



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन  
India Trade Promotion Organisation

भारत सरकार का उद्यम  
A Government of India Enterprise

संदर्भ  
Reference : ITPO/Exh/GIF'16/Malaysia/2018

दिनांक  
Date : 12<sup>th</sup> March, 2018

फोन  
Phone : 23378511

Sub : 16<sup>th</sup> Global Indian Festival 2018, Kuala Lumpur, June 9-17, 2018

Dear Sir / Madam,

We are pleased to inform you that India Trade Promotion Organisation is organising participation of Indian industry in the 16<sup>th</sup> Global Indian Festival 2018 (GIF) from June 09-17, 2018 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 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 attracts 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 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. After a short decline of US\$ 12.79 billion in 2015-16 due to global slowdown of the economy, the trade ties between the two countries increased to US\$ 14.16 billion during 2016-17. It is expected that the India-Malaysia CECA will facilitate and encourage further expansion of trade and economic co-operation between the two countries.

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Allocation of booth will be made on first-come-first-served basis. Space charges are Rs.23,000/- per sq.mtr. (Tentative). 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: 91-11-23378511; Fax: 91-11-23371492; Mobile No.8800102563 Email: [Avashist@itpo.gov.in](mailto:Avashist@itpo.gov.in) and Mrs. Amrita Ghai, Executive, (Mobile:9818120666/8700565398 Email:aghai@itpo.gov.in).

Thanking you,

Yours faithfully,

  
(A.K. Vashist)  
General Manager