



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

BE PART OF THE ECONOMIC RECOVERY AND GROWTH

MARKET & SHOWCASE YOUR PRODUCTS AT MALAYSIA INTERNATIONAL HALAL SHOWCASE 2022 IN KUALA LUMPUR, MALAYSIA 07 – 10 SEPTEMBER 2022

Assistance is provided to qualifying South African exporters to promote South African products into foreign markets.

the dtic extends an invitation to South African exporters of **Halal approved consumable items and services** to apply to participate at the Malaysia International Halal Showcase (MIHAS) 2022 exhibition, scheduled to take place from 07 – 10 September 2022 in Kuala Lumpur, Malaysia. The proposed South African participation in this event will be by means of a National Pavilion. The deadline date for the submission of complete National Pavilion application forms is **06 May 2022**

Exhibition space is very limited and only a small number of exhibitors can be accommodated.

the dtic will offer the following financial support to qualifying firms:

- Exhibition space and booth rental costs.
- Freight forwarding of display material
- Air travel assistance up to R20,000.00 (SMME and BOE only)
- Daily subsistence allowance of R3,500.00 per day (SMME and BOE only)

“Please note that the dtic will be responsible for the company’s benefits as per EMIA guidelines only, any COVID-19 related costs such as PCR tests, quarantine costs, etc will be the responsibility of the individual companies”

NB: B-BBEE certificate - all applicants must submit a valid B-BBEE certificate with a maximum **Level 4** or a sworn affidavit (an affidavit is for entities with less than R10 Million in turnover). This is in compliance with the B-BBEE Amendment Act.

This exhibition website is www.halal.com.my and this event will focus on:

- Food and beverage items; Halal certified organic products; Preserved fruit and vegetable products; Cosmetic and beauty products; Health supplements and Pharmaceutical products. medical devices, finance, modest fashion, personal care and cosmetics, green technologies and even Muslim-friendly tourism
- All companies need to have a Halal Certificate for consumables and Halal required products

National Pavilion application forms and guidelines can be downloaded via the dtic website: www.thedtic.gov.za

For any enquiries pertaining to applications, sector and/or event please contact:	
APPLICATIONS	SECTOR & EVENT
Ms. Virginia Mbuyisa Tel: 012 394-5988 Email: VMbuyisa@thedtic.gov.za	Ms Valentine Naidoo Tel: 012 394-3919 Email: VMNaidoo@thedtic.gov.za

NB!! The deadline for submission of complete National Pavilion application form accompanied by all supporting documentation is 06 MAY 2022

**ONLY EMAILED APPLICATIONS WILL BE ACCEPTED
APPLICATIONS CAN BE EMAILED TO: VMbuyisa@thedtic.gov.za**