

No.FFD:GIF :Malaysia:2014

10th January, 2014

**Sub: 12th Global Indian Festival 2014, Kuala Lumpur,
June 4 – 8, 2014**

Dear Sir,

We are pleased to inform you that India Trade Promotion Organisation will organize participation of Indian industry in the 12th Global Indian Festival 2014 (GIF) from June 4 - 8, 2014 at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia.

The Indian shopping market in Malaysia is growing at the phenomenal pace. As Malaysia has one of the largest communities of person of Indian origin in the world, numbering close to 2 million (about 7% of Malaysia's population), demand for Indian lifestyle products are growing.

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 color and life. 12th 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, women 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 dates. Last Show attracted over 4.72 lakhs visitors not only from Malaysia but also international visitors specifically from the Asia region.

Participation charges for a furnished booth of 9 sqm (3 mtr x 3 mtr) is Rs. 1.80 lakhs. Facilities/display aids to be provided for a booth of 9 sqm are:

- Octonom panel
- Carpet
- One table
- Two chairs
- Two tube lights,
- Fascia

- Additional display items can be hired from the C & D agency directly on payment.

- Shipment of exhibits from Mumbai to Kuala Lumpur will be arranged by sea. Freight charges will be borne by the Organiser. However, handing & clearing including import duty, etc. in Malaysia and local transportation will be paid by the participants. Further details regarding shipment of exhibits will be communicated to the participants in due course of time.
- Admissible MDA assistance will be reimbursed to the eligible exhibitors as per MDA guidelines subject to the approval of GoI (Deptt. of Commerce).

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\$ 14.39 billion in 2012-13. 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.

Allocation of booth will be made on first-come-first-served basis. Since limited number of booths are available, if interested to participate, please send us the enclosed application form (Annex I), Catalogue Entry Form (Annex II) and Rules & Regulations (Annex III) duly filled in alongwith the participation fee of Rs. 1.80 lakhs (per booth) in the form of a demand draft drawn in favour of India Trade Promotion Organization payable at New Delhi.

For further information and assistance, please contact Shri Mahadev Bhoi, Senior Manager (Tel: 91-11-23371740; Fax: 91-11-23378901; Email: mbhoi@itpo.gov.in).

Thanking you,

Yours faithfully,

(Meenakshi Singh)
OSD