



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन  
India Trade Promotion Organisation

भारत सरकार का उद्यम  
A Government of India Enterprise  
23371671

22/ITPO/(2)GIF'16/Malaysia/2015

21<sup>st</sup> January, 2016

संदर्भ  
Reference :

दिनांक  
Date :

फोन  
Phone :

To,

Sub : 14<sup>th</sup> Global Indian Festival 2016, Kuala Lumpur, June 1 – 5, 2016

Dear Sir / Madam,

We are pleased to inform you that India Trade Promotion Organisation is organising participation of Indian industry in the 14<sup>th</sup> Global Indian Festival 2016 (GIF) from June 1 – 5, 2016 at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia.

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 14<sup>th</sup> 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 person 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\$ 13.43 billion in 2013-14. With growing business between India and Malaysia, the trade ties between the two countries reached \$14 billion during 2014-15. 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 GIF.

....2/-

Allocation of booth will be made on first-come-first-served basis. Space charges are Rs.17,000/- per sq.mtr. for one side open booth and Rs.18,000/- per sq.mtr. for corner booth. The booths are fully constructed and furnished with standard display aids, furniture, etc. 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

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 first come first serve basis on receipt of full payment of rentals. However, the decision of ITPO shall be final and binding.

For further information and assistance, please contact the undersigned (Tel: 91-11-23371671; Fax: 91-11-23371492; Email: dkj@itpo.gov.in).

Thanking you,

Yours faithfully,



(D.K. JAIN)

Dy. General Manager