

Partner & Sponsor

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(LADA)

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Islam Malaysia
(JAKIM)

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Official Strategic Partner:



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Nasi Dagang Pak Malau



Experience
KEDAH

MAHSURI INTERNATIONAL EXHIBITION CENTER

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Langkawi International Halal Showcase

STRENGTHENING MALAYSIA'S POSITION AS A GLOBAL HALAL HUB

Langkawi is ready to welcome the Langkawi International Halal Showcase (LIHAS) 2026, a prestigious international platform that brings together the diversity, innovation, and growth of the global halal industry. Taking place at the Mahsuri International Exhibition Centre (MIEC), Langkawi from 05th to 08th November 2026, this mega event will gather entrepreneurs, investors, government agencies, service providers, and industry experts from around the world. LIHAS 2026 serves as a strategic stage to promote halal trade and investment at both regional and international levels, while strengthening Malaysia's position as a global halal hub. With the iconic Langkawi as its backdrop, the event will not only showcase halal products but also merge tourism, culture, and commerce into a world-class professional setting.

Across four days, visitors can explore a wide range of halal product exhibitions spanning food and beverages, cosmetics, pharmaceuticals, fashion, Islamic finance, logistics, and more. Highlights include the Halal Industry Forum, business matching sessions, live cooking demonstrations with celebrity chefs (WOK'SHOP), LIHAS Street Food Bazaar, the Halal Entrepreneurs' Aspiration Night, and MyHalal Clinic by JAKIM for halal certification guidance. With more than 40,000 visitors and over 300 exhibitors expected, involving over 1,000 participants, LIHAS 2026 will be one of the largest halal showcases in the region. Exhibition spaces are offered at competitive rates starting from RM6,000 to RM11,000, depending on booth type and location—creating opportunities for micro, small, and medium enterprises to expand their market reach and build global networks.

As a high-impact event, LIHAS 2026 also supports the Visit Malaysia Year 2026 (TMM2026) agenda, positioning Langkawi as a Muslim-friendly tourism destination. The influx of international and domestic visitors will boost the local economy through increased demand for accommodation, transportation, halal dining, and tourism activities. LIHAS 2026 is your chance to place your brand in front of thousands of visitors, buyers, and international investors. Be part of a historic moment where halal trade, culture, and tourism come together on a global stage.

Together, we create the Halal Future

Why Partner With Us.

LIHAS 2026 brings together the best of the global halal industry in one iconic destination – Langkawi. From international exhibitors and business networking opportunities to tourism, culture, and trade, the event serves as a strategic platform for businesses, investors, and industry leaders to connect, collaborate, and explore the future of the halal economy under the Visit Malaysia 2026 initiative.



Step into the future of the global halal economy at LIHAS 2026, where opportunity, innovation, and international collaboration come together in one prestigious platform.

Designed to empower SMEs, startups, and established international brands, LIHAS offers flexible booth packages starting from just RM5,000, with exhibition options ranging from Standard and Prime booths to Corner Lots, Bare Space, and Upgraded Shell Schemes tailored to suit every business need.

More than just an exhibition, LIHAS 2026 positions Langkawi as a premier global halal showcase and Muslim-friendly tourism hub, bringing together halal trade, tourism, culture, and heritage in a world-class destination. Supported under the Visit Malaysia 2026 initiative, the event provides exhibitors with unparalleled exposure to international delegates, Muslim-friendly travelers, investors, and industry leaders from across the globe.

The showcase is expected to feature over 300 halal entrepreneurs and industry players representing diverse sectors including food & beverage, cosmetics, pharmaceuticals, Islamic finance, fashion, logistics, manufacturing, tourism, and many more. With over 40,000 expected visitors and more than 1,000 participants engaged in business matching sessions and trade networking opportunities, LIHAS 2026 serves as a strategic gateway for brands seeking regional and international market expansion.

Key Activities and Highlights

LIHAS 2026 features a diverse program including industry forums, business matching, live cooking demos with celebrity chefs, a street food bazaar, and halal certification guidance via **JAKIM's MyHalal Clinic**

Cultural showcases, traditional performances, and a halal-inspired **gala dinner** aim to promote Malaysia's cultural heritage and halal cuisine.

The event also emphasizes tourism promotion through agency of **Islamic Tourism Center (ITC)** under the **Ministry of Tourism, Arts and Culture**, establishing Langkawi as a Muslim-friendly destination with a dedicated tourism info center, cultural exhibitions, and experiential activities.

The event supports **Visit Malaysia Year 2026**, boosting local tourism and economy.

Partnerships and Sponsorships LIHAS 2026 is co-organized by LIHAS Sdn. Bhd. and Levent Corporations **in partnership** with key agencies like **Department of Islamic Development Malaysia (JAKIM)**, **Langkawi Development Authority (LADA)**, **Malaysia External Trade Development Corporation (MATRADE)**, and **Ministry of Tourism, Arts and Culture (MOTAC)**, creating a comprehensive platform for trade, certification, education, and cultural diplomacy.

Sponsorship packages range from **Bronze to Title**, offering **branding, media exposure, VIP privileges, and on-site presence**, providing mutual value for government, corporate, and SME participants.



and counting...

TITLE SPONSOR

Exclusive naming rights, top-tier branding on all event collaterals and media

GOLD SPONSOR

Shared branding across social media, printed media, and stage backdrops.

BRONZE SPONSOR

Recognition in post-event materials and digital advertisements

PLATINUM SPONSOR

Prominent logo placement on LED displays, billboards, and press materials

SILVER SPONSOR

Co-branding in event publications and digital promotions

PUBLICITY CAMPAIGN COMPONENT

To ensure maximum participation from exhibitors, buyers, visitors, and international delegates, LIHAS 2026 will roll out an extensive publicity campaign across multiple platforms. Your organisation will share the benefits of this high-impact campaign.

PLATFORMS INCLUDE

Digital & Social Media

Digital Newspapers

Radio & Television

Press Conferences

Streamers, Billboards & Banners

Invitations



WhatsApp Blast



Press Conferences



Banners @ Mosques



Television Spots



Radio Spots



Digital Newspaper
Advertisement



Million Social Media
Impressions



Invitation Letter



Streamers



PUBLIC CAMPAIGN ANALYSIS

The Publicity Campaign for the Langkawi International

Halal Showcase (LIHAS) 2026 is designed to generate maximum exposure through an integrated mix of television, radio, print, digital, and social media platforms. The campaign will run intensively from February to April 2026, with the final month focusing on heightened coverage across national broadcast networks, outdoor advertising, and online platforms.

Publicity Value Achieved / Projected

Based on the marketing and promotion cost structure outlined in the LIHAS 2026 budget, the total publicity investment value is projected at RM 1,652,000.00, distributed across multiple media platforms as follows:

Traditional Media (TV, Radio, Billboard & Print): RM 3,238,000.00

TV Media Buy (Astro & Media Prima)	Local Television Cast for an under a minute Advertisement.
Radio Advertising	Local Radio Station Audio Advertisement, Selected Partners Only.
Social Media Marketing	Facebook, Instagram, YouTube, LinkedIn, TikTok Ads
Search Engine & Online Content Marketing	Google Ads will promote LIHAS 2026 during searching and showing search results.
Email & Mobile Marketing (Blast Campaigns)	E-mail and Telco message Blast Campaign

Various activities have been planned throughout LIHAS 2026 to attract visitors and ensure maximum exposure and return on investment for strategic partners and exhibitors.

Business, Banker & Financial Forum

This forum brings together Malaysia's financial institutions, halal industry leaders, and entrepreneurs to strengthen the credibility of Malaysia's halal economy. Discussions will focus on ensuring product and service quality, maintaining safety standards, and driving innovation in halal health, finance, and services. The session also provides valuable networking opportunities with bankers, investors, and halal industry stakeholders.



Business & Trade Match

This event facilitates direct business matching between halal producers, buyers, and distributors. It focuses on creating low-price strategies to increase competitiveness, supporting brand growth, and enabling market expansion. Exhibitors can establish partnerships that will help them strengthen their brand presence locally and internationally.



LIHAS Inspiration Gala Dinner

A prestigious networking event featuring an international halal cuisine zone ("Food Republic"), interactive cooking demonstrations by celebrity chefs, and "Pocket Talk" sessions on halal markets. The dinner also includes children's cooking activities to promote healthy halal eating and skill and development programs that encourage teamwork and creativity. It serves as both a celebration and a networking hub for stakeholders.



LIHAS Street Food Bazaar

An engaging showcase of halal street food from across Malaysia and neighboring countries. The bazaar not only highlights culinary diversity but also unites families, tourists, and food lovers in a vibrant and cultural food experience, boosting the tourism value of halal street food.



Halal Conference

The Halal Conference brings together industry experts, policymakers, and business leaders to discuss emerging trends, innovations, and opportunities within the global halal ecosystem. The conference facilitates knowledge sharing, strategic collaboration, and industry development while strengthening Malaysia's position as a leading halal hub.

Malaysian Halal Summit

The Malaysia Halal Summit serves as a high-level platform for discussions on the future of the global halal economy. Featuring industry leaders, government representatives, and international stakeholders, the summit promotes investment opportunities, policy dialogue, and cross-border collaboration across key halal sectors.



Product Demonstration

An exhibition segment showcasing the latest halal products and technologies, focusing on safe transport, proper storage, and reducing congestion in supply chains. Demonstrations give visitors and potential partners confidence in product safety and efficiency while also highlighting innovation in halal logistics.



Wok's Shop Chef Celebrity

This sub-event highlights celebrity chefs and their role in promoting halal products worldwide. It applies a low-price strategy while reaching new markets and expanding outreach. The event drives business networking and helps position local halal cuisine as a global growth driver for the halal industry.



'Pocket Talk' Segment by Ministries & Agencies

Special sessions run by government ministries and agencies to share updates on halal-related grants, incentives, and compliance processes. These talks also provide entrepreneurs with direct networking opportunities and access to key regulatory bodies, ensuring smoother halal business operations.



Cultural Show

A lively cultural showcase that highlights Malaysia's rich traditions, featuring local tourism packages, collaborations with Langkawi Development Authority (LADA), and overflow activities from exhibitors. This segment aims to create a festive environment, entertain visitors, and promote Malaysia's cultural identity alongside halal tourism.



Langkawi Golfcation Tourism Tournament

This exclusive tournament combines business networking with tourism experiences, bringing together corporate leaders, investors, exhibitors, and international delegates. It creates opportunities for relationship-building, strategic partnerships, and destination promotion while showcasing Langkawi as a premier Muslim-friendly tourism destination.



Sebarikan Salam

Sebar Salam is a community engagement initiative that promotes social responsibility, inclusivity, and humanitarian values. Through charitable activities and outreach programmes, it strengthens community connections while reflecting the ethical principles and positive impact of the halal ecosystem.



Deliverables.

Packages	Title	Platinum	Gold	Silver	Bronze
1.0 PUBLICITY AND PUBLIC RELATION ACTIVITIES					
1.1 Advertisements featured in print media publications.	✓	✓	✓	✓	✓
1.2 Official letterheads and fax documents used for all mailing and communication.	✓	✓	✓		
1.3 Invitations and programmes cards issued for all sub-events.	✓	✓	✓	✓	✓
1.4 Promotional streamer displayed throughout Alor Setar, Sungai Petani, Jitra, Langkawi & Kedah region.	✓	✓	✓		
1.5 Event banners displayed across Alor Setar, Sungai Petani, Jitra, Langkawi & Kedah region.	✓	✓	✓	✓	✓
1.6 Billboards displayed across Alor Setar, Sungai Petani, Jitra, Langkawi & Kedah region.	✓	✓	✓	✓	✓
1.7 Posters & Brochure distributed to government agencies and offices nationwide.	✓	✓	✓	✓	✓
1.8 Brochures circulated to all respective	✓	✓	✓	✓	✓
1.9 Press release distributed to all media agency in Malaysia	✓	✓	✓	✓	✓
1.10 The CEO will be invited and featured in press conferences	✓	✓	✓		

Packages	Title	Platinum	Gold	Silver	Bronze
2.0 ONLINE PUBLICITY AND PUBLIC RELATIONS ACTIVITIES					
2.1 Logo will be placed on www.lihas.com.my and hyperlinked to partners website.	✓	✓	✓	✓	✓
2.2 Partner's editorial will be highlighted on www.lihas.com.my	✓	✓	✓		
2.3 ONE (1) dedicated web banner for partner on www.lihas.com.my	✓	✓			
2.4 Partner's logo will be displayed on all Google Display Network adverts.	✓	✓			
2.5 The profile and position of partner will be highlighted on all EDM's	✓	✓	✓	✓	✓
2.6 The profile and position of partner will be highlighted on all social media platforms.	✓	✓	✓	✓	✓
3.0 LIHAS 2026 SOFT LAUNCH					
3.1 ONE (1) VIP seat at the front row with all other VVIPs.	✓	✓	✓	✓	✓
3.2 Access to VIP Lounge where F&B prepared.	✓	✓	✓	✓	✓
3.3 TEN (10) VIP seats for partners representatives.	✓	✓	✓		
3.4 Logo display on main backdrop press conference backdrop	✓	✓	✓	✓	✓
3.5 Partner's support and profile will be included and mentioned by emcee	✓	✓	✓	✓	✓

Packages	Title	Platinum	Gold	Silver	Bronze
3.6 Partner's support and profile will be in the press releases distributed to the media	✓	✓	✓	✓	✓
3.7 Partner's 30-second promotional video will be played on loop during the guest arrival period.	✓	✓	✓	✓	✓
3.8 ONE (1) slot will be allocated for a three-minute speech during the main event	✓	✓			
3.9 ONE (1) reserved seat will be provided at the head table during the official press conference.	✓	✓	✓		
3.10 ONE (1) kiosk counter will be provided exclusively for the partner's use.	✓	✓	✓	✓	✓
4.0 LIHAS OPENING CEREMONY					
4.1 ONE (1) VIP seat in the front row among other VVIPs during the Opening Ceremony.	✓	✓	✓	✓	✓
4.2 Access to buyers lounge where F&B prepared	✓	✓	✓		
4.3 TEN (10) VIP's seats for the partner's representatives.	✓	✓	✓		
4.4 Logo display on main backdrop press conference backdrop.	✓	✓	✓	✓	✓
4.5 Partner's support and profile will be included and mentioned by the emcee.	✓	✓	✓	✓	✓

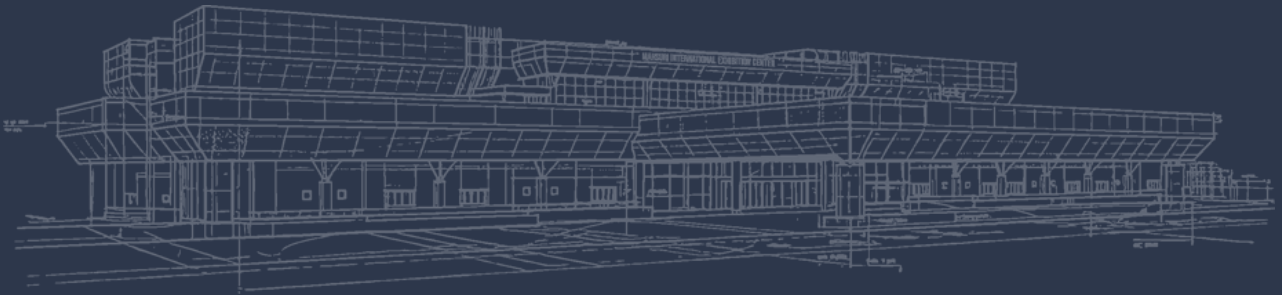
Packages	Title	Platinum	Gold	Silver	Bronze
4.6 Partner's support and profile will be in the press release distributed to the media.	✓	✓	✓	✓	✓
4.7 Partner's 30 second promo video will be played on loop during the arrival of guests.	✓	✓	✓		
4.8 Special interview slots with the media	✓	✓	✓		
4.9 Special VVIP visit partner's booth at the expo.	✓	✓	✓		
5.0 EXHIBITING AT LIHAS 2026					
5.1 Booth to showcase partner's products or services.	✓	✓	✓	✓	✓
5.2 ONE (1) VIP parking.	✓	✓	✓	✓	✓
5.3 Traffic announcements to attract visitors to partner's booth twice daily.	✓	✓	✓		
5.4 Access to Buyer Lounge where F&B is prepared.	✓	✓	✓		
5.5 Invitation to partner's representatives to be the official judges for competition during expo.	✓	✓	✓	✓	✓
5.6 ONE (1) slot to promote partner's products or services during prime time on stage.	✓	✓	✓	✓	✓

Packages	Title	Platinum	Gold	Silver	Bronze
6.0 PUBLICITY AND PUBLIC RELATIONS ACTIVITIES DURING THE EXPO (LOGO PLACEMENT ON ALL ON-SITE COLLATERALS SUCH AS:)					
6.1 Main entrance of LIHAS 2026.	✓	✓	✓	✓	✓
6.2 Stage programme board.	✓	✓	✓	✓	✓
6.3 Signage inside and outside the hall.	✓	✓	✓		
6.4 Bunting inside and outside the hall.	✓	✓	✓		
6.5 Banners inside and outside the hall.	✓	✓	✓		
6.6 LED stage backdrop	✓	✓	✓	✓	✓
6.7 Trolley's and porter counters' backdrops.	✓	✓			
6.8 Lanyard for VVIP's, trade visitors and exhibitors	✓	✓			
6.9 Badges for VVIP's, trade visitors and exhibitors	✓	✓	✓	✓	✓
6.10 Stickers on the bus.	✓	✓			
6.11 Stand bunting at the strategic location.	✓	✓	✓		

Packages	Title	Platinum	Gold	Silver	Bronze
7.0 MEDIA ADVERTISING					
7.1 Sponsored TikTok campaign featuring LIHAS highlights and partner branding.	✓	✓	✓		
7.2 Partner's brand integrated in official LIHAS social media advertisements (Facebook, Instagram, LinkedIn).	✓	✓	✓	✓	
7.3 Inclusion in digital banner advertisements (Google Display, YouTube pre-roll, Meta Ads).	✓	✓	✓	✓	
7.4 Media buy-in credits for local and international online platforms (Brand Mention)	✓	✓			
7.5 Media buy-in credits for local and international online platforms (Logo Placement)	✓	✓	✓		
7.6 Dedicated partner featurepost on LIHAS official social media channels.	✓	✓	✓	✓	✓
7.7 Mention in paid influencer collaborations promoting LIHAS 2026.	✓	✓			
7.8 Partner logo inclusion in all online video advertisements and reels.	✓	✓	✓	✓	✓
7.9 Access to post-campaign analytics report on reach, impressions, and engagement.	✓	✓			
7.10 Whenever an ad is posted on social media, partner logos will appear on the ad's border.	✓	✓			
8.0 LIHAS 2026 REPORTS					
8.1 Post event reports with partners official remarks	✓	✓	✓		



LANGKAWI INTERNATIONAL HALAL SHOWCASE



TOGETHER WE BUILD THE HALAL FUTURE

