

डी० एम० शर्मा
D. M. SHARMA

Financial Advisor & Chief Accounts Officer



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन
India Trade Promotion Organisation

(A Government of India Enterprise)
Pragati Bhawan, Pragati Maidan, New Delhi-110001
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ITPO/GIF 17/Malaysia/2017-18

January 19, 2017

Sub : 15th Global Indian Festival 2017, Kuala Lumpur, May 31 - June 4, 2017

Dear Sir / Madam,

We are pleased to inform you that India Trade Promotion Organisation-apex trade promotion organisation of Govt of India, is organising participation of Indian industry in the 15th Global Indian Festival 2017 to be held at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia from May 31- June 4, 2017).

The Global Indian Festival has been rated as the largest exhibition of its kind in the Asia pacific region and a one stop exhibition showcasing the wide varieties of India's ethnic colour and life. The 15th in its annual series, the display profile would include handicrafts, jewellery, decorative items, leather goods, toys, kitchenware, beauty products, ayurvedic products, office stationery, textiles, home décor, bed sheets, carpets, women's garments, photo prints, souvenirs, etc., with emphasis on B2C segment. Besides, there will be specific podiums showcasing tourism, arts & culture, fashion & handicrafts. Various fashion shows are also scheduled during the event. The Show attracted over 3,00,000 visitors not only from Malaysia but also international visitors specifically from the Asian region.

Malaysia has one of the largest communities of persons of Indian origin in the world, numbering close to two million (about 7% of Malaysia's population), which provide immense scope for Indian lifestyle products. The signing of India-Malaysia Comprehensive Economic Cooperation Agreement (CECA) in February 2011 was an important milestone in the trade and economic relations between the two countries. This agreement came into effect from July 2011, but even in the short period, the benefits are evident in the increase in bilateral trade from US\$ 10.39 billion in 2010-11 to US\$ 16.93 billion in 2014-15. The trade ties between the two countries however, declined to US\$ 12.79 billion during 2015-16 due to global slowdown of the economy. It is expected that the India-Malaysia CECA will facilitate and encourage further expansion of trade and economic cooperation between the two countries. We hope that the Indian industry will use these opportunities for enhancing interaction and building partnership through participation in Global Indian Festival.

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Space charges are Rs 17,500/- per sq.mtr. The minimum bookable area is 9 sq.mtrs. and additional space can be made available in multiple of 3 sq.mtrs. The constructed booth will be available having standard furniture, display aid, lighting, carpet, etc. Allotment shall be considered on first come first serve basis on receipt of full payment of rentals. However, the decision of ITPO shall be final and binding.

Interested parties may please send us the enclosed application form (Annex I) and Rules & Regulations (Annex II) duly filled in alongwith participation fee through RTGS/NEFT under intimation to us. The detail for electronic fund transfer through RTGS/ NEFT is as under :-

1. Name of Beneficiary : INDIA TRADE PROMOTION ORGANISATION
2. Name of the Bank : HDFC BANK LIMITED
3. Branch Address : G-3/4, SURYA KIRAN BUILDING
19, KASTURBA GANDHI MARG
NEW DELHI -110001
4. Account No. : 00031110005078
5. Type of Account : SAVING
6. IFSC Code : HDFC 0000003

For further information and assistance, please contact the undersigned or Shri D. Selvam, Sr. Manager (Tel: 91-44-28587297; Email: selvमितपो@gmail.com).

Thanking you,

Yours faithfully,



(D M Sharma)