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Indian Trade Exhibition to be held in KL after 15-year lapse

KUALA LUMPUR, Wed. - After a lapse of 15 years, an Indian Trade Exhibition will be held here to showcase fashion, entertainment, cuisine and business opportunities in a bid to foster greater bilateral trade and ties between India and Malaysia.

Entitled "Incredible India 2003", the exhibition will be held at the Putra World Trade Centre from Dec 2 to 6.

A follow-up of the last exhibition held 15 years ago, it is set to woo entrepreneurs from various sectors in both countries.

"It will create opportunities in various sectors and allow both countries to co-operate and find new markets in various areas," Indian High Commissioner to Malaysia Veena Sikri told a Press conference today.

The event is organised by India Trade Promotion Organisation (ITPO), Indian High Commissioner to Malaysia, The Clothing Manufacturers Association of India (CMAI), Federation of Indian Chambers of Commerce and Industry and Confederation of Indian Industry, with the support of the Kuala Lumpur and Selangor Indian Chamber of Commerce and Industry (KLSICCI).

The partners of the event are Andhra Pradesh and Tamil Nadu, which will be represented by their chief ministers Chandra Babu Naidu and J.Jayalalitha, respectively.

Veena said the exhibition was a continuation of the bilateral relationship mooted by Prime Minister Datuk Seri Dr Mahathir Mohamad and Indian Prime Minister Atal Bihari Vajpayee.

"India, under its look east policy, hopes to break into the South-East Asian market through Malaysia.

Among the highlights of the exhibition will be the Malaysian Indian business forum which will bring in 50 to 60 businessmen comprising chief executive and senior management officers from 200 prominent companies in India who are looking for business partners.

"The forum to be held on Dec 2 and 3 hopes to create a win-win situation for both countries by providing one-to-one meetings and discussions on business proposals," said Veena.

It will also focus on sectors such as healthcare and pharmaceuticals, infrastructure, financial services, trade, tourism, entertainment and piracy.

"There will also be a segment which will teach Malaysians on how to bring Information Communication Technology (ICT) to rural areas, as successfully done in Tamil Nadu," she said, adding that the exhibition will be closed for business visitors from Dec 2 to 4.

However, the last two days will be open to the public to buy Indian goods such as clothes and cosmetics that will be on sale.

Veena said placing for the exhibition had been fully booked with 1,000 companies having registered.

Prior to the exhibition, an event which will showcase the Indian entertainment industry, fashion and Indian cuisine with an Islamic touch will be held from Nov 30 to Dec 1.