



**Unofficial Annual Meeting of MABIMS Ministers of Religion  
(Ministers of Religious Affairs of Brunei Darussalam, the Republic of  
Indonesia, Malaysia, and the Republic of Singapore)**

in conjunction with

# Melaka International Halal Festival (MIHF'25)

**16 - 19 October 2025 (Thursday - Sunday) | 10:00 AM - 10:00 PM**

Melaka International Trade Center (MITC), Ayer Keroh, Melaka

Corporate Kit



# MABIMS INTRODUCTION

The halal industry is one of the fastest-growing economic sectors globally, with its market value projected to reach USD 5 trillion by 2030, encompassing **food, finance, pharmaceuticals, cosmetics, tourism**, and various other sectors.

The Unofficial Annual Meeting of MABIMS Ministers of Religion (Ministers of Religious Affairs of Brunei Darussalam, the Republic of Indonesia, Malaysia, and the Republic of Singapore) serves as a key platform for member countries to deliberate on various matters concerning Islamic development, halal governance, and the strengthening of the regional halal economy.

In 2025, Melaka will host this meeting in conjunction with the Melaka International Halal Festival (MIHF 2025). This event continues the momentum of MIHF 2024, which attracted over **60,000 visitors and 250 exhibitors from within Malaysia and 10 international countries**.

The joint organization of MABIMS and MIHF 2025 will provide a comprehensive platform for policy discussions, exchange of expertise, and strategic collaboration in the halal industry and Islamic development across the region.





In conjunction with



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BIJAK LAKSANA TUAH,  
BERANI LAKSANA JEBAT

# STRATEGIC PARTNERS





## MIHF'25 THEME

# Unifying the Halal Economy : Strengthening Regional Synergy

*This theme reflects the aspiration to **highlight Melaka's role as the host in leading efforts to unify the regional halal economy** through policy alignment and strategic partnerships among MABIMS countries, with the aim of enhancing the global competitiveness of the halal economy.*



“

MIHF'24 successfully attracted over **250 exhibitors** and more than **60,000 visitors**, generating business transactions valued at over **RM6 million**.

”

### **Empowering the Halal Industry in Melaka and Among MABIMS Countries**

- Enhance the competitiveness of local halal products to penetrate international markets.
- Provide a platform for entrepreneurs and halal companies to promote their products and pursue global halal certification.

### **Building International Networks and Collaborations**

- Connect industry players, investors, and buyers from both local and international markets to strengthen halal business networks.
- Attract greater investment into the halal sector in Melaka and MABIMS member countries, including areas such as food processing, halal pharmaceuticals, halal cosmetics, and Islamic tourism.

### **Raising Awareness and Understanding of Halal**

- Organize knowledge-sharing sessions, forums, and workshops on halal standards, halal technology, and innovation in the halal industry.
- Educate the public and entrepreneurs on the importance of halal certification, Shariah compliance, and opportunities within the global halal industry.

### **Strengthening the Position of Melaka and MABIMS Member Countries as Halal Tourism Destinations**

- Advance Islamic tourism and halal hospitality sectors in Melaka and MABIMS member countries.
- Promote Melaka and MABIMS nations as Muslim-friendly destinations offering Shariah-compliant products, services, and travel experiences.

### **Supporting the National Halal Agenda and Malaysia's Halal Development Policy**

- In line with Malaysia's aspiration to be a global leader in the halal industry, MIHF'25 supports the national halal agenda through promotion, innovation, and industry development.
- Position MIHF'25 as a platform to strengthen the roles of halal certification bodies, academic institutions, and Islamic financial institutions in expanding the halal ecosystem.

### **Enhancing the Global Halal Ecosystem Role of Melaka and MABIMS Member Countries**

- **Serve as a key driver in advancing the halal industry in Melaka and MABIMS member nations by supporting the development of a comprehensive halal ecosystem — including production, marketing, and global halal logistics.**

# VISION OF MIHF'25

MIHF'25 aspires to position Melaka as a leading hub for regional halal trade, innovation, and economic empowerment, as well as a centre for Islamic policy coordination among MABIMS countries. With its strengths in the halal food sector, Islamic tourism, and the development of halal products and innovation, Melaka has the potential to become a frontrunner in a competitive and sustainable halal economy.

## THEME OF MIHF'25

**" Unifying the Halal Economy :  
Strengthening Regional Synergy "**

This theme reflects the aspiration to emphasize Melaka's role as the host in leading efforts to unify the regional halal economy through policy harmonization and strategic partnerships among MABIMS countries, with the aim of strengthening the global competitiveness of the halal economy.

## HIGHLIGHTS OF MIHF'25

✔ **450 Exhibitors**

✔ **>70,000 Visitors**

✔ **>20 International Countries**

Malaysia, Indonesia, Republic of Singapore, Brunei, Thailand, South Korea, Japan, China, India, Europe, Southeast Asia, the Middle East, Central Asia



# RATIONALE FOR DATE SELECTION

## 16-19 OCTOBER 2025 (THURSDAY-SUNDAY)

The selection of **16-19 October 2025** as the dates for the Melaka International Halal Festival (MIHF'25) is based on several key strategic and high-impact factors:

### **Civil Servants' Salary Payment Date (16 October 2025, Thursday)**

- The selected date takes into account the effectiveness of engagement from both the public and private sectors. As many individuals will be receiving their monthly salaries around this time, it provides greater financial capacity for visitors and participants to attend the event.
- Additionally, the timing increases the likelihood of purchases by visitors interested in halal products or items offered by exhibitors at the festival.

### **School Holiday Week (18-22 October 2025)**

- The dates of 16-19 October fall within Malaysia's school holiday week, offering more opportunities for families and individuals to bring their children and participate in the event. This promotes broader community involvement, particularly for programs that blend entertainment and education, such as the halal street food festival and family-oriented activities.
- School holidays also provide convenience and flexibility for domestic tourists, making it easier for visitors from outside Melaka to attend the event.

### **Deepavali Celebration (20 October 2025)**

- Deepavali will be celebrated on 20 October 2025, which falls right after the conclusion of MIHF 2025. This timing benefits participants who wish to celebrate Deepavali at home without needing to rush from the event or while travelling.
- The proximity to Deepavali also makes the event more relevant and accessible to visitors from the Indian Muslim community, as the festive period allows them more time to attend the event before returning to their hometowns.

### **Boost in Tourism and Economic Activity**

- By selecting dates close to a public holiday and school break, MIHF'25 is positioned to attract more domestic and international tourists. This presents an opportunity for Melaka, as a tourism destination, to capitalize on the holiday season to increase tourist arrivals and tourism-related revenue.

- Selawat Perdana (Mass Selawat Recital)
- Executive Halal Certification Sharing Sessions
- Halal Travel Package Sales by Travel Agencies
- Halal Certification Training and Knowledge Sessions
- Performances and Appearances by Featured Celebrities
- Exhibition of the Relics of Prophet Muhammad (PBUH)
- Halal Cooking Demonstrations by Celebrity Chefs
- Islamic Banking and Investment Sharing Sessions
- Interactive Halal-themed Activities and Games
- Sales Carnival (Dry Goods and Food Products)
- PDRM Traffic Summons Payment Counter
- Kid's Corner (Interactive Children's Zone)
- 'Semarak Halal Madani' Coloring Contest
- Islamic Art Photography Competition
- Property and Housing Exhibition
- Business Matching Sessions
- Health Screening Services
- Charity Run and Ride
- *Jualan Rahmah*



# MIHF'25 CONTENT AND ACTIVITIES



## Product Exhibition and Direct Sales to Visitors

450 exhibition booths for halal industry players from both local and international markets.



## Halal Certification Program / Training

Programs related to Malaysian halal certification by relevant government agencies, along with global marketing opportunities for local entrepreneurs.



## Product Promotion and Demonstration

Activities such as sales promotions, halal cooking demonstrations, and cultural performances



## Business Matching

Business matching sessions for halal product traders and entrepreneurs aimed at expanding the market for halal products.

The **Melaka International Halal Festival (MIHF'25)** aims to gather **450 companies** from various industries. This year, **MIHF'25** will showcase a wide range of event components, covering a diverse array of products and services, including:



**Muslimah Fashion**



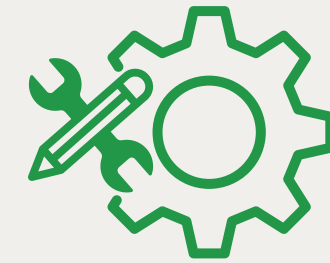
**Beauty and Personal Care**



**Medical and Health**



**Halal Technology Solutions**



**Automotive and Motorsports**



**Food & Beverages**



**Shariah-Compliant Investment**



**Certified Supply Chain and Logistics**



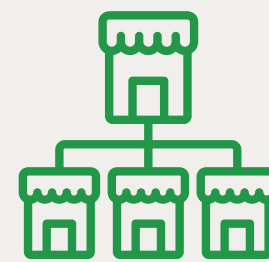
**Halal Training and Education**



**Housing and Real Estate**



**Halal Tourism**



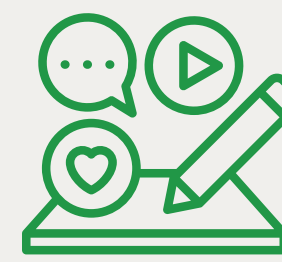
**Franchise Enterprise**



**Halal Standards Compliance**



**Islamic Banking**



**Media Creative**

## DIGITAL MARKETING

### A) SOCIAL MEDIA

- Utilize platforms such as Facebook, Instagram, and TikTok to promote the event.
- Create and promote event hashtags like #MIHF25, #MABIMS25, and #VisitMelaka to enhance digital footprint.
- Launch promotional video campaigns featuring halal products, event highlights, and interviews with entrepreneurial icons.

### B) PAID ADVERTISING (PAID ADS)

- Implement paid advertising on social media platforms and Google Ads (via the official MIHF'25 website) to reach targeted audiences such as entrepreneurs, halal consumers, and investors.
- Target ads to specific regions including Southeast Asia, Central Asia, and the Middle East.

### C) STRATEGIC PARTNERSHIPS

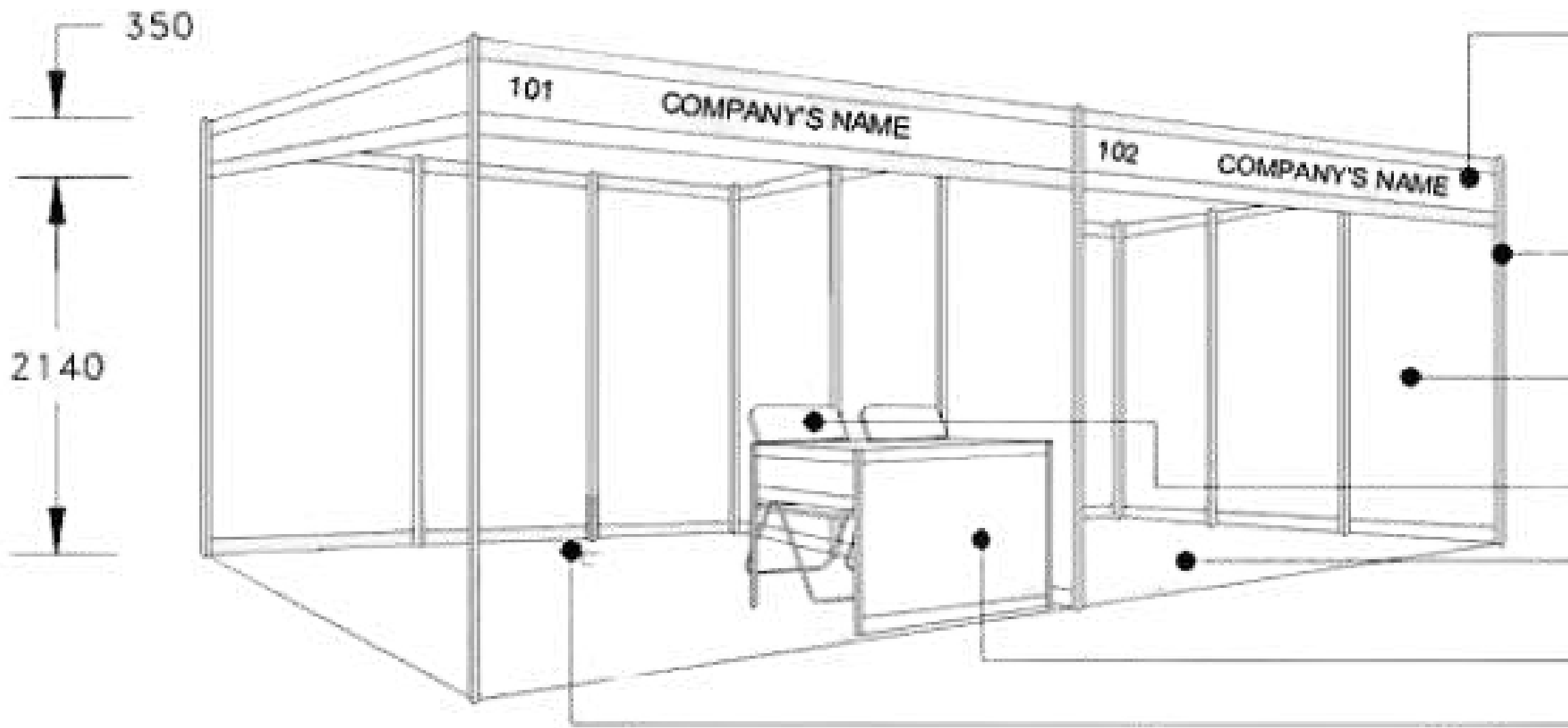
- **Media Partners:** Collaborate with local media outlets such as newspapers, radio stations, and TV channels to promote the event.
- **Influencers:** Engage selected influencers to promote the event across social media platforms.

### D) MEDIA COVERAGE

- Invite blogger, journalists and media representatives to cover MIHF'25.
- Distribute press releases **before, during, and after the event** to ensure information reaches a broader audience.

# STANDARD BOOTH MIHF'25

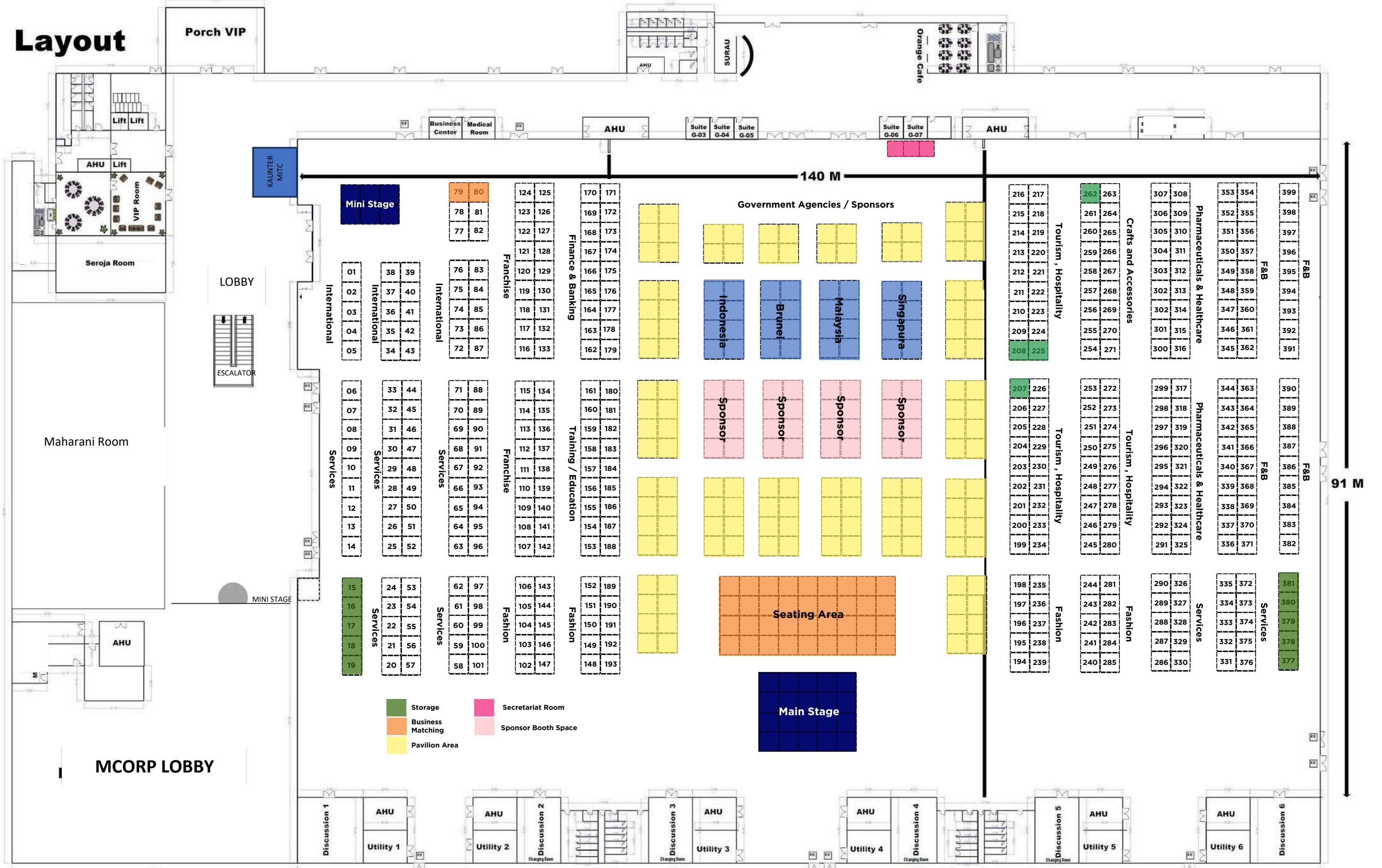
## STANDARD SHELL SCHEME STAND ( 3m x 3m )

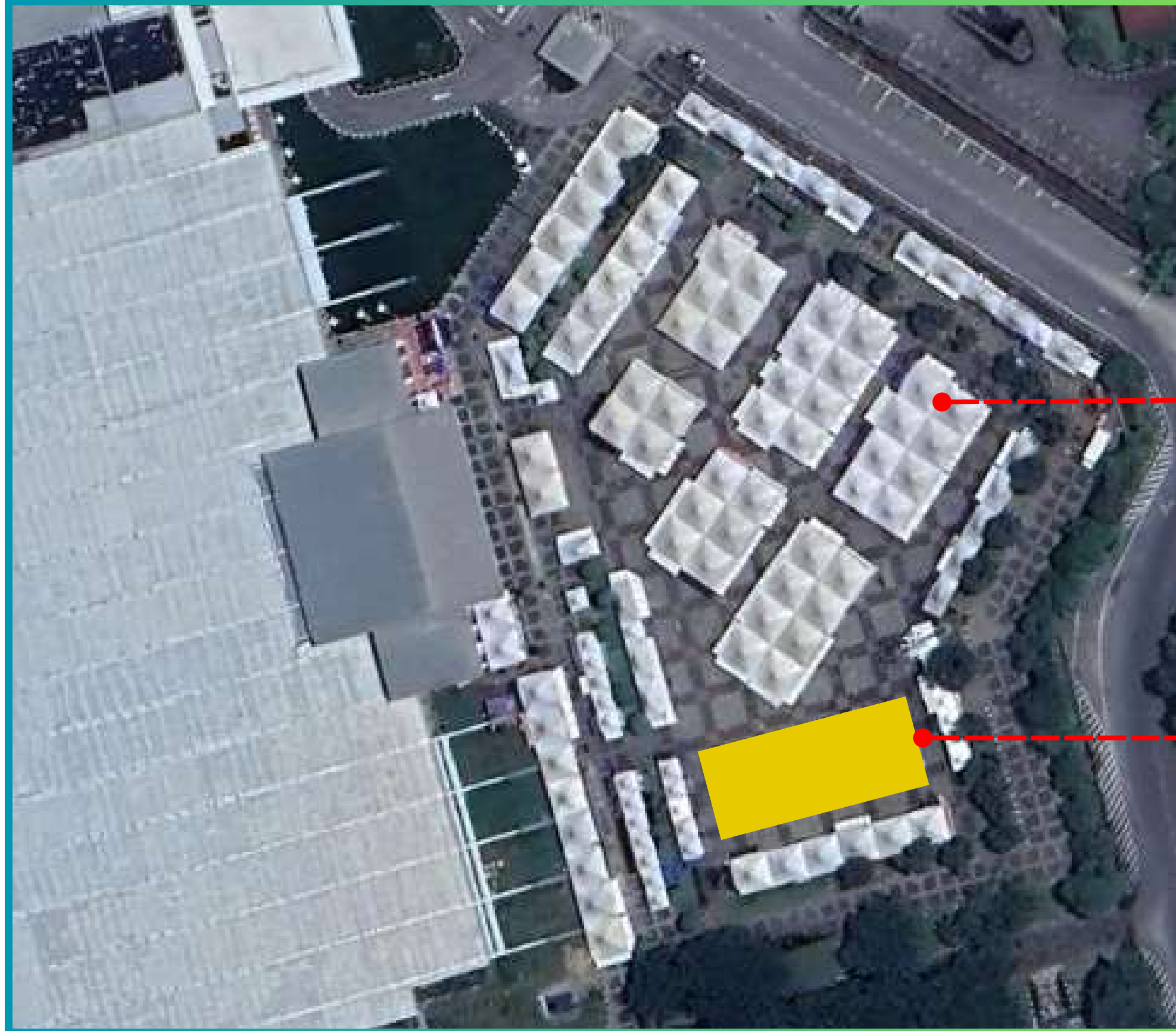


- 350mm fascia board with company name & stand no. and flourescent tubes to be installed behind fascia.
- Epoxy white aluminium frame section. (Octanorm equivalent)
- 3mm thickness white laminated panel.
- 2 units of folding chairs.
- Needle Punch Carpet.
- Information counter
- 1no. 13Amp socket outlet .

# MIHF'25 EXHIBITION HALL MAP (INDOOR)

## Layout





**20' x 20' Canopies (70 Units) –  
CITARASA Food Sales Area**

- *Outdoor Stage*
- *Marque Tent (15 m x 30 m)*

*Subject to Change*

# PRICE & MARKETING PACKAGE

	<b>BOOTH PACKAGE</b>	<b>PLATINUM PAVILION</b>	<b>GOLD PAVILION</b>	<b>SILVER PAVILION</b>	<b>BASIC</b>
<b>1</b>	Price (RM)	<b>RM300,000.00</b>	<b>RM200,000.00</b>	<b>RM100,000.00</b>	<ul style="list-style-type: none"> <li>• PUBLIC: RM3,500.00</li> <li>• AGENCY / CORPORATE : RM5,000.00</li> </ul>
<b>2</b>	Types of Booth	<i>Pavilion Shell Scheme</i>	<i>Pavilion Shell Scheme</i>	<i>Pavilion Shell Scheme</i>	<b>Standard Shell Scheme</b>
<b>3</b>	Booth Size	<b>20' X 40'</b>	<b>20' X 30'</b>	<b>20' X 20'</b>	<b>10' x 10'</b>
<b>4</b>	No of Units	<b>20 Units</b>	<b>2 Units</b>	<b>4 Unit</b>	<b>450 Units</b>
<b>5</b>	Power Supply	<b>6 x 13 amp / 230-volt Single Phase Power</b>	<b>4 x 13 amp / 230-volt Single Phase Power</b>	<b>2 x 13 amp / 230-volt Single Phase Power</b>	<b>1 x 13 amp / 230-volt Single Phase Power</b>
<b>6</b>	<i>Gala Night</i>	<ul style="list-style-type: none"> <li>• 3 VIP Pass</li> </ul>	<ul style="list-style-type: none"> <li>• 2 VIP Pass</li> </ul>	<ul style="list-style-type: none"> <li>• 1 VIP Pass</li> </ul>	<b>1 Ticket : RM500</b> <b>1 Table : RM5,000 (10 pax)</b>
<b>7</b>	Advertising	<ul style="list-style-type: none"> <li>• Content (Full Page)</li> <li>• Front Cover (Inside)</li> <li>• Logo on Merchandise</li> <li>• Premium Logo Placement*</li> <li>• Shoutout @ Social Media</li> <li>• Shoutout @ Website</li> </ul>	<ul style="list-style-type: none"> <li>• Content (Full Page)</li> <li>• Premier Logo Placement</li> <li>• Shoutout @ Social Media</li> <li>• Shoutout @ Website</li> </ul>	<ul style="list-style-type: none"> <li>• Content (Full Page)</li> <li>• Shoutout @ Social Media</li> <li>• Shoutout @ Website</li> </ul>	

*Premium Logo Placement\* - Selectively on digital or static billboard*

# CONCLUSION AND HOPES



The **Melaka International Halal Festival (MIHF 2025)** and the **Unofficial Annual Meeting of MABIMS Ministers of Religion**, scheduled to take place from **16-19 October 2025**, represent a significant step in strengthening regional cooperation among MABIMS member countries (Brunei Darussalam, Indonesia, Malaysia, and Singapore). This event serves as a key platform to promote the halal industry, showcase high-quality halal products, and expand business networks among global industry players.

The selected dates coincide with the school holidays and the Deepavali celebration, offering greater opportunities for public participation and enhancing accessibility for both domestic and international visitors. The event not only elevates Melaka's visibility as a hub for halal trade and tourism, but also reinforces the global halal industry's position by leveraging innovation and technology in the sector.

**MABIMS 2025**, with its focus on regional halal policy alignment, will further enhance strategic cooperation among member countries to ensure greater standardization of halal practices and promote the safety and effectiveness of halal products. It also provides an avenue for religious and business leaders to engage in discussions on the latest challenges and opportunities in the halal industry.

With active participation from multiple sectors, the joint organization of both events is expected to generate substantial economic impact, encourage innovation, and empower the halal industry. MIHF 2025 and MABIMS 2025 are set to become premier platforms for entrepreneurs, investors, and policymakers to expand the global halal market and set new benchmarks for world-class halal events in the future.

عزائم

Highlights and Achievements of  
**Melaka International Halal Festival (MIHF'24)**

# ANNOUNCEMENTS AND PROMOTIONS (LED BUNTING / STATIC BILLBOARD)

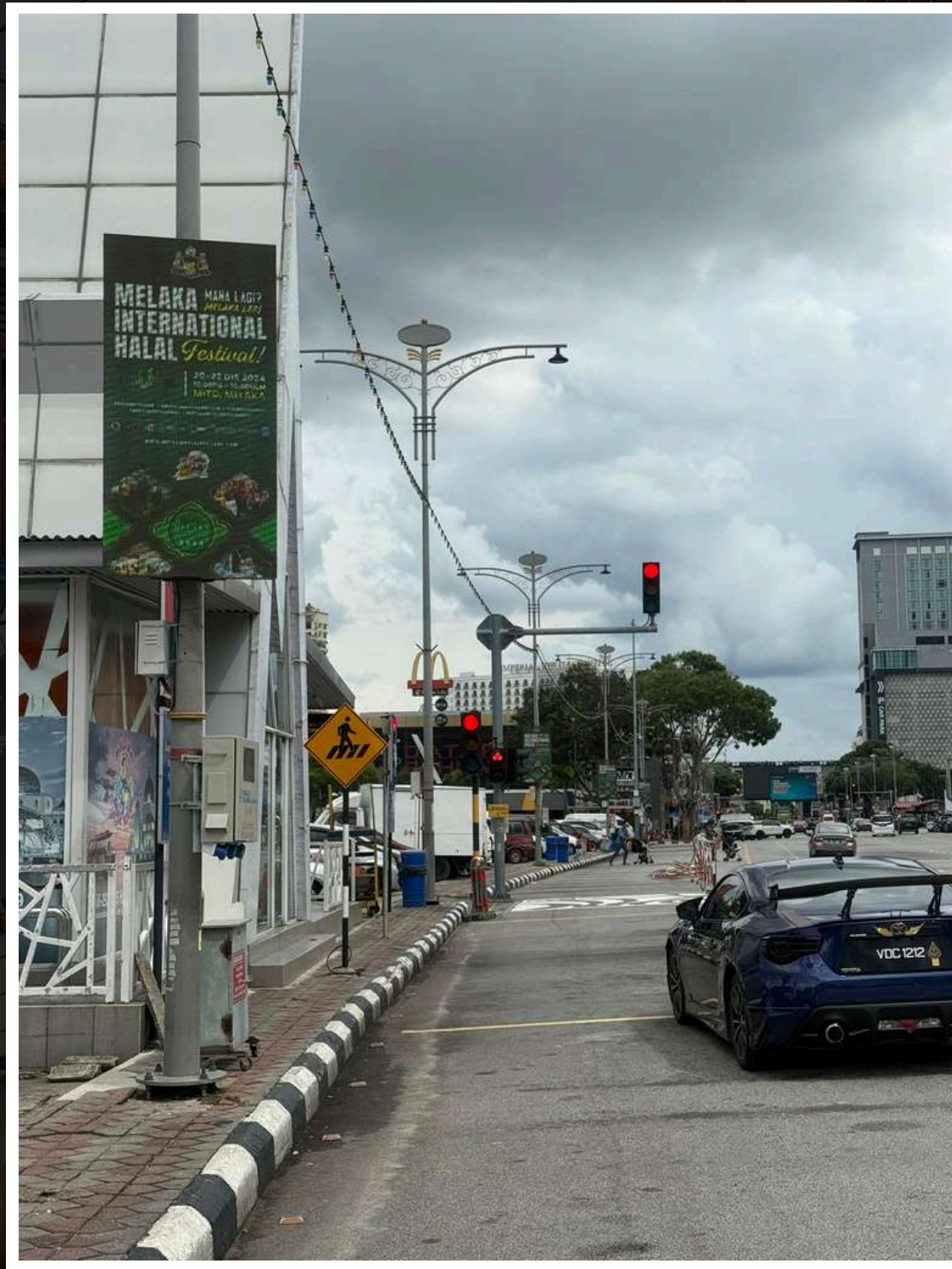


JUNCTION TO JALAN DURIAN TUNGGAL FROM  
AYER KEROH TOLL



INTERSECTION OF LEBUH AMJ / JALAN TAMING  
SARI - TRAFFIC TOWARDS MELAKA CITY

# ANNOUNCEMENTS AND PROMOTIONS (LED BUNTING / STATIC BILLBOARD)



## 1 LED AND 10 E - BUNTING

- FMLEDA14 - INTERSECTION AT TAMAN MUZAFFAR SYAH, AYER KEROH
- JALAN TUN KHALIL YAAKOB, NEAR MAHKOTA PARADE, BANDAR HILIR

# ANNOUNCEMENTS AND PROMOTIONS (LED BUNTING / STATIC BILLBOARD)

## BKK, TOURISM MELAKA



### A) LED

- LED SN - 1,562 px X 726 px (Landscape)
- LED CMI - 576 px X 864 px (Potrait)
- LED MBMB/Hatten - 2,560 px X 982 px (Landscape)
- LED MBMB Jalan Bendahara - 960(w) X 480(h) (Landsc)
- LED Bunting MBMB - 240 (w) X 480 (h)
- LED SAMB - 1,248 px X 632 px (Landscape)

### B) Online

- Portal KNM - 1,562 px X 726 px (Landscape)
- FB KNM - 1,080 px X 1,080 px
- Portal MBMB - 2,560 px X 982 px (Landscape)
- Dekstop - 1,920 px X 1,080 px (Landscape)

The posters are arranged in a 2x2 grid. The top-left poster features a man in a suit and the text 'PRESENT YOUR HALAL BRAND ON A GLOBAL STAGE MELAKA INTERNATIONAL HALAL FESTIVAL MIHF'24'. The top-right poster lists activities like 'PRODUCT EXHIBITION', 'NETWORKING NIGHT', 'BUSINESS MATCHING', 'MODEST FASHION SHOW', 'HALAL SEMINAR', and 'INDUSTRY DIALOGUE'. The bottom-left poster says 'BE PART OF OUR HALAL EXHIBITION' and 'OVER 300 EXHIBITORS FROM 9 FOCUS SECTORS'. The bottom-right poster highlights 'Exclusive BUSINESS MATCHING' and lists focus sectors like 'MEDICINE AND PHARMACEUTICALS', 'HALAL INDUSTRY SOLUTIONS', and 'CREATIVE MEDIA'.

The posts are arranged in a 2x2 grid. The top-left post is a Facebook announcement: 'MELAKA INTERNATIONAL HALAL FESTIVAL! 20-22 Dis 2024 | MITC, Melaka 10.00 Pagi - 10.00 Malam... See more'. The top-right post shows a 'BAUCAR TUNAI RM 500' and 'Menangi Baucar Tunai Umrah Bernilai RM5,000,000'. The bottom-left post lists activities: 'PAMERAN PRODUK DAN SERVIS', 'PERKONGSIAN PERSIJILAN HALAL', 'JUALAN MAKANAN / FOOD TRUCK', 'PADANAN PERNIAGAAN EKSLUSIF', and 'PERAGAAN Fesyen Modest'. The bottom-right post says 'Lebih 30,000 Pengunjung' and 'Masuk adalah PERCUMA!'.

# ANNOUNCEMENTS AND PROMOTIONS (SOCIAL MEDIA)

## FACEBOOK AND INSTAGRAM

**MELAKA INTERNATIONAL HALAL FESTIVAL 2024**

20 - 22 DECEMBER 2024 | 10.00 A.M - 10.00 P.M  
Melaka International Trade Centre (MITC)

- PAMERAN PRODUK DAN SERVIS
- PERKONGSIAN PERSIJILAN HALAL
- JUALAN MAKANAN / FOOD TRUCK
- PADANAN PERNIAGAAN EKSLUSIF
- PERAGAAN FESYEN MODEST

Penampilan Khas **PU AMIN**

Penampilan Khas **FYNN JAMAL**

Dan Pelbagai Lagi Aktiviti Menarik Menanti Seisi Keluarga

**Mana Lagi? Melaka Ler!**

Penampilan Khas Maskot Cilik **LITTLE AMMAR, MILA DAN MINA**

**Masuk adalah PERCUMA**

SUPPORTED BY:

**MELAKA INTERNATIONAL HALAL FESTIVAL 2024**

20 - 22 DECEMBER 2024 | 10.00 A.M - 10.00 P.M  
Melaka International Trade Centre (MITC)

**RM 500 BAUCAR TUNAI**

**Menangi Baucar Tunai Umrah Bernilai RM5,000,000**

REHLAH INTERNATIONAL TRAVEL & TOURS

SUPPORTED BY:

**MELAKA INTERNATIONAL HALAL FESTIVAL 2024**

20 - 22 DECEMBER 2024 | 10.00 A.M - 10.00 P.M  
Melaka International Trade Centre (MITC)

**mihif FESTIVAL HALAL TERBESAR DI MELAKA!**

**Lebih 30,000 Pengunjung Masuk adalah PERCUMA!**

SUPPORTED BY:

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Booth# **147 & 148**

Temui **PU Amin**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Booth# **76**

Temui **Irma Hasmie**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Booth# **26**

Temui **Fynn Jamal**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Booth# **75**

Temui **Nad Zainal**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Greet and Meet Selebriti Pilihan  
**Celebrity Zoners**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

MELAKA INTERNATIONAL HALAL FESTIVAL (MIHF'24)  
20-22 DEC 2024 | MELAKA INTERNATIONAL TRADE CENTER, MALACCA



Booth# **109**

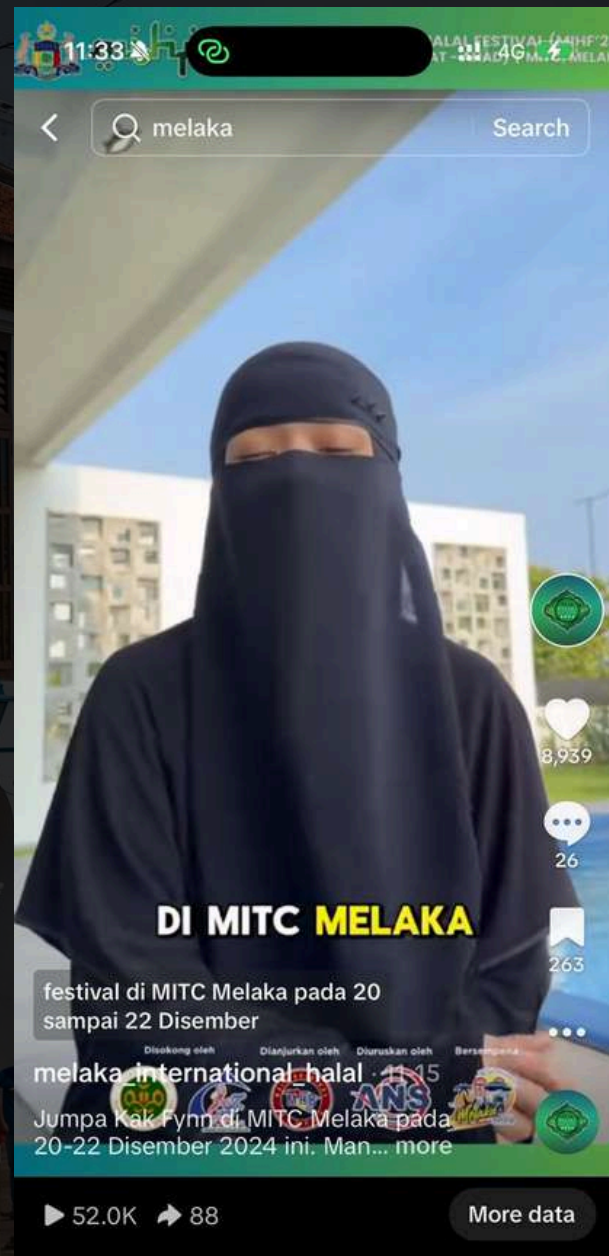
Temui **Ika Nabella**

SUPPORTED BY ORGANIZED BY MANAGED BY STRATEGIC PARTNERS

ANS HDC CSQ MALAYSIA MADANI BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT WORLD TOURISM DAY 2025

- PU Amin
- Nad Zainal
- Ika Nabella
- Fynn Jamal
- Irma Hasmie
- Yatt Hamzah

# ANNOUNCEMENTS AND PROMOTIONS (SOCIAL MEDIA)



FYNN JAMAL



PU AMIN



YB DATUK HELMY



YB DATUK DIRA



MORLYKHAN

FACEBOOK / TIKTOK / INSTAGRAM

*Paid Promotions Across All Social Media Platforms*

## A. KOL COVERAGE – DAY ONE (20 DECEMBER 2024)

Four (4) Key Opinion Leaders (KOLs) provided coverage and published content on the first day of MIHF'24:

### 1. Fuad Marsom (@fuadmarsum)

FYP/TRENDING

- Highest historical reach: 975K views
- 1 posting dengan **70.8K reach views**
- 1,570 LIKE
- Average engagement rate: 2.22%

### 2. Adriena Andaman (@delima\_andaman)

- Highest historical reach: 3.1M views
- 2 posting:
  - Posting pertama: 6,709 reach views, 401 LIKE
  - Posting kedua: 9,337 reach views, 689 LIKE
- Average engagement rate: 6.79%

### 3. Aykal Kentang (@just\_aykal)

- Highest historical reach: 1M views
- 2 posting:
  - Posting pertama: 2,515 reach views, 60 LIKE
  - Posting kedua: 324 reach views, 22 LIKE
- Average engagement rate: 2.89%

### 4. Amirul Ozil (@thrulenzz)

FYP/TRENDING

- Highest historical reach: 2M views
- 3 posting:
  - Posting pertama: **53.3K reach views**, 916 LIKE
  - Posting kedua: 1,085 reach views, 32 LIKE
  - Posting ketiga: 3,228 reach views, 117 LIKE
- Average engagement rate: 1.85%

## B. KOL COVERAGE – DAY TWO (21 DECEMBER 2024)

Two (2) Key Opinion Leaders (KOLs) provided coverage and published content on the day of the official launch:

### 1. Wan Gegau (@wangegaupukocanang)

- Highest historical reach: 196.9K views
- 1 posting dengan 704 reach views
- 41 LIKE
- Average engagement rate: 5.82%

### 2. Rai (@raihanrahim)

- Highest historical reach: 49.7K views
- 1 posting dengan 3,626 reach views
- 62 LIKE
- Average engagement rate: 1.71%

## C. KOL COVERAGE STATISTICS

### 1. Coverage Distribution by Day :

- 20 December 2024: 4 KOL (67%)
- 21 December 2024: 2 KOL (33%)

### 2. Total Coverage :

- Total KOLs : **6 individuals**
- Participation Rate: **100%**
- Total Combined Reach: **151,628 views**
- Total Combined Likes: **3,910**

## D. INDEPENDENT DIGITAL MEDIA)

Rakan Digital (@rakandigital\_media) - Highest historical reach: 12.3K views - 4 posting: - Posting pertama: 137 reach views, 5 LIKE - Posting kedua: 2,650 reach views, 121 LIKE - Posting ketiga: 2,509 reach views, 124 LIKE - Posting keempat: 11.9K reach views, 528 LIKE - Total reach: 17,196 views - Total LIKE: 778 - Average engagement rate: 4.52% - Jangkaan reach 7 hari: 35,000-45,000 views

## E. PROJECTED REACH & VIEWS (NEXT 7 DAYS)

1. Amirul Ozil: 175,000-200,000 views
2. Adriena Andaman: 85,000-100,000 views
3. Fuad Marsom: 150,000-175,000 views
4. Wan Gegau: 15,000-20,000 views
5. Rai: 25,000-30,000 views
6. Aykal Kentang: 20,000-25,000 views
7. Rakan Digital: 35,000-45,000 views

**Total Projected Combined Reach: 505,000 – 595,000 views**

## CONCLUSION

This program successfully received extensive coverage from both KOLs and Independent Media, with:

- Phased coverage over a two-day period
- Full participation from all invited KOLs
- A combination of pre-event and launch day coverage
- Outstanding performance by Digital Media Partners with 4 high-quality posts
- Projected total combined reach and views over 7 days: **505,000 – 595,000 views**

Prepared by: **Kayridz Media Solutions**

Media Coordinator for MIHF'24

Date: **21 December 2024**

Dengan kerjasama yg padu dan layanan organizer, kontraktor dan crew yg baik sudah pasti kami join lagi puan Edited 12:04 am

Jualan usahawan Sabah pun laris manis...syukur. kunjungan jg sangat nenggalakkan..walaupun dah smpai jam 10 mlm masih lg pelanggan berada di kawasan pameran..tandanya penganjuran festival ini sangat berjaya puan 👍👍 12:07 am

Feedback  
**Department of Industrial Development and Research (DIDR) , Sabah**

As salam en syafiq 11:38 am

Boleh ke sy dptkan takwim MIHF bg tahun 2025? 11:38 am

Sy nk susun perancangan dan bajet 11:38 am

Feedback  
**Usahawan FELDA**

Assalamualaikum Tuan 11:01 am

Agak2 MIHF25 nak buat bila dan kos nye byk mana 11:02 am

Feedback  
**Usahawan Perbadanan Kemajuan Iktisad Negeri Kelantan (PKINK)**

waalaikumsalam ,  
event memang dapat sambutan and sales pun alhamdulillah dapat capai target. pihak penganjur pun banyak membantu dan follow up dengan pempamer sama ada okay atau tidak. ini merupakan first event yang besar pihak kami ikuti dan kami mendapat pengalaman yang besar jugak . dapat berjumpa dengan pempamer dari pelbagai negara/negeri. terima kasih kpd pihak penganjur kerana telah memberikan peluang kepada kami . 1:33 PM

Feedback  
**TMF Legacy Sdn Bhd**

**Sales :**  
RM10,000 -  
RM25,000

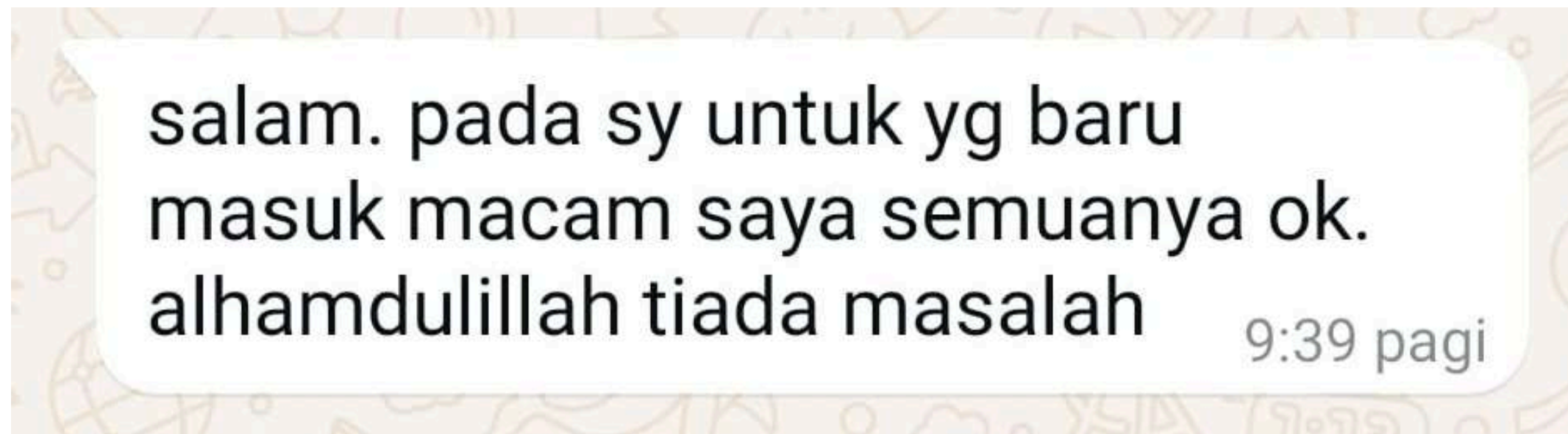


Feedback

**Rehlah International  
Travel & Tours**

**Sales**

**Average Contract  
Sales RM980,000!**



Feedback

**Di Ketuhar (Jualan Bahulu)**

**Sales**

RM10,000 - RM25,000



***Entry count recorded by the counting sensor from 20–21 December (Friday – Saturday)***



***Entry count recorded by the counting sensor on 22 December, Sunday, at 9:00 PM***

VISITOR ATTENDANCE

**>60,000 VISITORS**

APPENDIX: MIHF'24 EVENT PHOTOS



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**Unofficial Annual Meeting of MABIMS Ministers of Religion  
(Ministers of Religious Affairs of Brunei Darussalam, the Republic of  
Indonesia, Malaysia, and the Republic of Singapore)**

in conjunction with

# **Melaka International Halal Festival (MIHF'25)**

**16 - 19 October 2025 (Thursday - Sunday) | 10:00 AM - 10:00 PM**

Melaka International Trade Center (MITC), Ayer Keroh, Melaka

**Secretariat MIHF'25**

Pusat Islam Melaka, Bukit Palah,  
75400, Melaka, MALAYSIA.



**+60 11-3769 1835 (Mr Syafiq)**



**[www.melakahalalfestival.com](http://www.melakahalalfestival.com)**



**[info@melakahalalfestival.com](mailto:info@melakahalalfestival.com)**