MIHAS@SHANGHAI

BOLSTERS MALAYSIA–CHINA ECONOMIC PARTNERSHIP AND EXPANDS GLOBAL HALAL MARKET ACCESS

The Malaysia External Trade Development Corporation (Matrade) celebrated a significant milestone with Mihas@Shanghai, which delivered strong outcomes across several days of exhibitions, business matching and strategic collaborations. The achievement surpassed expectations announced during the opening ceremony and reaffirmed Malaysia's global leadership in the halal economy. Pictured are Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi (centre) with key figures, including (from left) Malaysian Consul-General in Shanghai Mohd Shahafeez Shaharis, Selangor youth, sports and entrepreneurship committee chairman Mohd Najwan Halimi, Penang Deputy Chief Minister I Datuk Dr Mohamad Abdul Hamid, Matrade chief executive officer Datuk Seri Mustafa Abdul Aziz, Matrade chairman Datuk Seri Reezal Merican Naina Merican, Malaysian Ambassador to China Datuk Norman Muhamad, Perlis Menteri Besar Mohd Shukri Ramli, Sarawak Deputy Premier Datuk Amar Awang Tengah Ali Hasan, Mara chairman Datuk Dr Asyraf Wajdi Dusuki and Pahang Felda Cooperative and Entrepreneur Committee chairman Datuk Amizar Abu Adam.

Ahmad Zahid (centre) addressing the media at Mihas@Shanghai, accompanied by (from left) Malaysian Consul-General in Shanghai Mohd Shahafeez Shaharis, Malaysian ambassador to China Datuk Norman Muhamad, Matrade chairman Datuk Seri Reezal Merican Naina Merican and Matrade chief executive officer Datuk Mohd Mustafa Abdul Aziz.

Record-breaking RM3.2bil in sales

The success of Mihas@Shanghai testifies to the global trust in Malaysia's halal ecosystem, marking a strategic leap in globalising the nation's halal economy

THE Malaysia International Halal Showcase (Mihas@Shanghai) 2025 concluded on an exceptional note, achieving RM3.2bil in total sales from the six-day exhibition, 1,000 business meetings and 16 Memorandums of Understanding (MoUs) worth RM922.5mil.

This achievement surpassed the RM3bil target announced by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi during the opening ceremony.

This remarkable figure cements Malaysia's position as a global leader and reference hub for the halal economy. The success of Mihas@Shanghai was hailed as a milestone in Malaysia's ongoing efforts to strengthen its global halal leadership.

The phenomenal RM3.2bil in sales achieved at Mihas@Shanghai is a powerful testament to the quality and global trust in Malaysia's halal ecosystem and marks a strategic leap in globalising the nation's halal economy.

This initiative not only strengthens Malaysia's leadership in the halal sector but also deepens economic ties with China, Malaysia's top trading partner, and serves as a key milestone in the halal export mission, propelling micro, small, and medium enterprises (MSMEs) onto the international stage.

Beyond sales figures, Mihas plays a crucial role in connecting exporters with international buyers and demonstrates Malaysia's commitment to expanding the halal ecosystem globally, in line with the Halal Industry Master Plan 2030 (HIMP 2030) and the New Industrial Master Plan (NIMP 2030).

Among the highlights of Mihas@Shanghai was the International Sourcing Programme, which facilitated targeted business matchings with over 100 international buyers, including 20 premium buyers from China, Australia, Brazil, Hong Kong, India, Mauritius, Qatar, the United Arab Emirates and Saudi Arabia.

The initiative enhanced opportunities for Malaysian exporters to connect directly with strategic partners and importers across the East Asian region.

Additionally, the existing collaboration between Matrade and the China International Import Expo Bureau was reinforced by the signing of an MoU earlier this year, further enhancing market visibility and trade facilitation for Malaysian exporters in China.

With the recently concluded Asean Leaders' Summit and Asean Economic Ministers' Meeting, significant progress was also made in advancing regional economic integration.

Key outcomes included the upgrading of the Asean Trade in Goods Agreement (Atiga) and Asean-China Free Trade Area (ACFTA) 3.0.

These developments are set to further enhance market access and strengthen collaboration in emerging sectors such as the green economy, digital economy and supply chain connectivity, reaffirming Malaysia's and Asean's commitment to sustainable, inclusive and forward-looking economic growth, including in the halal sector.

The success of Mihas@Shanghai 2025 builds on the strong foundation laid by Mihas@Dubai 2024, which generated RM2.2bil in trade.

Together, these global editions exemplify Matrade's "halal diplomacy", leveraging Malaysia's halal leadership to promote inclusive economic growth, sustainable trade and international collaboration.

A highlight of Mihas@Shanghai was the International Sourcing Programme which connected over 100 international buyers, including 20 premium buyers, with Malaysian exporters, creating direct opportunities across East Asia for strategic partnerships and trade.

Large crowds flocked to the Malaysia Pavilion at Mihas@Shanghai, drawn by the innovative products and the buzz of business opportunities. Visitors eagerly explored the offerings, highlighting Malaysia's strong presence in the global halal market.

Adia Global (M) Sdn Bhd chief operating officer Aida (right) engaging with a potential buyer to introduce the company's products to the vibrant China market.

Aducktive Food Sdn Bhd managing director Anif Azami (right) and a team member presenting a range of flavourful plant-based snacks that offer a fresh and satisfying alternative to ordinary snacks.

Agym Nutrition Sdn Bhd has forged a strategic partnership with Guoda Pharmacy China, one of the largest pharmacy networks in the country, marking a major milestone for the company.

An Al Haddad Marketing Sdn Bhd representative showcasing the company's products to visitors, highlighting its signature range of tamar beverages, premium mixes and halal-certified products.

Al-Meswak Mu'min's Hannah Hazri (centre) engaging in a business matching session with buyers from China. The meeting served to showcase Malaysia's halal oral care innovations and explore new partnership opportunities in the Chinese market.

An Aneka Integrated Synergy Sdn Bhd representative presenting a diverse selection of the company's products, including cooking oil, chilli sauce, instant noodles and ready-to-eat food.

ANH Smart Venture Sdn Bhd showcasing its range of customisable, eco-friendly slippers to senior government and industry representatives, highlighting the brand's market potential and positioning it as a rising player in sustainable lifestyle products.

Aryana Food Sdn Bhd managing director Idah Samsuddin showcasing the Sabah-based company's products. It manufactures and supplies spices, dried seafood and frozen ready-to-eat foods, with an expertise in providing boneless anchovies and blue-eyed anchovies.

Visitors sampling delicious durian treats at the Aspirasi Anggun Sdn Bhd booth, savouring the rich, creamy flavours and the unique experience of this much-loved fruit.

Representing Ban Seng Packaging Sdn Bhd, two team members discussed potential business opportunities with a Dubai-based buyer and explored prospects for exporting Malaysian sustainable packaging solutions to the Middle East.

Bank of China Malaysia deputy chief executive officer Datuk Alvin Tay (centre), together with Wu Yue (left) and Nic Wu, showcasing the bank's commitment to empowering Malaysian businesses, supporting the halal industry and strengthening Malaysia-China ties.

Ubells Popcorn by Bell Food (M) Sdn Bhd, a halal-certified Malaysian brand, drew strong interest from international buyers, highlighting the global rise of Malaysia's homegrown entrepreneurs under the Bank Rakyat Entrepreneurs Development Program.

Bertambest managing director Mohd Zaki Zakaria (left) and sales manager Abu Hurairah Aboo Bakar (third from left) hosted a follow-up visit with the vice-president of a Nanning-based company, Wang Ping (third from right), and his team for further discussions.

Beryl's Chocolate & Confectionery Sdn Bhd showcasing a breathtaking array of products, featuring an enticing selection of moulded chocolates and panned chocolates, available in a delightful variety of flavours and shapes.

Bhavani Foods (M) Sdn Bhd representatives promoting Uncle Saba's plant-based snacks and new export-ready offerings at Mihas@Shanghai. Supported by Matrade and Exim Bank, the company utilised the platform to engage global buyers and strengthen export opportunities in the Chinese market.

Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, accompanied by several key figures, visited Big Onion's booth at Mihas@Shanghai, commending the brand's efforts to bring authentic Malaysian flavours to China.

Led by licensing director Koh Chern Loong (left) and operations executive Mable Chong, Big Root F&B Management Sdn Bhd presented licensing opportunities for the Dojo Nanyang Kopi House brand. The showcase highlighted iconic Malaysian products including its signature coffee, pandan kaya and sambal.

Biotropics Malaysia Berhad representatives highlighting the company's product range, inspired by Malaysia's rainforest heritage and backed by science, at Mihas@Shanghai.

Blue Sky Bird Nest founder Shirley Peing officiating an MoU signing with Guangzhou Aobosi Co Ltd, strengthening cross-border cooperation and promoting Sarawak's premium bird's nest products on the global stage.

Brainchecker Global Group Sdn Bhd's innovative offering BrainChecker uses US technology and big data to analyse fingerprints with up to 98% accuracy, helping parents understand their children's talents, guide education approaches and foster self-discipline.

BS Fitness Nutrition showcasing its advanced sports nutrition solutions through the Performax line-up, appealing to global buyers seeking quality protein products.

The BTC Corporation Sdn Bhd team showcasing its signature snacks and ready-to-eat favourites including daging hitam kismis, daging dendeng, the sambal series and peria goreng, proudly bringing Malaysian-made excellence to the global stage.

Bubbles O2 Digital Sdn Bhd (BO2DG), a wholly owned subsidiary of the Bubbles O2 Group of Companies, formalised a strategic partnership with Shenzhen UHLED Technology Co, Ltd for LED tech development collaboration and cross-market integration.

Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi signing the memorial plaque for Bubbles O2, symbolising its market entry into China. Looking on are Bubbles O2 Sdn Bhd chief executive officer Abdul Aziz Arifin (centre) and director Ammar Azhad.

Cahaya Mala Enterprise founder Noormala Ismail (right) showcasing her company's products to Melaka Entrepreneur, Cooperative Development and Consumer Affairs Committee chairman Allex Seah Shoo Chin (centre) and Pantai Kundor assemblyman Tuminah Kadi @ Mohd Hashim.

Caliphs Global Sdn Bhd chief executive officer and founder Intan Maziah Ismail presenting the Bebimora line, designed for delicate skin. The brand enhances its global appeal with safe, natural and halal-certified baby care solutions.

Callabio Manufacturing Sdn Bhd showcasing its premium beverage concentrates and syrups, offering versatile flavours tailored for global F&B applications. The brand highlights its commitment to quality formulation and growing demand across international markets.

Representatives from Care Food Industries Sdn Bhd highlighting their diverse selection of locally manufactured Malaysian products.

CNI China's chief executive officer (front row, left) receiving a certificate recognising the company as a strategic partner from Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

iLuvQuran is taking its innovative and engaging approach to education from Malaysia to the world. Building on a successful showcase at Mihas@Shanghai, the company is actively expanding through global joint ventures.

A delegation from the Rural and Regional Development Ministry (KKDW) and Majlis Amanah Rakyat (MARA) provided support to Gate to Global entrepreneurs at the Mihas@Shanghai 2025 event. The delegation was spearheaded by Mara chairman Datuk Dr Asyraf Wajdi Dusuki and KKDW deputy secretary-general (Policy) Datuk Abdul Kahar Abdullah. They were accompanied by senior officers from both agencies: Mohd Helmi Mazanudin, Maizatul Akmal Mohd, Nur Sarida Mohd Fuad@Mohd Daud, Fadhlina Zulkifli, Alfitri Abdul Rahman, Mohd Zul Faisal Mohamed Zin and Muhamad Izzat Ziad. The mission's objective was to strengthen Malaysia's entrepreneurial presence and expand its global market outreach.

DAQ Logistics Sdn Bhd engaging with global partners at Mihas@Shanghai, providing tailored solutions to a wide range of enquiries from international buyers and exporters seeking to trade with Malaysia.

FGV Holdings Berhad (FGV) highlighted its range of trusted Malaysian consumer brands including Saji, Seri Pelangi, Adela and Premeo, which are marketed through its subsidiary, Delima Oil Products Sdn Bhd.

As Malaysia's leading halal authority, Jakim's halal management division champions excellence via rigorous certification, strategic governance and integrity – strengthening the nation's position as a global benchmark in halal standards and industry development.

DNA Herbal Pride Industries Sdn Bhd drew strong interest and praise for its popular lotus seed dessert. Productive discussions with distributors and retail partners further strengthened the company's push to expand into both local and global markets.

The Popsmalaya ice bars from Doluvo Sdn Bhd drew plenty of attention from visitors who were won over by their refreshing appeal. The company's chief executive officer Rose Yasmin Abd Karim (left) is seen here alongside Tow Kai Juin.

Dr Parveenss Global Sdn Bhd founder Assoc Prof Dr Parveen Kaur highlighting her brand's coffee and botanical teas.

DSR chief executive officer Datuk Ng Lian Poh (right) presented Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi with a sample of the signature D.MasKing Musang King Stick, which drew positive feedback for its quality and taste. His encouragement recognises Malaysian premium durian products on the international stage and strengthens the company's commitment to showcasing and expanding Malaysian halal, value-added durian products in the global market.

Showcasing a vibrant range of colourful and comfortable footwear, the Fipper team made a strong impression on the international stage. Led by international trade specialist Ng Chin Boon (left) and e-commerce executive Wong Jia Min, they proudly promoted the homegrown brand to a global audience.

A representative from Ekdo Global engaging with a visitor exploring the company's presentation deck, highlighting its product range and best-selling items.

Emperor Marine Marketing Sdn Bhd highlighting its premium frozen seafood selection, strengthening brand visibility and export potential within the global seafood supply chain.

Ensu Lifesciences Sdn Bhd showcased halal-certified solutions including Ensutouch, a skincare range designed for gentle exfoliation, and Dapo3Macik, a ready-to-eat culinary series crafted to bring authentic local flavours to international markets.

Marketing director Lim Siang Mei (centre) and strategic partner Chung Tack Soon (left) welcoming Datuk Nurulhidayah Ahmad Zahid during GroceryMart.com.my's showcase of its premium product range, including Hevco coconut oil and the signature bird's nest series. The company also provides corporate gifting, bulk purchasing, original equipment manufacturer (OEM), and branding solutions, while supporting market entry into China.

Among those representing Perak were the Perak Investment Management Centre (InvestPerak), Perak State Entrepreneur Secretariat (STeP), Perak State Development Corporation (PKNP) and Perak State Agricultural Development Corporation (SADC).

Era Qutuz Sdn Bhd director Amy highlighting her company's extensive assortment of flavoured dodol and other sweet delicacies.

Eurofresh Sdn Bhd chief executive officer Jasmeen Kaur, together with a member of her team, showcasing the company's innovative products on the international stage at Mihas@Shanghai, reflecting the excellence and dedication that continue to propel the brand to new global heights.

Exim Bank Malaysia showcasing its export financing and trade facilitation solutions, empowering local companies to expand internationally and compete effectively in global markets.

A representative from Faiza Marketing Sdn Bhd engaging with a visitor at the booth, highlighting the brand's offerings.

Drawing a steady stream of interest, Famosa Bio-tech's booth offered visitors a taste of Malaysia through its instant 3-in-1 beverages including tea, white coffee and durian white coffee. The team, led by assistant general manager Puah and promoters Letisha and Shu Xian, showcased the brand's signature Malaysian flavours to the crowd.

The Federal Agricultural and Marketing Authority (Fama) showcased Malaysia's agro-food excellence. This initiative bridges the nation's finest products with China's vast market, fostering trade connections, unlocking new growth opportunities and cultivating success on the international stage.

The FFM Berhad Group of Companies team beaming with pride as Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi enjoyed a sampling of the tasty Kart's Roti Canai.

FR Qaseh Marketing managing director Faizul Rohban engaging with a visitor. The company's participation opened opportunities to expand its coffee and skincare products into the Chinese market. Its durian coffee line received positive feedback from attendees, while its skincare range drew interest from international buyers.

The Fuciphagus Agritech Sdn Bhd team connecting with representatives from Jung Kwan Jang, a leading red ginseng brand in South Korea, to explore potential collaboration opportunities.

The G&R Foods Sdn Bhd team, led by managing director Gunalan Thrumalai (right), proudly showcasing their popular snack line-up at Mihas@Shanghai. The company is excited to introduce its products to the China market and seize exciting new opportunities in this rapidly expanding region.

Ghee Hiang Manufacturing Co Sdn Bhd senior general manager Elenie Tan (left) and corporate executive Chng Tian Hang engaging in a productive business-matching session with Qatar's Al Rawabi Group, exploring strategic avenues for market expansion and strengthened global positioning.

Gin Seng Industrial (M) Sdn Bhd managing director Kenny Lin and chairman Lin Tin Tu (front row, fourth and fifth from left) welcomed Perak Chinese Chamber of Commerce and Industry Youth Committee chairman Loh Ban John (centre) with a tasting session featuring Gin Seng's freeze-dried durian and aromatic durian white coffee.

Global Premium Resources Sdn Bhd chief executive officer Roy Leong (right) presenting the company's delectable cookies to Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi and Sarawak Deputy Premier Datuk Amar Awang Tengah Ali Hasan (left). The visit by top national leaders highlighted the brand's strong export potential, backed by high customer engagement and impressive sales performance.

GTSD Aneka Enterprise highlighting its popular Sambal Kacang SiTi, which garnered positive feedback from visitors at Mihas@ Shanghai.

Haliza Industries Sdn Bhd highlighting its range of healthy baked corn and chickpea snacks, led by founder and adviser Datuk Nor Haliza Hussain (right), alongside sales manager Alia Husna Abd Hamid, reflecting the company's export-ready offerings and original equipment manufacturer capabilities.

Hijrah Nature Herbs (M) Sdn Bhd's range of halal Malaysian food products drew significant interest from Chinese buyers and retailers, while an MoU with Maycham China was also signed at Mihas@Shanghai. The exhibition offered an ideal platform to showcase authentic Malaysian flavours.

A Hokido representative with Garry from JD.com, a leading e-commerce company in China. JD.com has invited Hokido to their Beijing headquarters, marking an exciting step toward introducing Hokido's ready-to-eat baby food to the Chinese market.

Manager Ariel Chia and director Cherry Ding of Hong Xin Food Sdn Bhd introducing the company's range of tempeh products under the banner of the Sabah Pavilion.

The Hotsb Marketing Sdn Bhd team connecting with a buyer in a meeting that explored potential collaboration opportunities in northwest China, proudly presenting the company's signature Mak Nyonya halal products.

HYT Crossborder Sdn Bhd helps Malaysian brands expand into markets like China, Thailand and Singapore. It provides export strategy, product registration, logistics, e-commerce onboarding and digital marketing while working with agencies such as Matrade and Halal Development Corporation to support global market entry.

Iana Corporation Sdn Bhd's delightful Sarawak layer cakes and authentic sago cookies drew a steady stream of buyers at Mihas@Shanghai, charming visitors with their rich flavours and traditional craftsmanship.

IGI International (M) Sdn Bhd director Wayne Wai (third from right) with Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Matrade chairman Datuk Seri Reezal Merican Naina Merican and Imperial Bird Nest Brand Ambassador Kitty Yao, a Miss Chinese Vancouver Pageant 2020 finalist, who flew in from Canada to Shanghai to promote the brand and boost its growing popularity in Canada.

Imperia Asia International Sdn Bhd executive chairman Muhammad Tarmizie Bidin (second from right) and asset management and factory director Meor Dzulkernie Meor Aris (right) with Matrade Shanghai trade commissioner Norman Dzulkarnain Nasri (second from left) while highlighting their best-selling products.

Infinity Ventures Marketing Sdn Bhd focuses on the distribution of beauty products and health supplements for both men and women, with strong emphasis on brand development, international-standard packaging, and export opportunities to global markets. The company also offers strategic collaboration options, including original equipment manufacturing and private-label solutions for international partners.

The Jag Scoops Sdn Bhd team highlighting their premium gelato, which is infused with Malaysian flavours. Their participation in Mihas@Shanghai successfully generated excellent exposure in the China market and provided a valuable platform to connect with potential buyers and business partners in the region.

Representing Jalen Sdn Bhd were (from left) brand manager Khairul Mohd Hafiz, market manager Ameerin Haqeem and export manager Zainuddin Ahmad, who showcased the company's signature sauces and condiments to international buyers. Jalen's products are now exported to Brunei, Indonesia, Saudi Arabia, Mauritius, the Maldives, Cambodia, Papua New Guinea, New Zealand, Australia and Singapore.

Representatives from Jaya 33 Supermarket (M) Sdn Bhd presenting the Grab Signatures Village Park Nasi Lemak Sambal, celebrating local flavours made with pride. Their participation in Mihas@Shanghai highlighted the brand's export-ready range of authentic Malaysian flavours and its potential to bring one of Malaysia's most iconic tastes to international markets.

JDMas chief marketing officer Kenji Hing (left) and managing director Datuk Bruce Lim warmly welcoming Penang Trade and Entrepreneurial Development and Rural Development Committee chairman Datuk Rashidi Zinul (centre) to their booth.

Johan Food Sdn Bhd director Felix Hiu Ling Cung (centre) with Maybank Islamic Berhad's leadership team, strengthening their collaboration for future growth. Hiu is flanked by strategic programme director Dr Muhd Ramadhan Fitri Ellias (right) and halal economy head Adnan Sharif.

JTFI Sdn Bhd wowing the crowds with its latest offerings, featuring the unique Durian Coffee and a range of ready-to-eat foods complemented by flavourful cooking pastes, delighting visitors with authentic Malaysian tastes.

Kantan Food Asia, a halal- and HACCP-certified paste manufacturer, produces preservative-free products using natural ingredients and colours. Their booth attracted strong interest and also identified a significant and growing demand for halal products in China.

Kasih Hulu Langat Enterprise showcased its kelulut honey, known for its sweet-sour, tangy and acidic profile derived from Malaysia's native bees. In keeping with the theme 'Desa ke Global', kelulut honey stands as one of Malaysia's newest natural products crafted from its indigenous bee species.

Kerupuk Lelek Enterprise managing director Edmund Liew Jeck Vui (third from left) and his team welcoming Federation of Chinese Associations Malaysia (Huazong) president Tan Sri Goh Tian Chuan to their booth, showcasing their commitment to elevating Sabah's food heritage through halal-certified snacks on the global stage.

The KKMY Retail Sdn Bhd team showcasing their line-up of signature Malaysian snacks including popular picks such as Golden Salted Egg Peyek and Golden Cheese Peyek.

The Mihas@Shanghai platform provided an excellent opportunity for KLK Alami Edible Oils Sdn Bhd and its dedicated team to strengthen their global market presence by showcasing their quality Malaysian palm-based products to the world.

Koko Minda Food Industries (M) Sdn Bhd drew a steady stream of visitors to its booth, delighting them with the chance to sample the company's renowned cocoa and coffee beverages.

The Kopetro Food Sdn Bhd team held a B2B meeting with representatives from China's Three Squirrels Inc to explore collaboration opportunities and expand halal product offerings in the Chinese market.

Krukkrapmy International Sdn Bhd director Nuramalina Ahmad Baharuddin is seen exchanging a Memorandum of Understanding with a buyer, marking a significant milestone in the international expansion of Malaysian products.

The Kuala Lumpur Fried Chicken (Malaysia) Sdn Bhd team proudly representing the brand on the international stage. Their participation proved fruitful as they connected with potential partners and showcased their products to a global audience.

In its strategic expansion into the Chinese market, Lai Hin Trading Sdn Bhd is actively engaging with manufacturers and culinary businesses that require halal-certified ingredients.

Le Bourne Chocolate Malaysia made a sweet impression at Mihas@Shanghai, presenting its premium halal chocolate products to a global audience. The company is excited to connect with international buyers and expand its presence in China's booming halal market.

The Loke Kee Biscuits and Cake Shop Sdn Bhd team welcoming Johor Youth, Sports, Entrepreneur Development and Cooperatives Committee chairman Mohd Hairi Mad Shah (left). Chief executive officer Fong Yee Tuck, director Fong Pui Mun (second and third from right) and Thean Yin Ling highlighted Loke Kee's top products.

Longson Food Products Sdn Bhd showcasing its diverse product range at Mihas@Shanghai. The company's participation not only provided valuable exposure for its offerings but also offered deeper insights into consumer preferences and trends in the Chinese market.

Lyca Palmwin Global Sdn Bhd director and shareholder H. Arun Raj and chief executive officer Datuk Nurulhidayah Ahmad Zahid showcasing the company's premium Kaklong cooking oil range to Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, highlighting strong export readiness and growing market interest.

LZ Industry Sdn Bhd chief executive officer Zaharinah Masair showcasing the company's product line-up, highlighting the innovative features and quality of each product, reflecting the company's commitment to excellence and customer satisfaction.

Makatas Marketing (M) Sdn Bhd showcasing its Mountain Cat frozen fresh durian range to international buyers, highlighting Malaysia's premium fruit offerings and strengthening the brand's export presence across key markets.

The Melaka State Government boosts SME participation by showcasing high-quality Melakan products designed for international markets, enabling stronger buyer engagement and supporting long-term commercial growth for local F&B and halal producers.

The joint team from the Malaysian Pepper Board and Sarawak Produces Industries Company showcasing the excellence of Sarawak pepper to the world, bridging international markets with Malaysia's premium, highly sought-after spices.

The Malaysian Technology Development Corporation (MTDC) team with Matrade Shanghai trade commissioner Norman Dzulkarnain Nasri (third from left). MTDC facilitates market access for Malaysian deep tech and halal-aligned companies through on-site buyer engagement and structured business matchmaking.

Mascorn Sdn Bhd chief operating officer Danny Wong showcasing the company's range of premium sweet corn and organic produce, highlighting their journey from farm to export.

Mihas@Shanghai provided Mase Industries Sdn Bhd with a key platform to enhance brand visibility and generate high-quality leads. The company's participation was highlighted by a visit from Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, who was welcomed by general manager Ng Ling Ping. Overall, the event marked a strategic milestone in expanding Mase Industries' presence in the Chinese market and fostering future partnership opportunities.

A Maybank Islamic's participation in Mihas@Shanghai reinforces its commitment to expanding halal business opportunities in the Chinese market through Salaam Market, its halal B2B platform.

Mihas@Shanghai provided Mega Dutamas Sdn Bhd with valuable exposure to the Chinese market and helped broaden its international connections, making it a successful and insightful experience.

A subsidiary of PT Resources Holding Berhad, MHC Coldstorage Sdn Bhd has established itself as a leading force in Malaysia's seafood industry. Specialising in frozen seafood processing and distribution, the company is dedicated to providing premium quality products that serve both local and international markets.

The Ministry of Industrial Development Sabah (MIDS) highlighting Sabah's rising industrial talents and export-ready brands, boosting visibility for SMEs looking to scale beyond domestic borders and secure new market opportunities.

The Ministry of Rural and Regional Development (KKDW) promoting Malaysia's rural entrepreneurs and high-value community industries, supporting them in enhancing export readiness and global visibility at Mihas@Shanghai.

Sarawak Deputy Premier Datuk Amar Awang Tengah Ali Hasan (middle booth, front row, right), who is also the International Trade, Industry and Investment Minister, graced the Sarawak Pavilion at MIHAS@Shanghai. Five Sarawak companies proudly showcased their halal food and beverage products to international buyers.

Miwa Manufacturing Sdn Bhd managing director Jasseica Rashid participated in a business-matching session with a Saudi buyer, exploring new market opportunities and strengthening the company's export prospects for its beverage products.

Monstr Confectionery brings a fresh twist to snacking with its signature cookies-and-dip range, combining bold flavours, smart portioning and eye-catching designs. The range is crafted to appeal to international markets, offering a fun and convenient snacking experience for consumers worldwide.

Munif Hijjaz Marketing Sdn Bhd managing director Abdul Malek Manap showcasing the company's Squeezy Lime drink and white coffee with goat's milk to potential Chinese buyers, strengthening export prospects and highlighting Malaysian innovation at Mihas@Shanghai.

Nashmir Capsule Sdn Bhd advanced its regional growth strategy by signing a Memorandum of Understanding with Jiangsu Zhuoyu Glasses Co Ltd at Mihas@Shanghai. The signing was witnessed by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi and Matrade chairman Datuk Seri Reezal Merican Naina Merican.

Nationfood Sdn Bhd showcased their products including their signature Qsnack Tempe Chips. The halal-certified Malaysian treat captured strong interest, especially the petai flavour, among buyers in China, Turkiye and Mauritius.

Nature Goodness Food Industry Sdn Bhd chief executive officer Sun Boon Teck (centre) and assistant general manager Hanky Ooi (left) presenting the company's signature product, the Frozen Durian Pulp D197, to Penang Deputy Chief Minister I Datuk Dr Mohamad Abdul Hamid.

The Natureceuticals Sdn Bhd team connecting with the MTDC delegation, presenting its halal-certified pharmaceutical range aimed at expanding into China and other international markets.

The Nfara S Biotechnology (M) Sdn Bhd team introducing the company's range of products to visitors at Mihas@Shanghai.

Founded by celebrity Neelofa, Nilofarr Health & Beauty Sdn Bhd captivated visitors at Mihas@Shanghai with its innovative beverages, Drintox and Isterix.

The team from Nims Adeliciousz Sdn Bhd – including general manager Tengku Nurhaiza, chief executive officer Tengku Norhanim, business development director Mihyatul Hussnna and key account manager Tengku Nurhanira – showcasing their Nims chocolate cereal snacks at Mihas@Shanghai.

Noraini Cookies Worldwide Sdn Bhd chief executive officer Hezlee Ezha Norsham (centre) engaged in discussions with a China-based buyer to explore potential collaborations and export opportunities for the company's range of convenience desserts.

NZ Frozen Food Industries showcased authentic Malaysian durian-based delicacies at its booth. The offerings, along with durian-flavoured coffee and teh tarik, attracted CCTV coverage and impressed visitors, many of whom expressed strong interest in bringing the products to their markets.

The Oasis Wellness International Sdn Bhd team showcasing the company's range of products. Pictured are (from left) chief nutritionist Pamela Chee Pei Chi, chief pharmacist Darren Ang Yan Kher, founders Datuk Jaden Teoh Yee Seang and Datin Jenna Tang Jing Wen and corporate sales assistant manager Hor Khai Yee.

On Hing Enterprise Sdn Bhd's successful participation in Mihas@Shanghai helped to raise its profile and introduce its products to new audiences. The company looks forward to bringing authentic Nanyang flavours to an even wider customer base.

Also known as the Green Factory, One-Tech (M) Sdn Bhd is pictured with Ampang Jaya Municipal Council officials who nominated the company to participate in Mihas@Shanghai, showcasing Malaysia's expertise in sustainable design.

OP-G Innovative Industry Sdn Bhd marketing manager Gerald Chua showcasing SaltCola and SaltLime, locally made salty-sweet beverages with Himalayan rock salt, alongside innovative creations such as spicy mala butter cookies, truffle-flavoured butter cookies, and wasabi-coated broad beans, highlighting the company's creativity and unique flavours.

Origins Food showcasing its Natufoodies baby food products and original equipment manufacturer solutions, creating new opportunities and expanding the company's presence in the Chinese market.

Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi visited the Pahang entrepreneurs' booths, taking time to engage with the exhibitors. He was accompanied by Matrade chairman Datuk Seri Reezal Merican Naina Merican (left) and Felda, Cooperatives and Entrepreneur Affairs Committee chairman Datuk Amizar Abu Adam (right).

Pak Ali Food Industries Sdn Bhd made a notable impact, presenting its popular Jeruk Madu Pak Ali range alongside innovative fruit-based products. The event created new export opportunities through strategic business matching with Chinese buyers and distributors, while the insights gained further reinforced the company's commitment to promoting Malaysian halal products on the global stage.

Pak Keong Food Industries Sdn Bhd director Gary Soh (left) connecting with a Chinese buyer while showcasing the company's range of ice cream cones and ice cream-related products.

Pak Man Industries Sdn Bhd manager Intan Munirah (right) and a company representative preparing food samples for visitors, showcasing the company's signature Malaysian flavours to a global audience.

Showcasing the best of Malaysian halal food, Pawa Canning Corporation (M) Sdn Bhd (Pawada) generated immense interest among Chinese buyers and retailers at Mihas@Shanghai. The event enabled Pawada to effectively highlight its commitment to quality, innovation and authentic Malaysian flavours.

The launch of Pawslifestyle Sdn Bhd's halal-certified human-grade cat food was graced by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Matrade chairman Datuk Seri Reezal Merican Naina Merican (left), Matrade chief executive officer Datuk Seri Mohd Mustafa Abdul Aziz (right), Pawslifestyle Sdn Bhd managing director Zailani Ali and strategic partner Meltem Akin of Hermos Gida, Turkiye.

SUK Selangor presented a curated range of homegrown brands that reflect the state's robust entrepreneurial ecosystem and commitment to empowering small and medium enterprises (SMEs). The pavilion strengthened the visibility of Selangor products and opened new pathways for international partnerships.

Local companies from Penang enhanced their presence on the global stage at Mihas@Shanghai, driving strong trade outcomes and expanding access to international markets.

The Penang Regional Development Authority (Perda) drove regional development by championing Penang SMEs at Mihas@Shanghai. The showcase connected halal producers with international prospects, strengthening trade potential and supporting inclusive economic progress across the state.

Showcasing Perak's strengths on the global stage at Mihas@Shanghai, InvestPerak chief executive officer Mohamad Hashim Abdul Ghani (right), who led the state delegation, presented a token of appreciation to Ahmad Zahid during his visit to the Upen Perak booth.

A representative from the Perak State Agricultural Development Corporation (Perak SADC) presenting an overview of the Perak Halal Industrial Park (Perak HIP) to Ahmad Zahid, as Mohd Mustafa looks on.

Perak State Development Corporation (PKNPk) acting manager June Teong and executive Darvin Raj (second and third from left) were on hand to welcome Ahmad Zahid and Reezal Merican to their booth.

Championing eco-friendly alternatives, Sanwa Group managing director Datuk Gavin Lee (right) led his team's efforts to showcase the company's innovative range of sustainable packaging products.

Perlis Mentri Besar Mohd Shukri Ramli (second from right) presented a token of appreciation to Ahmad Zahid, with Perlis Religious Affairs Committee chairman Muhammad Azmir Azizan, Sarawak Deputy Premier Datuk Amar Awang Tengah Ali Hasan and Reezal Merican observing. The engagement highlighted Perlis' strong commitment to supporting national trade promotion efforts.

The team representing PIJ Halal Ventures Sdn Bhd – Rahmah Sukhairi, Md Rozamusliadi Roslan, Datuk Nurulhidayah Ahmad Zahid and Datuk Dr Nasharudin Mat Isa – is pictured with Shandong Huifa's senior consultant Christopher Chong. PIJ Halal Ventures (Malaysia) and its strategic partner, Shandong Huifa (China), formalised their relationship by signing an MoU. The agreement marks a big step towards strengthening bilateral cooperation within the halal industry.

Pinnacle Foods M Sdn Bhd produces local favourites such as Pran Soya Milk, Power Energy Drink and Bisk Club Biscuits. The company, widely recognised for its famous Pran brand, attracted over 5,000 visitors at Mihas@Shanghai.

Led by chief executive officer Tunku Faris Tunku Khalil and operations director Juhaida Muda, Pisango's business-matching sessions drew strong interest from prospects in China, boosting export opportunities and positioning the brand for broader market penetration.

PJ Foods Industries Sdn Bhd managing director Norehan Mohd Nor (left) with Felda, Cooperatives and Entrepreneur Affairs Committee chairman Datuk Amizar Abu Adam (second from left) and Pahang deputy secretary (Development) Datuk Ali Syahbana Sabarudin (right) at the launch of the company's Puteri Ayu products.

PMA Rich (M) Sdn Bhd chief executive officer Siti Fatimah Adnan showing the halal certificate for Mokti's products, issued and approved by the Department of Islamic Development Malaysia (Jakim). Every certification, approval and document at the company forms part of a comprehensive compliance framework.

PPES Ternak Sdn Bhd presenting its Sara-Bif range of corned beef and corned lamb products, featuring flavours such as Sarawak Blackpepper, Gochujang, Smoky BBQ and Khabsah Corned Lamb, showcasing innovation in Sarawak-sourced halal food manufacturing.

Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi savouring a product sample from Pristine Food Stuff Sdn Bhd, presented by (from left) general manager Fion Soo and director Vincent Lau.

Pro-Chem Industrial Sdn Bhd managing director Datuk Robin Chong (left) and operation manager Lyn Ly Ong highlighting their company's specialised original equipment manufacturing/original design manufacturing, showcasing the company's expertise in producing halal household products and industrial cleaning solutions.

Qemrich Sdn Bhd managing director Datuk Robin Chong (left) and sales manager Tyra Tan (second from left) engaging with global buyers, highlighting Qemrich original equipment manufacturing and original design manufacturing services for halal cosmetics and personal care.

The Rasa Suri Malaya Sdn Bhd team engaging with a visitor, introducing the brand's diverse range of products and sharing insights into their unique flavours and ingredients.

RDS Juta Food Industries Sdn Bhd's director and operations manager showcasing the company's products while engaging with a diverse range of buyers, including MyAsia. The team also enjoyed expanded networking opportunities with industry players from around the world. The company is a food manufacturer specialising in frozen dim sum and snacks.

Rezza Productive (M) Sdn Bhd managing director Mohd Amir Redza showcasing the extensive Rezza product line, which features canned fruits, ready-to-eat meals and other convenience items. The range drew strong interest from buyers seeking high-quality, Malaysian-made food solutions.

RNB Global Sdn Bhd director Soo Hoo Siew Kheng showcasing R+B's sustainable skincare line to a visitor. The brand features a curated selection of face and body essentials including the Cleansing Face Gel, Exfoliating Face Scrub, Brightening Serum and Revitalising Face Moisturiser.

RZ Chem Trading manager Mohamad Rizal Abdul Razak (left) sharing a light moment with Ahmad Zahid and Matrade chairman Datuk Seri Reezal Merican Naina Merican while showcasing the company's ready-to-cook Malaysian paste range at Mihas@Shanghai, highlighting the brand's growing export potential.

The Sajian Ambang Sdn Bhd team welcomed a courtesy delegation and held a meeting with potential buyers from China to discuss opportunities related to its in-flight meal catering project.

A representative from the Malaysian Pepper Board and Sarawak Produces Industries Company presenting Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi with a token of appreciation as Matrade chairman Datuk Seri Reezal Merican Naina Merican looks on.

The Sawit Kinabalu Group highlighting Sabah's finest with a standout line-up of halal-certified products, from pineapple cordial and Saarang Premium Bird's Nest to Sayang Cooking Oil and more. The vibrant showcase reflected the group's commitment to quality, innovation and strengthening its presence in global markets.

Scent Pur Manufacturing (M) Sdn Bhd showcasing its air care innovations. The company presented its advanced scent technologies, premium formulations and modern manufacturing capabilities to global buyers and industry partners.

SME Corp Malaysia and PKNS collaborated to bring 10 Malaysian entrepreneurs to Mihas@Shanghai. This initiative offered them direct exposure to the Chinese halal market, strengthening their international business connections and creating new opportunities for product expansion, partnerships and potential export growth.

The Serai Malaya Sdn Bhd team in an upbeat mood as they highlight their company's products at the booth. From left are corporate administration head Noor Izra Jamaluddin, corporate relations executive Nurul Hidayu Mohd Yani and corporate relations manager Leanna Fong.

Seven Island Resources director Balayogan Gnapaskar (right), alongside a team member, showcasing the company's latest products and innovations.

Sirehemas Pharma Sdn Bhd showcasing a broad line-up of products for international buyers, from daily wellness essentials to highly functional botanicals.

A Skinny Bakers Group Sdn Bhd representative highlighting the company's Not Your Ordinary Cookie range, featuring export-ready packaging and OEM capabilities designed for cafes, retailers and international distributors seeking premium artisanal cookies.

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A representative from SPL Food Industries Sdn Bhd explaining the distinctive flavours and unique qualities of Sarawak's Gula Apong to a visitor.

Sumatraa Industries Sdn Bhd received strong interest from buyers during a business matching session, especially for its sambal nasi lemak and rendang paste developed for the hotel/restaurant/cafe (HoReCa) sector. The company is now in active discussions with Intercity Hotel Shanghai and several catering groups to bring consistent, high-quality Malaysian flavours into their hotel kitchens and outlet operations.

Syarikat Hang Tuah Sdn Bhd upholds its commitment to stringent quality and careful selection of the finest aromatic coffee beans. This dedication preserves the distinctive flavour of its traditional Malaysian coffee recipe. The expertise honed in producing coffee beverages is now being extended across its product range.

The Tastiway Sdn Bhd team introducing its Alor range of freeze-dried fruits and functional snacks, presenting flavours that meet global tastes. As a leading original equipment manufacturing and original design manufacturing manufacturer, Tastiway delivers customised solutions, from private labelling to full product development.

Klang Royal City Council (MBDK) deputy mayor Mohd Zary Affendi Mohd Arif (centre) and MBDK licensing department acting director Mohd Izzat Mokhtar (left) sampling delicious bites offered by Tech Food Ingredients Sdn Bhd director Narendranath Ramana.

Vida World Sdn Bhd warmly welcoming Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi to their booth, offering him a firsthand look at the company's latest products and innovations, while highlighting their commitment to quality and growth in the global market.

Representing Twinine Sdn Bhd, the team presented their signature Sabah sauces to a global audience. Their presence, dedicated to bridging the world one flavour at a time, successfully forged new connections with visitors from China, Australia and Africa.

Unipeq Sdn Bhd business development and sales marketing head Mohamad Ikmal Hisham Bin Asha'ri (left) and sales and marketing senior executive Ibrahim Abdullah highlighting the company's training, consultancy services, halal and Glycemic Index testing and international programmes.

Viasfood Sdn Bhd and Three Squirrels Inc China sealed a strategic partnership during a Memoradnum of Understanding exchange ceremony at Mihas@Shanghai, marking a significant milestone in bringing Malaysia's halal offerings to a wider Chinese market.

Westports Malaysia is honoured to support Mihas@Shanghai as a strategic partner, contributing to the growth of Malaysia's expanding halal ecosystem. Leveraging its expertise in port operations and logistics services, Westports is committed to complementing national efforts to promote the halal economy and strengthen trade engagement with China. The company values the opportunity to participate in an initiative that unites industry players and reinforces Malaysia's broader halal ecosystem.

A YP Advanced Skills Sdn Bhd representative showcasing the company's products, which preserve Malaysia's heritage foods and unique flavours for enjoyment worldwide. Led by an award-winning chef trained at their culinary school, the company offers products that have received halal certification and Mesti recognition.

Flanking the YP Hevea Sdn Bhd representative (centre) are Felda, Cooperatives and Entrepreneur Affairs Committee chairman Datuk Amizar Abu Adam (left) and Pahang (development) deputy secretary Datuk Ali Syahbana Sabarudin.

A representative from YPPH Growers Sdn Bhd engaging with a visitor, sharing insights about Malaysia's sweet pineapples and highlighting their unique flavour and quality.

The Zhafou Global Sdn Bhd team warmly welcoming visitors with their best-selling bird's nest and collagen drinks, introducing Malaysian-made wellness products to a global audience.

Zinon Food Industry Sdn Bhd signed a collaborative agreement with Shanghai Saya Trading Co Ltd at Mihas@Shanghai, marking strengthened cooperation and supporting the expansion of the international halal market. The signing was witnessed by Ahmad Zahid, Matrade chairman Datuk Seri Reezal Merican Naina Merican and Malaysian ambassador to China Datuk Norman Muhamad.