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***“THE HALAL MARKET REPRESENTS A NEW FRONTIER IN THE GLOBAL ECONOMY, DRIVEN BY RISING CONSUMER DEMAND FOR QUALITY, ETHICS AND SUSTAINABILITY ACCESS ALL SECTORS.”***

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## MEDIA KIT 2026

Langkawi International Halal Showcase 2026 (LIHAS 2026) is a premier platform that brings together global halal industry players to showcase products, foster collaborations, and expand market opportunities. Organised by LIHAS Sdn Bhd, the event aims to strengthen Malaysia's position as a leading global halal hub.

[www.lihas.com.my](http://www.lihas.com.my)



# FEATURED IN



<https://bernama.com/lite/news-bm.php?id=2522883text>



<https://www.sinarharian.com.my/article/767772/berita/nasional/lihas-2026-sasar-rm100-juta-nilai-padanan-perniagaan>



<https://kinihalal.com/article/halal-news/lihas-2026-sasar-rm100-juta-transaksi-dagangan-di-langkawi?id=235814>



<https://www.bharian.com.my/bisnes/lain-lain/2026/02/1508501/lihas-2026-sasar-nilai-perdagangan-halal-rm100-juta>

## 01

## OBJECTIVE

LIHAS 2026 AIMS TO STRENGTHEN MALAYSIA'S HALAL INDUSTRY ECOSYSTEM BY PROVIDING A STRATEGIC PLATFORM THAT CONNECTS INDUSTRY PLAYERS, GOVERNMENT AGENCIES, AND INTERNATIONAL PARTNERS. THE INITIATIVE FOCUSES ON EXPANDING MARKET ACCESS, ENHANCING THE QUALITY AND COMPETITIVENESS OF BUSINESSES, AND PROMOTING HALAL PRODUCTS AND SERVICES TO THE GLOBAL MARKET. IN ADDITION, LIHAS 2026 SEEKS TO DRIVE ECONOMIC GROWTH, FOSTER STRATEGIC COLLABORATIONS, AND REINFORCE MALAYSIA'S POSITION AS A LEADING GLOBAL HALAL HUB.

## 02

## OUR SERVICES

LIHAS SDN BHD OFFERS END-TO-END SOLUTIONS ENCOMPASSING HALAL CONSULTANCY, EVENT MANAGEMENT, AND STRATEGIC MARKETING. WITH EXPERTISE IN DELIVERING INTERNATIONAL EXHIBITIONS, CONFERENCES, AND CORPORATE EVENTS, THE COMPANY CREATES IMPACTFUL PLATFORMS THAT CONNECT INDUSTRY STAKEHOLDERS AND DRIVE BUSINESS GROWTH. THROUGH INTEGRATED MARKETING STRATEGIES AND INDUSTRY ENGAGEMENT, LIHAS ENHANCES BRAND VISIBILITY AND FACILITATES EXPANSION WITHIN THE GLOBAL HALAL ECOSYSTEM.



# IMMEDIATE RELEASE

## **SOFT LAUNCH OF LANGKAWI INTERNATIONAL HALAL SHOWCASE 2026 (LIHAS 2026) SET TO STRENGTHEN MALAYSIA'S POSITION AS A GLOBAL HALAL HUB**

Putrajaya, 11 February 2026 — Lihas Sdn.Bhd., in collaboration with government agencies and key players from the halal industry, hosted the Soft Launch of the Langkawi International Halal Showcase 2026 (LIHAS 2026). The event served as an early introduction ahead of the main exhibition in 5–8 November 2026 at the Mahsuri International Exhibition Centre (MIEC), Langkawi, Kedah.

The ceremony was officiated in the presence of the Minister of Economy (MOE), the Minister of Tourism, Arts and Culture (MOTAC), the Secretary-General of MITI, and the CEOs of LADA, HDC, and LIHAS. The event showcased strong leadership support for the halal industry and reinforced Langkawi's status as a strategic international hub for trade and tourism.

LIHAS 2026 is an international halal trade platform that promotes halal products, services, and innovations, while strengthening business networks and encouraging collaboration and knowledge exchange. The Soft Launch introduced LIHAS 2026's objectives, strategic direction, and key highlights to the media, strategic partners, and stakeholders. With participation expected from both local and international exhibitors and buyers, the event serves as a catalyst for industry growth, innovation exchange, and cross-border business opportunities across various halal sectors, aligned with the Halal Industry Master Plan 2030 (HIMP 2030). LIHAS 2026 recorded a total business matching trade value of RM88 million, including RM28 million from the agriculture and food & beverage (F&B) sectors through collaborations between Levent Corporation Sdn. Bhd. and LeShou Yufang (Beijing) Catering Management Co., Ltd., with an additional RM60 million expected from halal gelatin manufacturing by Jiyuan Boao Biotechnology Co., Ltd.

Key programmes at LIHAS 2026 include Biz Pocket Talk sessions, live cooking demonstrations, the Asian Food Meet-Up and Street Food Bazaar, Halal Clinic sessions with implementing agencies, live podcast sessions, cultural performances in conjunction with Visit Malaysia 2026 (VM2026), Malam Aspirasi Usahawan Halal, and the Halal Banking and Financial Agencies Forum.

The Organising Committee thanked the media for their support, acknowledging the important role of coverage in ensuring the success of LIHAS 2026.







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# LIHAS SDN BHD COMPANY

*"Creating Future Together"*

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