**  
**Nature of business:** Producing high-quality baby diapers and baby care natural products  
 Bebimora is a leading local brand specialising in natural baby care products thoughtfully designed for infants. The company offers a range of plant-based essentials, including chlorine-free diapers, soothing lotions, tummy oil and baby wet wipes, all crafted with the well-being of babies in mind.



**Cheeseu Bistro Sdn Bhd**

**Nature of business:** F&B

Cheeseu unveiled its latest creation, a creamy and delectable Musang King Durian Cheesecake, at Mihas@Dubai 2024.



**Chen Ling Choy Fishery Sdn Bhd**

**Nature of business:** Seafood trading and processing

Chen Ling Choy Fishery is a trusted supplier of premium, halal-certified and sustainably sourced seafood. With a commitment to excellence, the company ensures that its products uphold ethical values and meet the highest quality standards.



**Chocofac (Malaysia) Sdn Bhd**

**Nature of business:** Chocolate manufacturer

A leading chocolate manufacturer, Chocofac Malaysia showcases an extensive range of halal-certified chocolate products.



**CIC International Inc**

**Nature of business:**

Early childhood education  
CIC took the global stage at Mihas@Dubai 2024 to promote its innovative early childhood education franchise model, positioning Malaysia as a leader in international education.



**Citra Kesom Sdn Bhd**

**Nature of business:**

Healthy beverages  
Citra Kesom proudly introducing Boomchaz, a refreshing functional drink designed for a healthier lifestyle. The company aims to introduce this wellness beverage to global markets, inspiring healthier living across the world.



**Coolblog Dessert Sdn Bhd**

**Nature of business:** F&B

Coolblog is a Malaysian brand that specialises in a wide variety of desserts and beverages, particularly known for its innovative ice-blended drinks and smoothies. The company is actively seeking international partners to expand its presence in new global markets.



**CWP Food Manufacturing Sdn Bhd**

**Nature of business:** Manufacturing halal snacks, plant-based snacks, freeze-dried snacks

CWP Food Manufacturing, a leading food manufacturer, is excited to unveil Snackiss, a delectable range of halal, plant-based seaweed snacks inspired by local flavours, at Mihas@Dubai 2024. This healthy and delicious alternative to traditional snacks is set to redefine the snacking experience.



**DagangAsia Network Holding Sdn Bhd**

**Nature of business:** Exporter of halal products

DagangHalal aligns with Mihas@Dubai's vision to position Malaysia as a global halal leader and to tap into the lucrative Middle East and North Africa (Mena) market, a region with a combined GDP of US\$4 trillion (RM18 trillion) and a population of 500 million.



**Deligateaux (M) Sdn Bhd**

**Nature of business:**

Manufacturer of ready-to-eat and functional snacks  
Deligateaux creates ready-to-eat and functional snacks tailored for modern lifestyles. Using premium ingredients and innovative formulations, its products address lifestyle issues like stress, sleep and mood, blending indulgence with health-focused benefits for mindful, delicious snacking.



**Dexandra Sdn Bhd**

**Nature of business:**

Fragrance OEM manufacturer  
Dexandra offers customers the opportunity to create their own unique fragrances. The company has received several awards for the exceptional quality of its products, reflecting its commitment to excellence in the fragrance industry.



**DH Bentara Setia Sdn Bhd**  
**Nature of business:** Palm oil products  
 DH Bentara Setia is a trusted supplier of palm oil products and cooking oil, renowned for its commitment to quality and reliability.



**Dr Aishah Solution Sdn Bhd**  
**Nature of business:** Manufacturing breakfast cereals and food on the go  
 Dr Aishah Solution is dedicated to bringing healthy lifestyle food to the global market, offering nutritious options that support well-being and promote healthier living.



**Dr Parveenss Global Sdn Bhd**  
**Nature of business:** Midin botanical tea, functional black tea, functional coffee manufacturer  
 Dr Parveenss Global offers a selection of authentic functional botanical teas, health black teas and functional coffees.

**DRS Agro Exports & Imports Sdn Bhd**  
**Nature of business:** F&B, agricultural products exporter  
 Ravindran, a top management member of DRS Agro Imports & Exports Sdn Bhd, was interviewed by a local media in Dubai about his experiences at Mihas@Dubai 2024 and the company's goals and product offerings.



**Dunita International Sdn Bhd**  
**Nature of business:** Animal healthcare products  
 Dunita International highlighting Vetominm, a pioneering natural animal healthcare solution for both felines and livestock.



**Eagle Cliffe (M) Sdn Bhd**  
**Nature of business:** Retail and wholesale pharmacy offering over 100 in-house brand items  
 Eagle Cliffe's Kaiser Pharmacy shone at Mihas@Dubai 2024, where it showcased innovative healthcare solutions that embody Malaysian excellence.



**Eartheories Sdn Bhd**  
**Nature of business:** Aromatherapy and personal care product manufacturer  
 A representative from Eartheories engaging with a visitor at Mihas@Dubai 2024. The company, a leader in natural wellness solutions, showcased its innovative products, demonstrating its commitment to bringing the benefits of nature to people worldwide.



**Eco Bee Biotech Sdn Bhd**  
**Nature of business:** Manufacturing honey bee products  
 Eco Bee Biotech is a leading company specialising in premium bee-derived food products.

**EF Store Sdn Bhd**  
**Nature of business:** E-commerce organic and natural F&B platform  
 EF Store is an e-commerce platform that specialises in organic and natural products, focusing primarily on food and beverage. Its flagship product, Avomilk by Xiaohealthy, is tailored for families. Avomilk is a nutritious meal replacement beverage suitable for individuals aged one and older. EF Store's commitment lies in simplifying wellness and promoting a healthy lifestyle for the entire family.



**Efferty International Sdn Bhd**  
**Nature of business:** Health products  
 Efferty International offers a variety of products that support women on their journey to motherhood, focusing on both health and wellness.



**Ethos Resources Sdn Bhd**  
**Nature of business:** Logistics service solutions provider, environmental social and governance contractor for disposal waste collection and warehouse support  
 Ethos Resources is a leading provider specialising in logistics and waste management solutions.



**Fikrizz (M) Sdn Bhd**  
**Nature of business:** F&B manufacturer  
 Fikrizz has been a leading provider of halal and organic instant premix drinks since 1999. The company's mission is to promote health and wellness by offering convenient and nutritious beverage solutions.



**FNF Golden Gate Sdn Bhd**  
**Nature of business:** Ready-to-cook food  
 FNF Golden Gate showcasing Hamid Gourmets, offering ready-to-cook beef and chicken meatballs and koftas. Crafted with premium herbs and spices, these high-protein delights deliver exceptional taste and nutrition for the whole family.

**Fondant Food Industries Sdn Bhd**  
**Nature of business:** Food manufacturer  
 Crafted from freshly grated coconut and baked to perfection, Fondant Food's scrumptious coconut cookies are available in both original and cashew nut variations.



**G & R Foods Sdn Bhd**  
**Nature of business:** Snacks and nuts manufacturer  
 G & R Foods brings the taste of Malaysia to the world, showcasing its authentic murukku and nuts at Mihas@Dubai 2024.



**Ghee Hiang Manufacturing Co Sdn Bhd**  
**Nature of business:** Pure sesame oil, chocolate chip cookies and traditional Chinese pastries manufacturer  
 With a legacy spanning 167 years, Ghee Hiang continues to delight with its premium sesame oil and delectable cookies.



**Global Brand Synergy Sdn Bhd**  
**Nature of business:** Beverages  
 Global Brand Synergy introduces the world's first molasses syrup beverage, offering a unique and flavourful drink experience.



**GT Spice Manufacturers Sdn Bhd**  
**Nature of business:** Manufacturing Malaysian snacks and spices under its own brand, providing private labeling services  
 GT Spice Manufacturers directors Fong Siow Ni (left) and Calvin Koh Teik Min (centre) discussing the expansion of the Minni brand into the Saudi and Korean markets at Mihas@Dubai 2024 with Asiana Food Stuff Est general manager Zaid Alsowidah.

**Harmonious Happy Ventures Sdn Bhd**  
**Nature of business:** Halal household products  
 A trusted provider of halal household solutions, AMDPro+ proudly showcased its products at Mihas@Dubai 2024.



**Heritage Index Sdn Bhd**  
**Nature of business:** Health supplements  
 Heritage Index offers essential health supplements that provide a natural source of daily nutrition.



**Hernan Corp Sdn Bhd**

**Nature of business:** Food manufacturing  
Hernan Corp Sdn Bhd is among Malaysia's largest and most prominent manufacturers and exporters of Malaysian durian and frozen desserts. As a leader in the industry, Hernan has significantly contributed to elevating Malaysian durian on the global stage. The company consistently innovates, offering a diverse selection of creative durian-based products that pave the way for exciting possibilities in the future.



**Hijrah Nature Herbs (M) Sdn Bhd**

**Nature of business:** Manufacturer of food and beverages, cosmetics and hygiene products  
Hijrah Nature Herbs (HNH) is a manufacturer of innovative, hi-tech and syariah-compliant food and beverages, health, hygiene and cosmetic products. Using 100% natural and halal ingredients, the company holds Jakim halal certification and complies with GMP, HACCP and MeSTI standards. HNH has expanded into markets including Singapore and Indonesia, with plans to enter the UAE and China.



**Hijrah Water Sdn Bhd**

**Nature of business:** Water dispenser  
Established in 2006, Hijrah Water is a renowned halal water filtration specialist proudly owned and operated by Muslim bumiputra, delivering trusted solutions with a commitment to quality and excellence.

**Hovid Bhd**

**Nature of business:** Pharmaceutical manufacturer  
Hovid boasts an impressive legacy of 83 years dedicated to delivering high-quality pharmaceutical products that promote better health and well-being.



**Iltizam Pintar Sdn Bhd**

**Nature of business:** Manufacturer and distributor of sweetener made from natural sugarcane extract  
Iltizam Pintar has introduced an innovative sweetener that perfectly captures the taste and texture of sugar.



**In Saff Food Industries Sdn Bhd**

**Nature of business:** Marinated meat and poultry (frozen) manufacturer  
In Saff Food is a reputable manufacturer known for producing a wide range of delicious halal food products.



**Industri Makanan Jati Sdn Bhd**

**Nature of business:** Manufacturer of crispy coating and batter mixes for fast food chain restaurants  
Industri Jati director and founder Tan Poh Kong (left) connecting with Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz. The company's Aroma Crispy Flour has become a household name in Malaysia. Whether you're frying chicken, tempura or even bananas, Aroma Crispy Flour has earned its reputation as the go-to choice for deliciously crispy results.



**IrisPro International Sdn Bhd**

**Nature of business:** Automotive and architectural window film  
Irispro International unveiled the world's most advanced UV+420 Optical Solar Film, introducing its groundbreaking 100% UV rejection technology in the UAE to enhance protection and comfort under the sun.

**Jalen Sdn Bhd**

**Nature of business:** Soy sauce, dipping sauce and cordial manufacturer  
Jalen Sdn Bhd takes pride in offering a premium range of food products designed to elevate culinary experiences. From their rich soy sauces to flavourful chilli sauces, each Jalen product is carefully crafted using quality ingredients to ensure exceptional taste in every dish. With a perfect blend of tradition and innovation, Jalen Sdn Bhd stands as a trusted partner in the kitchen, inspiring creativity and flavour in every meal.



**Jamantory Marketing**

**Nature of business:** Manufacturing, F&B  
Jamantory Marketing showcasing its Abata Brand products to Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail (fourth from left) and Malaysian Ambassador to the UAE Tengku Datuk Sirajuzzaman Tengku Mohamed Ariffin (third from left). Abata proudly brings the authentic flavours of Pahang to the table with traditional recipes and modern technology. It offers a range of delicious Pahang dishes, including Masak Lemak Cili Api Daging Salai, Ikan Patin Tempoyak and Rendang Ayam.



**JFC Food Industries Sdn Bhd**

**Nature of business:** Manufacturing beverages  
JFC Food Industries specialises in a diverse range of food and beverage products, including energy drinks, vitamin-enriched beverages, tropical fruit juices and coffee-based drinks. Holding halal, HACCP, GMP and ISO 22000 certifications, the company adheres to best practices and maintains full compliance with all required standards.



**Jung Hann Sdn Bhd**

**Nature of business:** Food processing and packaging  
Jung Hann offers innovative solutions for your events, including premium banquet drink dispensers and electrical coconut grinders.



**K3 F&B Sdn Bhd**

**Nature of business:** Product distribution, OEM services mainly in F&B  
K3 is a dynamic and innovative force in the food and beverage industry. Driven by a collective of specialised entities, each excelling in its own domain, K3 provides comprehensive solutions to its clients. Its commitment to excellence and creativity fuels its mission to revolutionise the F&B landscape.



**Kampung Fresh Market Sdn Bhd**

**Nature of business:** Ready-to-eat and ready-to-cook products  
Kampung Fresh Market brings the taste of tradition to the table with its delicious ready-to-eat and ready-to-cook meals, designed for convenience and ease.



**Katsura Landscape Supplier Sdn Bhd**

**Nature of business:** Natural oud wood and pure oud oil  
Katsura Landscape Supplier uses the essence of natural agarwood to create a delightful aromatic experience.



**Kawan Food Manufacturing Sdn Bhd**

**Nature of business:** Frozen roti paratha, chapatti, spring roll pastry and puff pastry manufacturer  
The Kawan Food Manufacturing team showcasing their wide range of delicious products at Mihas@Dubai 2024.



**Kepala Batas Bihun Sdn Bhd**

**Nature of business:** Rice vermicelli, rice noodles, instant vermicelli, instant noodles, healthy noodles, starch and fried shallots manufacturer  
Kepala Batas Bihun, Malaysia's first rice vermicelli manufacturer, has pioneered the production of high-quality rice noodles.



**Khee San Food Industries Sdn Bhd**

**Nature of business:** Sugar confectionery manufacturer  
Khee San Food Industries highlighting Malaysia's vegan chewy candy at Mihas@Dubai 2024.



**Koon Brother Sdn Bhd**

**Nature of business:** Biscuits, cookies, spread and bakery ingredients  
Led by managing director Steven Yeo (centre), Koon Brother Sdn Bhd, also known as My Bizcuit, showcased Malaysia's finest biscuits at Mihas@Dubai 2024. Founded in 1948, the company delighted visitors with its delectable offerings.



**Koon Kee Tea & Coffee Factory Sdn Bhd**

**Nature of business:** Coffee roastery  
Koon Kee proudly sharing Malaysia's heritage with the world at Mihas@Dubai 2024, showcasing the rich tradition of Penang White Coffee.



**Koperasi Pengilang Dan Industri Perkhidmatan Bumiputra Berhad**  
**Nature of business:** Vegetable cooking oil and canned food  
 Koperasi Pengilang & Industri Perkhidmatan Bumiputra Malaysia, represented by its key members Rahman Baco and Siti Asmat, showcasing its COOP Pengilang brand at Mihas@Dubai. This initiative underscores the cooperative's commitment to promoting high-quality halal products on the international stage, further strengthening its position in the global halal market.



**Ladang Sari International Sdn Bhd**  
**Nature of business:** Manufacturing Malaysian botanical beverages under the Rhymba Hills Tea brand  
 Ladang Sari International produces the award-winning, caffeine-free Rhymba Hills Tea, a Malaysian botanical beverage crafted with natural ingredients such as lemongrass, pandan and Bentong ginger.



**Lee Fah Mee Sdn Bhd**  
**Nature of business:** Food manufacturer  
 Lee Fah Mee, a Sarawak-based instant food manufacturer with a legacy spanning over 50 years, is now led by the fourth generation of the family. Committed to upholding the family tradition of quality and taste, it is actively working to expand the business globally, catering to diverse customer preferences around the world.



**Legasi Z Sufi Sdn Bhd**  
**Nature of business:** Manufacturer, agriculture, skincare  
 Legasi Z Sufi Group of Co (LZSGOC) director Puan Suhaila Abdul Kadir (right), welcoming Malaysia's Ambassador to the UAE Datuk Tengku Sirajuzzaman Tengku Mohamed Ariffin (second from left), and Pelangai state assemblyman Datuk Amizar Abu Adam and a visitor to the company's booth.



**Lifestyle Ventures Sdn Bhd**  
**Nature of business:** Sambal, sauces and noodle seasoning manufacturer  
 Lifestyle Ventures, a pioneer in vegan sauces, is certified with Food Safety System Certification (FSSC) 22000, as well as halal and vegan certifications. The company specialises in crafting fresh Peranakan sauces and pastes while utilising solar energy to promote sustainable production practices.



**Loke Kee Biscuits And Cake Shop Sdn Bhd**  
**Nature of business:** Confectionery local food manufacturer (biscuit and gummy, premix coffee, candy bar)  
 Loke Kee is shaking up the snack scene with its latest innovation: the Nasi Lemak Peanut Bar. This bold fusion of Malaysia's iconic flavours is a delightful surprise that's sure to tantalise taste buds.



**Lumiere Group Sdn Bhd**  
**Nature of business:** Health and beauty supplements, retail  
 Lumiere Group Sdn Bhd operation manager Nur Sahiera Aida (left), director Mohd Anwar Md Arshad (second from left), managing director Mohammad Asyraf Hamzah (right) engaging with Matrade chairman Datuk Seri Razali Merican Naina Merican at Mihas@Dubai 2024.



**Mamee-Double Decker Distribution (M) Sdn Bhd**  
**Nature of business:** Manufacturing and distribution of snack foods and beverages  
 Mamee-Double Decker stands out as one of Asean's most unique snack and beverage companies. Its journey began with a bold mission to spread joy through unforgettable food experiences.



**Manjung Naluri Sdn Bhd**  
**Nature of business:** Agricultural produce  
 Manjung Naluri introduced the first Low GI Ananas Granola Bites to the halal market. These innovative granola bites are halal-certified and meet rigorous quality standards, including ISO 22000, HACCP, GMP, MeSTI, and ISO 9001. The company recently showcased its products at Mihas@Dubai, successfully connecting with potential buyers throughout the Middle East.



**Marrybrown Sdn Bhd**  
**Nature of business:** Fast food  
 Marrybrown is seeking international franchisees to expand the brand into new countries through multiple unit development agreements with suitable business partners.



**Mentari Sales & Distribution Sdn Bhd**

**Nature of business:** Fresh and frozen sweet corn  
The Mentari Sales & Distribution team proudly introducing its frozen purple corn products to Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (third from left), Perak Menteri Besar Datuk Seri Saarani Mohamad (third from right), and Matrade chairman Datuk Seri Reezal Merican Naina Merican (second from right). Mascorn is expanding its reach by exporting Malaysia's sweet corn products to the Middle East, all sourced from its MyOrganic-certified farm in Perak.



**Mfaez Food Industries Sdn Bhd**

**Nature of business:** Gluten-free products manufacturer  
Mfaez Food Industries specialises in gluten-free cookies and premix flour, offering a range of delicious, high-quality products that cater to various dietary needs.



**MH Global Sdn Bhd**

**Nature of business:** Corporate uniforms, corporate gifts and premium merchandise  
MH Global was established in 2005 with the goal of making a significant impact in the business-to-business (B2B) merchandising, corporate gifts, and corporate apparel industries. In 2012, the company launched its second flagship venture, Palimera Malaysia Sdn Bhd, which specialises in writing instruments and small leather goods in the business-to-consumer (B2C) market. Palimera holds exclusive distributorship licences for the prestigious brands Hugo Boss and Cerruti 1881.

**MHC Coldstorage Sdn Bhd**

**Nature of business:** Frozen seafood manufacturer  
MHC specialises in processing frozen seafood and distributes its high-quality products both domestically and internationally.



**Miaow Miaow Food Products Sdn Bhd**

**Nature of business:** Snack food manufacturer  
With over 40 years of snack expertise, Miaow Miaow was proud to showcase its tasty products on the global stage at Mihas@Dubai.



**MMK Spices Sdn Bhd**

**Nature of business:** Manufacturer of spice powders and curry powders  
MMK Spices is a renowned supplier specialising in high-quality spices and curry powders.



**Monstr Confectionery Sdn Bhd**

**Nature of business:** Manufacturing and trading  
Founded in 2020, Monstr Confectionery Sdn Bhd specialises in crafting a variety of cookies, including chocolate chip, red velvet, and durian, as well as signature 'Pour & Dip' jars. With outlets in MyTown and Times Square, the company is committed to delivering unique, flavourful treats while maintaining a focus on quality and creativity.



**Morning Arch Sdn Bhd**

**Nature of business:** Producer of innovative, functional food & beverages – low glycaemic index (GI)/ zero sugar, plant-based, gluten-free, high protein, non-genetically modified foods (GMO) and ketogenic.  
Hello MArch offers a wide selection of tasty, functional and innovative food and beverages. With a focus on clean labels and future-focused nutrition, it redefines the way we enjoy healthy living.

**Muara Innovative Sdn Bhd**

**Nature of business:** Plastic homewares  
Muara Innovative is the perfect spot for contemporary furniture stores and manufacturers seeking innovative solutions and high-quality products.



**Munif Hijaz Marketing Sdn Bhd**

**Nature of business:** F&B  
Munif Hijaz Marketing made a notable impact at Mihas in Dubai, showcasing its innovative range of health-focused beverages. Highlighting the company's dedication to healthier options, standout products included the Squeazy Lime and Concentrated Cordial with No Added Sugar, both designed to offer consumers worldwide a healthier beverage choice.





**Muzart International Sdn Bhd**

**Nature of business:** Education (kids enrichment)  
Muzart International introduces a unique approach to learning encyclopaedic knowledge through art, using artistic expression as the core medium. This method seamlessly integrates scientific concepts while enhancing understanding through the power of visual memory.



**My US Pizza Sdn Bhd**

**Nature of business:** F&B  
The US Pizza team presenting a token of appreciation to Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (second from left) at Mihas@Dubai. US Pizza has launched a new halal ready-to-eat retail product, enabling customers to savour the authentic flavours of US Pizza from the comfort of their own homes.



**Nano Food (M) Sdn Bhd**

**Nature of business:** OEM manufacturer  
Nano Food is a leading Malaysian manufacturer of halal-branded dietary supplements, specialising in original equipment manufacturing (OEM)/original design manufacturing (ODM), and private labelling services.

**Nature Profusion Sdn Bhd**

**Nature of business:**  
Commercialisation of award-winning eco-friendly certified household and personal care products Nature Profusion is currently registering products in the United Arab Emirates (UAE) and the United States (on the Amazon platform). The company also aims to expand its global market presence in Thailand, Indonesia and China.



**Nfara S Biotechnology (M) Sdn Bhd**

**Nature of business:**  
Beauty and health supplements Nfara S Biotechnology highlighting its products at Mihas@Dubai. The company is a leading TikTok seller recognised for its health products.



**Nims Adelicousz Sdn Bhd**

**Nature of business:** Snack food manufacturer  
NIMS Adelicousz launched its Crispy Choco Tub Mini Series: Malt Ball with Pistachio Sauce at Mihas@Dubai. This unique fusion of flavours showcases Malaysian innovation on the global stage.



**Nomatech Sdn Bhd**

**Nature of business:** Healthy low GI red rice producer  
The team at Nomatech proudly promoting Malaysia's finest offerings by showcasing Primera Low GI Rice, a healthy and innovative option for diabetes and weight management, to international buyers at Mihas@Dubai.



**Now Foods Sdn Bhd**

**Nature of business:** OEM manufacturer of food products  
Now Foods specialises in convenient, high-quality food products that emphasise convenience, taste and quality. Recognised for its innovative strategies, the company creates quick and easy-to-prepare meals and snacks tailored for the busy modern consumer. With halal certification, its factory operates in compliance with syariah law, offering a variety of products, including health drinks, health foods, beauty items, and organic sanitation products.

**Nubhan Ventures World Sdn Bhd**

**Nature of business:**  
Ready-to-eat food manufacturer Nubhan Ventures World offers comforting home-cooked meals, combining traditional flavours with the familiar taste of a mother's cooking.



**Numa Marketing Sdn Bhd**

**Nature of business:**  
Creating modest activewear for an active lifestyle Numa is an emerging brand committed to redefining modest activewear by blending style, functionality and inclusivity.



**Nutri Action Sdn Bhd**  
**Nature of business:** Health food manufacturer  
 The Nutri Action team showcased its expertise at Mihas Dubai. With over 25 years of experience, the company has become a trusted original equipment manufacturer (OEM) specialising in trendy, innovative and functional health food products.



**Ocean Fresh Seafood Products Sdn Bhd**  
**Nature of business:** Processing and selling frozen seafood  
 Ocean Fresh Seafood Products is a halal- and HACCP-certified seafood exporter, committed to delivering quality seafood to customers worldwide.



**Offspring Inc Sdn Bhd**  
**Nature of business:** Premium organic baby brand (baby diaper, wipes, personal care, homeware) manufacturer  
 Offspring proudly presenting its premium organic baby products, developed in collaboration with paediatricians to ensure they are suitable for sensitive baby skin.

**Origins Food Industries Sdn Bhd**  
**Nature of business:** Premium organic baby brand (baby diaper, wipes, personal care, homeware) manufacturer  
 Offspring proudly presenting its premium organic baby products, developed in collaboration with paediatricians to ensure they are suitable for sensitive baby skin.



**Oshien2U Sdn Bhd**  
**Nature of business:** Fragrance  
 The Oshien2U team with Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (second from right) at its booth, where team members proudly showcased De'Zandra, a fragrance line which exemplifies the perfect balance of luxury and affordability.



**Ourfarm Asia Sdn Bhd**  
**Nature of business:** Freeze-dried coffee and tea, ready-to-eat meals, airlines F&B, food service solutions provider  
 The Santan Restaurant team welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (third from left), Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail (left) and Matrade chairman Datuk Seri Reezal Merican Naina Merican (right) to their booth. Santan Restaurant offers a delightful dining experience, featuring high-quality food, aromatic coffee and exceptional value for money.



**Pak Man Industries Sdn Bhd**  
**Nature of business:** Food manufacturer  
 Pak Man offers high-quality halal food products, specialising in premium ready-to-cook and ready-to-eat meals. The company also provides comprehensive original equipment manufacturer (OEM) services to help clients create private-label products with export-ready certifications that meet the highest quality and compliance standards.



**Palace Butcher Resources Sdn Bhd (Me'nate)**  
**Nature of business:** F&B  
 Me'nate Steak Hub is renowned for serving the finest halal steaks. Indulge in the finest cuts of premium beef, expertly prepared to perfection. With a focus on quality and flavour, Me'nate Steak Hub offers an unforgettable dining experience.

**Palimera Malaysia Sdn Bhd**  
**Nature of business:** Corporate uniforms, corporate gifts and premium merchandise  
 Established in 2005, MH Global has made a significant impact in the business-to-business (B2B) merchandising, corporate gifts, and corporate apparel industries. In 2012, the company expanded into the business-to-consumer (B2C) market with Palimera Malaysia Sdn Bhd, specialising in writing instruments and small leather goods. Palimera holds exclusive distributorship rights for Hugo Boss and Cerruti 1881.



**Panaxy Group (M) Sdn Bhd**  
**Nature of business:** Halal water filter  
 Panaxy Group warmly welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (centre) and Matrade chairman Datuk Seri Reezal Merican Naina Merican (right) to the company's booth, showcasing its halal-certified water filtration systems, a testament to its commitment to quality and innovation.



**People & Pixel Sdn Bhd**  
**Nature of business:** Video production, photography and videography, creative services  
 People & Pixel is an acclaimed creative powerhouse renowned for crafting high-quality, engaging content.



**Perak Duck Food Industries Sdn Bhd**  
**Nature of business:** Poultry  
 The Perak Duck Food Industries team showcasing their products at Mihas@Dubai. Specialising in producing high-quality duck products, the company was founded to process cultivated ducks for both domestic and international markets.



**Persatuan Pengilang & Industri Perkhidmatan Bumiputera Malaysia**  
**Nature of business:** NGO business association  
 The Bumiputera Manufacturers and Services Industry Association of Malaysia (PIIPBM), led by President Datuk Azman Yusoff, expressed its appreciation to Matrade for facilitating its participation at Mihas@Dubai. The team at PIIPBM, along with its members, commended the effort in creating such an exceptional platform for Malaysian halal businesses to shine on the global stage.

**Pisango Sdn Bhd**  
**Nature of business:** Banana-based food products  
 Pisango specialises in banana-based food processing, offering innovative solutions through kiosks, frozen products, and a variety of flavourful banana chips, delivering a unique twist on this versatile fruit.



**PMA Rich (M) Sdn Bhd**  
**Nature of business:** F&B  
 PMA Rich specialises in a delightful array of sweet treats, including creamy soft serves, rich gelatos and indulgent stick ice creams. With a focus on customisation, it has the ability to tailor flavours to suit individual preferences.



**Powerpets Food Sdn Bhd**  
**Nature of business:** Pet food  
 Powerpets Food showcased its trusted halal-organic-fresh cat food, Powercat, at Mihas@Dubai. This premium product is designed to promote the health, happiness and vitality of feline companions.



**PPES Ternak Sdn Bhd - SEDC**  
**Nature of business:** State-owned statutory body established to promote both commercial and social development in Sarawak. From Borneo to Dubai, SEDC Sarawak set its sights on the global halal market with its presence at one of the world's most prominent international trade exhibitions, Mihas@Dubai. This marked a strategic move to position Sarawak as a key player in the global halal industry.



**Pro Dental-B Sdn Bhd**  
**Nature of business:** Oral care  
 Celebrating 30 years of Malaysian excellence, Pro Dental B continues to expand and innovate in the global oral care market.

**Pro-Chem Industrial Sdn Bhd**  
**Nature of business:** Fast-moving consumer goods (FMCG), homeware cleaning chemicals and hospitality amenities  
 Pro-Chem Industrial's success at Mihas@Dubai opens new global markets for its homeware cleaning chemicals.



**Prudenz Corporatehouse Sdn Bhd**  
**Nature of business:** Corporate secretarial and business support services  
 Prudenz CorporateHouse is a leading provider of corporate secretarial and outsourcing services, offering comprehensive business support solutions. The company is affiliated with Azmi & Associates, one of Malaysia's top 10 largest law firms.



**QD Herbs Sdn Bhd**  
**Nature of business:** Pharmaceutical manufacturer  
 Key members of the QD herbs team at Mihas@Dubai. With over 25 years of expertise in the industry, QD Herbs has established itself as a leading original equipment manufacturer (OEM) specialising in traditional herbs and health supplement products.



**Qemrich Sdn Bhd**  
**Nature of business:** Fast-moving consumer goods (FMCG), personal care, skincare, cosmetics  
 Qemrich's success at Mihas@Dubai opened new global markets for its personal care, skincare and cosmetics products, expanding the company's reach and establishing a stronger international presence.



**QL Foods Sdn Bhd**  
**Nature of business:** Surimi and surimi-based products such as fishball, fish cake, fish tofu, imitation crabstick and fish snack  
 QL Foods introducing its new lekor nipis concept to Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (centre), aiming to bring this traditional Malaysian fish product to a global audience.

**Rangkaian Mercu Resources Sdn Bhd**  
**Nature of business:** Hair colouring and haircare products  
 Rangkaian Mercu Resources proudly showcasing Gumash Color, a Wudhu-compliant hair colouring product, alongside an extensive range of innovative hair care products.



**Ricca Peacock Asia Sdn Bhd**  
**Nature of business:** Manufacturer and distributor of food flavours and fragrances  
 Ricca Peacock Asia showcased its wide range of Reka Flavour and Fragrance products, which enhance sensory experiences, at Mihas@Dubai.



**Richiamo Coffee Sdn Bhd**  
**Nature of business:** Coffee shop chain  
 Richiamo Coffee is a premium coffee shop chain offering over 20 different coffee varieties, expertly blended to satisfy even the most discerning coffee connoisseur. In addition to its coffee offerings, it also provides a selection of delectable pastries, cakes and local delicacies.



**Richiamo Manufacturing Sdn Bhd**  
**Nature of business:** Manufacturing  
 Richiamo Manufacturing is a subsidiary of Richiamo Coffee, recognised as one of the fastest-growing top-tier cafe restaurant chains in Malaysia. This subsidiary specialises in research and development, production and marketing of premix beverage powders for instant drinks tailored for cafes and restaurants. Its products are manufactured in a facility that meets Malaysia Standard MS 1500 halal and HACCP certifications, ensuring high-quality standards and safety measures. Its sugar-free 3-in-1 premix sachets offer a healthier option for consumers.



**Richiamo Mart Sdn Bhd**  
**Nature of business:** Convenience stores chain  
 Richiamo Mart, a chain of convenience stores under the well-known Richiamo Group, is committed to providing high-quality products and exceptional customer service. Driven by a dedicated team, Richiamo Mart strives to consistently deliver on its organisational vision and mission.

**Riezthelicious Sdn Bhd**  
**Nature of business:** Snacks and confectionery  
 Arieza has introduced Cropop, a unique snack that combines the shape of a croissant with a variety of flavours. These bite-sized treats offer a crunchy, light and flavourful experience. Cropop aims to stand out in the snack market by blending traditional and modern flavours, making it a fun and convenient snack option.



**Rokki Sdn Bhd**  
**Nature of business:** Freeze-dried coffee and tea, ready-to-eat meals, airlines F&B, food service solutions provider  
 The Santan Restaurant team welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (third from left), Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail (left) and Matrade chairman Datuk Seri Reezal Merican Naina Merican (right) to their booth. Santan Restaurant Sdn Bhd offers a delightful dining experience, serving high-quality food, aromatic coffee, and exceptional value for money.



**S&P Industries Sdn Bhd**

**Nature of business:** Manufacturer of coconut-based products  
S&P Industries offers a premium range of coconut-based products, allowing consumers to experience the natural goodness of coconuts. From rich coconut milk powder to creamy coconut milk, refreshing coconut water, and a variety of beverages, the company provides the finest, purest coconut-based products for a healthier and more flavourful lifestyle.



**Sajian Ambang Sdn Bhd**

**Nature of business:** Frozen, chilled and ambient ready-to-eat food, in-flight catering and food service solutions  
As a caring, efficient and dynamic service industry company, Sajian Ambang is committed to delivering innovative products and services of the highest quality, with a focus on bringing people together through exceptional experiences.



**Santan Restaurant Sdn Bhd**

**Nature of business:** Freeze-dried coffee and tea, ready-to-eat meals, airlines F&B, food service solutions provider  
The Santan Restaurant team welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (third from left), Pahang Menteri Besar Datuk Seri Wan Rosdy Wan Ismail (left) and Matrade chairman Datuk Seri Reezal Merican Naina Merican (right) to their booth. Santan Restaurant Sdn Bhd offers a delightful dining experience, serving high-quality food, aromatic coffee, and exceptional value for money.

**Saudagar Aiman Sdn Bhd**

**Nature of business:** Ready-to-cook dry paste, cube and instant noodles for supermarket chain, hotels, restaurants and central kitchens  
Saudagar Aiman offers a diverse range of ready-to-cook products. Designed for convenience and efficiency, these products provide a quick, easy and hassle-free cooking experience, making meal preparation as simple as ABC.



**Scent Pur Manufacturing (M) Sdn Bhd**

**Nature of business:** Air freshener, personal care products and washroom hygiene dispensers manufacturer  
Indulge your senses with Scentpur, the ultimate air freshener that delivers scent-sational, long-lasting freshness.



**Secret Recipe Cakes & Cafe Sdn Bhd**

**Nature of business:** F&B  
Founded in 1997, Secret Recipe Cakes & Cafe is renowned for its gourmet cakes, evolving into a leading lifestyle café chain with over 380 outlets. Committed to quality and affordability, it has cultivated a loyal following of food and cake enthusiasts, offering a wide range of delicious options.



**SEDC Nutreco Sdn Bhd**

**Nature of business:** State-owned statutory body established to promote both commercial and social development in Sarawak. From Borneo to Dubai, SEDC Sarawak set its sights on the global halal market with its presence at one of the world's most prominent international trade exhibitions, Mihas@Dubai. This marked a strategic move to position Sarawak as a key player in the global halal industry.



**Serai Malaya Sdn Bhd**

**Nature of business:** Manufacturer and supply chain supplier of lemongrass products, including lemongrass stock cubes, lemongrass tea, lemongrass fine powder and dried lemongrass slices  
Serai Malaya is a trusted supplier of premium lemongrass products, offering customisable options to meet the diverse needs of its customers.

**Serba Wangi Sdn Bhd**

**Nature of business:** Manufacturer of rice-based products, including vermicelli, brown rice drinks, wholegrain rice snacks, instant noodles and brown rice.  
Serba Wangi offers a delightful array of products that encourage smart snacking, one bite at a time. With Serba Wangi, enjoying snacks and beverages becomes a celebration of health and happiness.



**Seven Seas & Summits Sdn Bhd**

**Nature of business:** Halal snacks  
Kokoshka Popcorn made its exciting global debut, captivating taste buds in Dubai with its flavourful Malaysian halal popcorn.



**SJD Empire (M) Sdn Bhd (Pasta Port)**  
**Nature of business:** F&B

From a local favourite to a global sensation, Pasta Port impressed visitors at Mihas@Dubai. Founded by a group of passionate pasta enthusiasts from Penang, this homegrown brand is keen to share its love for pasta with the world.



**SLRH Discovery Sdn Bhd**

**Nature of business:** Pineapple products and food supplements  
 SLRH Discovery brings the taste of farm-fresh pineapples straight to your table, delivering unmatched freshness in every juicy bite. The company also proudly introduces Malaysia's first Stomach Comfort Meal Replacement, crafted by expert nutritionists to support your health with every sip.



**Snowberry Malaysia Sdn Bhd**

**Nature of business:** Tropical fruity ice cream, calamansi puree, caramel coconut sugar syrup, fruit puree for bakery, mochi, mooncake, ice cream powder and premixed powder manufacturer  
 Snowberry Malaysia's innovative products wowed visitors at Mihas@Dubai, generating regional interest and opening up a world of exciting possibilities.

**Sparkles Group Sdn Bhd**  
**Nature of business:**

Snack food manufacturer Sparkles Group Sdn Bhd, a popcorn snack food manufacturer, continues to expand its reach in the export market with a wide range of unique and innovative flavours.



**Spice Kingdom Sdn Bhd**  
**Nature of business:**

Manufacturing spices  
 Spice Kingdom is a leading manufacturer of high-quality spice powders, elevating culinary experiences with its aromatic blends and authentic flavours.



**SPL Food Industries Sdn Bhd**  
**Nature of business:** F&B manufacturer

SPL Food Industries is dedicated to producing sustainable, locally sourced nipa palm sugar products from Sarawak, Malaysia. The company works closely with local communities to expand the market and increase the acceptance of this valuable organic product, harvested from the forests of Borneo.



**STG Shipping (M) Sdn Bhd**

**Nature of business:** Total logistics provider  
 STG Shipping is committed to delivering fast, reliable and efficient shipping solutions. Established in 2020, the company offers advanced supply chain solutions, including warehousing, transportation and transloading.



**Sumatraa Industries Sdn Bhd**

**Nature of business:** Ready-to-eat food manufacturer  
 Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (right) visited Sumatraa Industries Sdn Bhd's booth at Mihas@Dubai. As a Felcra entrepreneurial venture, Sumatraa Industries showcases authentic Malaysian rendang and dendeng, enriching haj and umrah journeys for Asean pilgrims in the UAE while supporting food banks for corporates and NGOs.

**Sungei Lembing Beef Sdn Bhd**  
**Nature of business:**

Manufacturing, F&B  
 Sungei Lembing Beef, known for its uniquely marinated products, made its international debut at Mihas@Dubai. Its slogan, 'From Farm to Your Plate', reflects its commitment to delivering fresh, high-quality beef directly to consumers.



**Supercube International Sdn Bhd**  
**Nature of business:**

Herbal drinks, herbal tea, functional beverage, natural supplement beverage  
 Supercube No.1 Tea Cubes introduce innovation in tea consumption, offering a fresh and unique experience. Made from 100% natural ingredients, these tea cubes are caffeine-free, making them a healthy option.



**Syarikat Jutaan Purnama**  
**Nature of business:** Manufacturing dry noodles  
 Syarikat Jutaan Purnama proudly introducing Sarawak's heritage products to the Middle East, showcasing local delicacies like Purnama Taste Dry Noodles' Mi Kolok, Mi Pok and Mi Kampua. This initiative marks a bold step in promoting homegrown brands on the global stage and driving international growth.



**Tanamera Tropical Spa Sdn Bhd**  
**Nature of business:** Postnatal care, personal care and skin care  
 Tanamera offers women a luxurious, holistic wellness experience rooted in 600 years of Malay herbal remedies, made with tropical herbs.



**TCT Nutraceuticals Sdn Bhd**  
**Nature of business:** Skincare and cosmetics manufacturer  
 TCT Nutraceuticals forged a strategic partnership with Kurt Hugh Paul Cordiglia of Morvest Business Group, South Africa (centre), to explore new opportunities and expand its global reach.



**Teck Seong Food Industries Sdn Bhd**  
**Nature of business:** Halal cookies and snacks  
 Teck Seong Food Industries proudly showcasing its PMN Biscuit products at Mihas@Dubai, offering a delicious taste of Malaysia to the global stage.



**The Basixe Sdn Bhd**  
**Nature of business:** Beauty cosmetics original design manufacturing/ original equipment manufacturing (ODM/OEM)  
 The Basixe is an innovative one-stop solution in natural, top-to-toe beauty care, offering a diverse range of products including toiletries, hair care, baby care, oral care, skincare, perfumery, beauty and health foods.



**The Raw International Sdn Bhd**  
**Nature of business:** Skincare backed by pharmaceutical science (cosmetics)  
 The Raw, which earned high acclaim in Dubai, has set its sights on a breakthrough in the Middle Eastern market by 2027.



**The Vida World Sdn Bhd**  
**Nature of business:** Beverage manufacturer  
 Vida World Sdn Bhd, a leading Malaysian beverage company, is committed to refreshing the world with its range of flavourful and healthy drinks. Among its standout offerings is the best-selling Vida Zero Sugar Sparkling Drink.



**Thong Sheng Food Technology Sdn Bhd**  
**Nature of business:** Manufacturing, import and export of F&B, ingredients  
 Thong Sheng Food Technology is a leading Malaysian company specialising in the sales, marketing and distribution of innovative and high-quality food additives and ingredients.



**Tokku Leko Sdn Bhd**  
**Nature of business:** Food manufacturer  
 Tokku Leko, a renowned keropok manufacturer, brought authentic Malaysian snacks to Dubai with the aim of expanding into the Middle Eastern market.



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