

**FOR IMMEDIATE RELEASE**

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### **Malaysia Showcase 2023: Bridging Halal Business Horizons Globally**

**KUALA LUMPUR** – In an era marked by interconnectedness and global trade, the role of trade shows and expos has become increasingly crucial for businesses seeking to expand their reach and forge international partnerships. In this vein, the highly anticipated Malaysia Showcase 2023 (MSH'23) is gearing up to make its mark across two continents.



MSH'23, in conjunction with the 10th OIC Halal Expo Turkiye (23–26 November 2023) and Halal Expo London 2023 (1–2 December 2023), aims to advance Malaysian halal businesses onto the international scene. The catchphrase "From Malaysia to the World" is prominently displayed on the Malaysia Showcase 2023 encapsulating the event's primary goal of bringing Malaysian halal businesses into the global limelight.

This event, which is annually organised by My Events International with the strong support from the Malaysia External Trade Development Corporation (MATRADE) provide local companies with the tools and networks they need to broaden their horizons and accelerate growth in novel and interesting ways.



The call for Malaysian halal businesses to take advantage of the chance to promote their products and services whilst researching new markets and channel of opportunities remains the core of MSH'23's mission. The event is more than simply a chance for exposure for all local entrepreneurs and companies. The event extends beyond being a mere opportunity for local entrepreneurs and companies to gain exposure. MSH'23 offers a dynamic range of activities within the Malaysia Showcase Pavilion, ensuring an engaging and impactful experience for participants.



Teh Tarik Session - A Unique B2B Networking Opportunity that brings together entrepreneurs in a relaxed yet productive environment. This interactive setting fosters meaningful conversations, idea exchanges, and product pitching to all the visitors.



The Malaysia Showcase's impact on the halal business is amply attested to by the astounding success of earlier iterations. The event's ability to spur corporate growth and create new revenue streams is evidenced by last year's sales record of USD14.3 million.

MSH'23 is more than just an event; it is a transformational experience that aims to open up new opportunities for Malaysian businesses to succeed on a global scale. These opportunities include facilitated networking and business matching; providing channels for communication and collaboration with potential global partners around the world. Grab your opportunities and explore the potential market for your business.

For more information about the event, kindly visit:

<https://myshowcase.myeventsinternational.com/>

Facebook : <https://www.facebook.com/msiashowcase/>

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