

## FACT SHEET

<b>Name of the Fair</b>	<b>12<sup>th</sup> Global Indian Festival 2014</b>
<b>Venue</b>	<b>Mid Valley Exhibition Centre Kuala Lumpur, Malaysia</b>
<b>Date</b>	<b>June 4 –8, 2014</b>
<b>Organizer</b>	<b>Asc Agenda Suria Communication Sdn Bhd, Kuala Lumpur, Malaysia</b>
<b>Visitors to last Show ( 2013)</b>	<b>Over 4.72 lakhs</b>
<b>Frequency</b>	<b>Annually with emphasis on B2C segment (retail)</b>
<b>Display Profile</b>	<b>Handicrafts, jewellery, decorative items, leather goods, toys, kitchenware, beauty products, ayurvedic products, office stationery, textiles, home décor, bed sheets, women garments, photo prints, souvenirs, tourism, etc.</b>
<b>Participation Fee (Shell Scheme)</b>	<b>Rs. 1.80 lakhs approx. (tentative) for booth size of 9 sqm</b>
<b>Display aids/facilities</b>	<ul style="list-style-type: none"><li>– Octonom panel, Table, Chair, Spotlight, Fascia</li><li>– Shipment of exhibits by sea (Mumbai – Kuala Lumpur) : freight only</li><li>– Admissible MDA assistance as per MDA guidelines (DOC approval awaited)</li></ul>
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