



PRE-DEPARTURE BRIEFING

SHOWCASE MALAYSIA 2011

MUMBAI, INDIA

(12TH – 14TH OCTOBER)

Oil & Gas and Chemical Section
Trade & Services Promotion Division I

MATRADE

21ST SEPTEMBER 2011

OUTLINE



- **Officials**



- **Objectives of Participation**



- **Malaysia's Trade Overview (2010)**



- **Key Economic Indicators**



- **Malaysia's Trade With India**



- **Showcase Malaysia - Mumbai**



- **Official Programme**

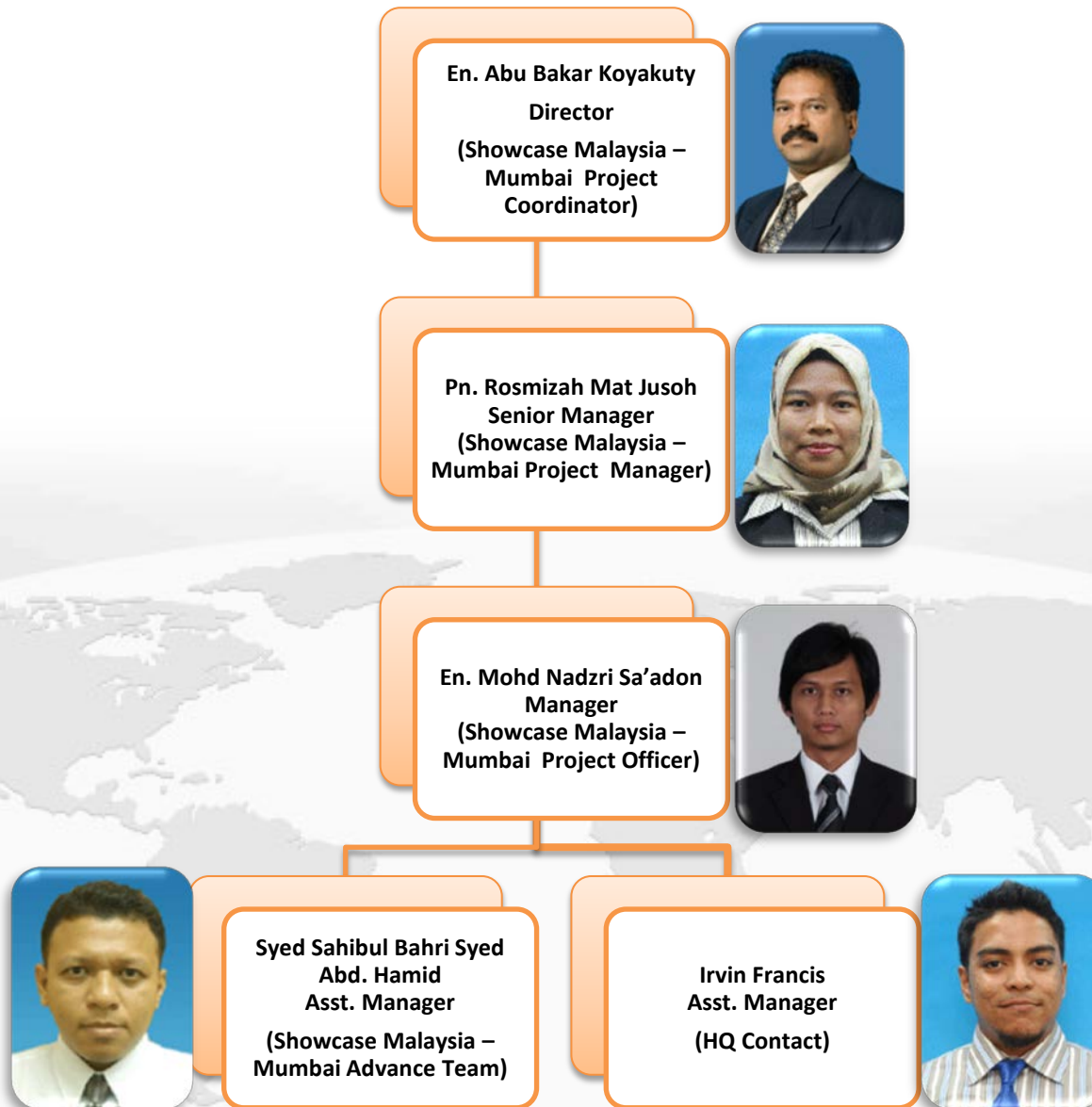


- **Exhibition Layout**



- **Incoming Buying Missions (IBM's): INTRADE 2011**

OFFICIALS



OFFICIALS



MATRADE MUMBAI

Consulate General of Malaysia
Trade Section (MATRADE)
Suite 301, 3rd Floor, Naman Centre,
Block G, Bandra Kurla Complex, Bandra (E),
Mumbai 400051
INDIA

Tel: +91 22 2659 7272/3

Fax: +91 22 2659 7274

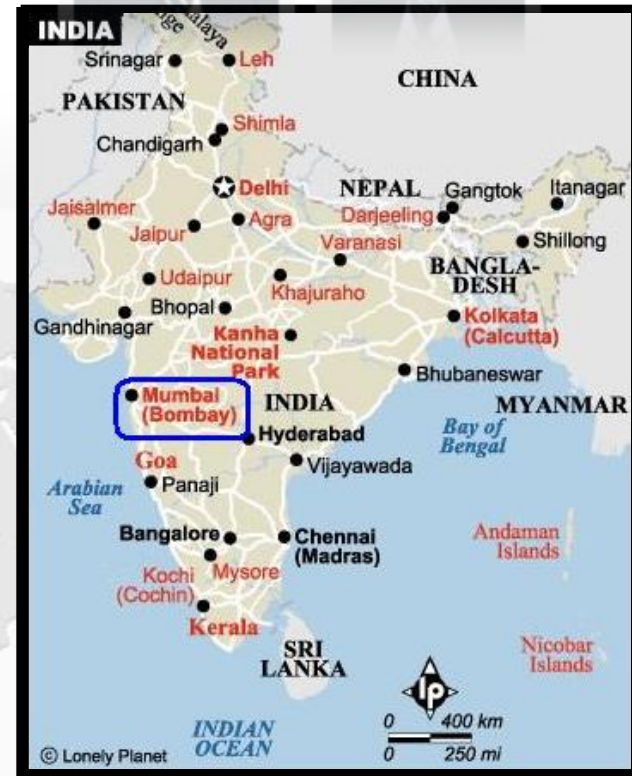
E-mail: mumbai@matrade.gov.my

TC : Mr. Noraslan Hadi Abdul Kadir

ATC : Mr. Omar Mohd Salleh

Trade Commissioner's areas of coverage include:

- India: Himachal Pradesh, Punjab, Uttaranchal, Haryana, Rajasthan, Uttar Pradesh, Bihar, Jharkhand, Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh and Jammu Kashmir
- Union Territory - New Delhi and Goa
- Country - Nepal, Pakistan and Afghanistan



OFFICIALS



MATRADE CHENNAI

Consulate General of Malaysia
Trade Section (MATRADE)
Capitale 2A, 2nd Floor
554 & 555, Anna Salai
Teynampet, Chennai 600 018
India

Tel : +91-44-2431 3722 +91-44-2431 3723

Fax : +91-44-2431 3725

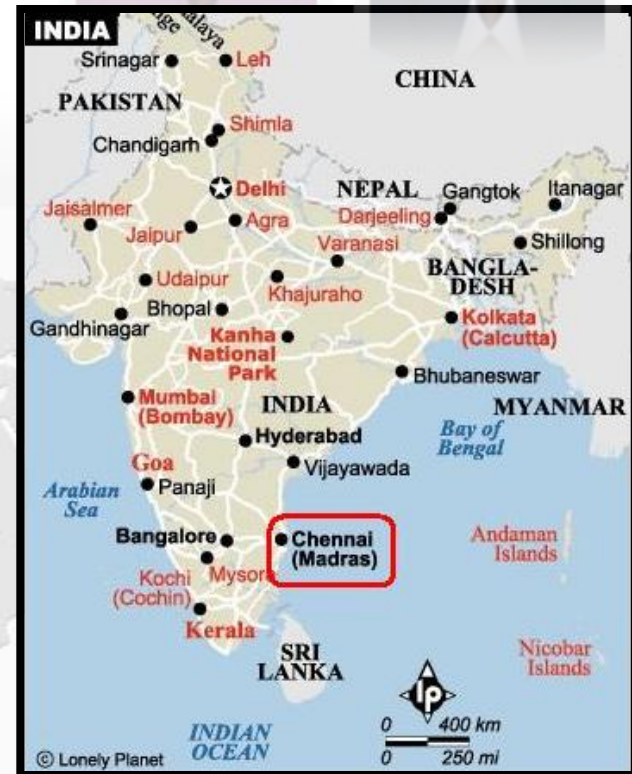
E-mail : chennai@matrade.gov.my

TC : Mr. Shah Nizam Ahmad

ATC : Mr. Khaifil Elmi Jamil

Trade Commissioner's areas of coverage include:

- India - Tamil Nadu, Kerala, Karnataka, Andra Pradesh, West Bengal Orissa, Sikkim, Arunachal Pradesh, Mizoram, Tripura, Assam, Manipur, Nagaland & Meghalaya.
- Union Territory - Puducherry, Andaman and Nicobar
- Country - Bangladesh, Sri Lanka, Maldives and Bhutan



OBJECTIVES OF PARTICIPATION

- ❑ To highlight Malaysia as a reliable and effective source of diversified quality products and services.
- ❑ To strengthen bilateral trade between Malaysia and India.
- ❑ To encourage strategic business capabilities and to enhance trade and investment opportunities between Malaysia and India.
- ❑ To leverage on the recently signed Malaysia-India Comprehensive Economic Cooperation Agreement (MICECA) and the India-ASEAN Free Trade Agreement (IAFTA).



MALAYSIA'S TRADE OVERVIEW (2010)



Total Trade

- ❑ Valued at RM 1.16 trillion in 2010.
- ❑ Increased by 18.38 per cent from RM987.19 billion in 2009.
- ❑ RM724.1 billion accounted for Jan-July 2011.

Exports

- ❑ RM639.4 billion in 2010.
- ❑ Increased by 15.72 per cent from RM552.52 billion in 2009.
- ❑ RM396.4 billion for Jan-July 2011.

Imports

- ❑ RM529.1 billion in 2010.
- ❑ Increased by 21.75 per cent from RM434.6 billion in 2009.
- ❑ RM327.8 billion for Jan-July 2011.

KEY ECONOMIC DATA 2010



		<u>INDIA</u>	<u>MALAYSIA</u>
Capital	:	New Delhi	Kuala Lumpur
Land Area (sq km)	:	3,287,590	330,252
Population	:	1.17 bil. (1.2 bil. – Jun 2011)	28.3 mil. (28.5 mil. – Jun 2011)
GDP (US\$)	:	1.3 tri.	238.7 mil.
GDP Growth (%)	:		
		2010	2010
		8.0	7.2
		2009	2009
		6.7	-1.2
		2008	2008
		9.0	4.6
		2007	2007
		9.7	6.3
		2006	2006
		9.5	5.9
		5 year average GDP growth	5 year average GDP growth
		8.6	4.6
		*India's fiscal year is from April - March	
		7.7 (Apr – Jun 2011)	4.4 (Jan – Jun 2011)
GDP Per Capita (US\$)	:	1,165 (2,946 – RBI est 2011)	8,126 (9,204 – BNM est 2011)

KEY ECONOMIC DATA 2010 (Cont.)



		<u>INDIA</u>	<u>MALAYSIA</u>
Inflation Rate (%)	:	7.48 (8.43 – Jun 2011)	2.0 (2.9 – April 2011)
Unemployment (%)	:	10.8 (9.4 – Jun 2011)	3.4 (3.0 – est 2011)
Foreign Reserves (US\$bil.)	:	297.4 (319.17 - Aug 2011)	105.9 (136.1 – Aug 2011)
Exchange rate (US\$1) (MYR 1.00)	:	INR 48.65 (* 20 SEPT 2011) INR 15.36	MYR 3.13 (* 20 SEPT 2011) MYR 1.00

		<u>INDIA</u>	<u>MALAYSIA</u>
GDP by sector		% Share	% Share
Services	:	49.3	56.9
Manufacturing	:	25.9	16.1*
Agriculture	:	11.1	14.6
Mining	:	12.4	2.4
Construction	:	3.4	7.9

* Manufacturing sector of India consists of industry, construction and mining sectors.



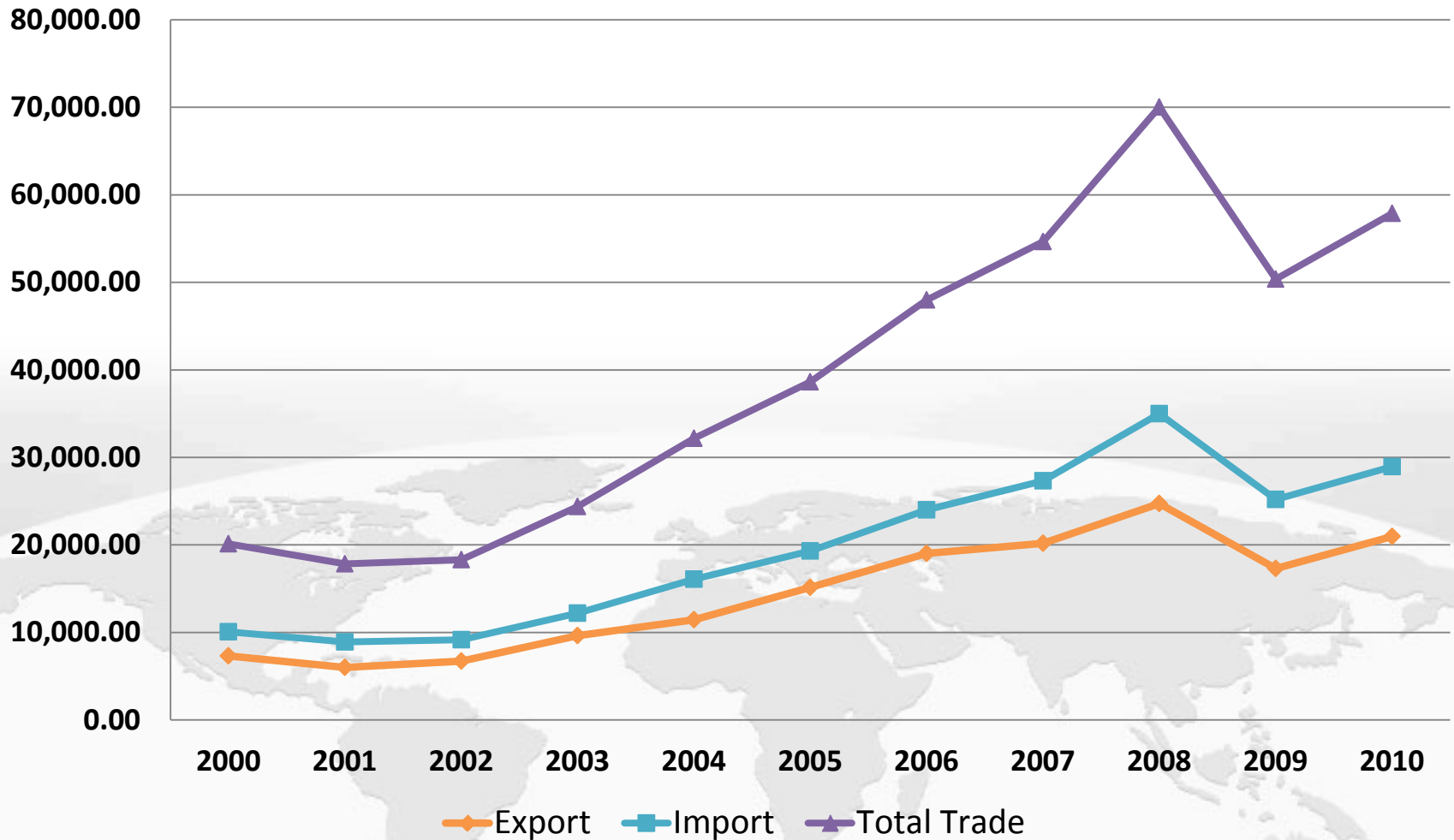
MALAYSIA'S TRADE WITH INDIA



Bilateral Trade With India

- ❑ In 2010, total exports amounted to RM20.9 billion (US\$6.80 billion) or 3.3%, an increased of 21.1% compared to RM17.3 billion (US\$5.05 billion) in 2009.
- ❑ Major exports were electrical & electronic products, crude petroleum, palm oil and chemicals products.
- ❑ Electrical & electronic products is the largest export product accounting for 23.0% share of total exports, followed by crude petroleum (20.3%), palm oil (13.2%), and chemicals product (13.0%).

MALAYSIA'S BILATERAL TRADE TREND WITH INDIA



(Source : Department Of Statistics) 11

MALAYSIA'S BILATERAL TRADE WITH INDIA (RM MILION)

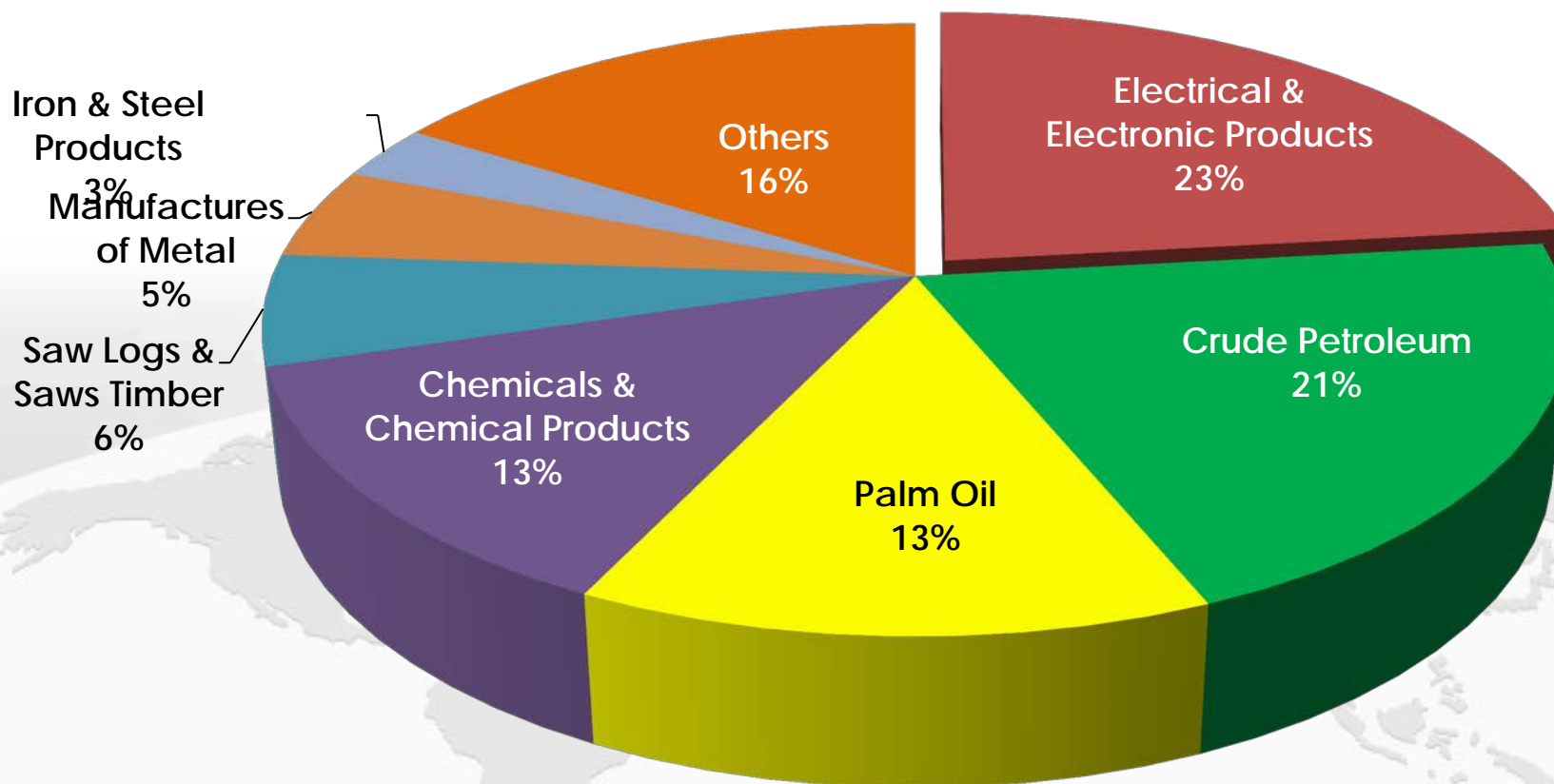


	Export Value	Export Growth (%)	Import Value	Import Growth (%)	Total Trade	Total Trade Growth (%)	Trade Balance Value
2000	7,311.6	(5.6)	2,747.70	36.7	10,059.30	3.1	4,463.89
2001	5,991.6	(18.1)	2,934.20	6.8	8,923.82	(11.3)	3,057.41
2002	6,707.5	11.9	2,441.91	(16.8)	9,149.43	2.5	4,265.60
2003	9,642.2	43.8	2,550.11	4.4	12,192.27	33.3	7,092.05
2004	11,456.9	18.8	4,630.60	81.6	16,087.48	31.9	6,826.29
2005	15,136.6	32.1	4,169.04	(10.0)	19,305.64	20	10,967.56
2006	19,037.3	25.8	4,953.36	18.8	23,991.66	24.3	14,082.94
2007	20,198.4	6.1	7,131.43	43.9	27,329.80	13.9	13,066.95
2008	24,728.3	22.4	10,277.79	44.1	35,006.04	28.1	14,450.46
2009	17,305.9	(30)	7,872.40	(23.4)	25,178.26	(28.1)	9,433.46
2010	20,959.2	21.1	7,978.38	1.3	28,937.61	14.9	12,980.85

MALAYSIA'S TRADE OVERVIEW (2010) : EXPORTS TO INDIA BY PRODUCT SECTOR



Total Export: RM20.9 billion



INDIA'S GLOBAL TRADE vs. MALAYSIA'S GLOBAL TRADE



INDIA'S MAJOR EXPORT DESTINATION

COUNTRY	% SHARE
UAE	13.2
USA	11.4
China	5.1
Singapore	4.5
Hong Kong	3.7
29 th Malaysia	0.9

MALAYSIA'S MAJOR EXPORT DESTINATION

COUNTRY	% SHARE
Singapore	13.4
China	12.6
Japan	10.4
USA	9.5
Thailand	5.3
9 th India	3.21

INDIA'S MAJOR IMPORT SOURCE

COUNTRY	% SHARE
China	10.8
UAE	7.1
Saudi Arabia	6.7
USA	6.2
Iran	4.2
18 th Malaysia	1.9

MALAYSIA'S MAJOR IMPORT SOURCE

COUNTRY	% SHARE
Japan	12.6
China	12.6
Singapore	11.4
USA	10.7
Thailand	6.2
14 th India	1.5

Fiscal Year: April – March 2010

Fiscal Year: January – December 2010

MALAYSIA'S MAJOR EXPORT TO INDIA BY PRODUCT SECTOR (RM MILLION)



Product Sectors	2009			2010			2010 (Jan-Jul)	2011 (Jan-Jul)		
	Value	Share (%)	Change (%)	Value	Share (%)	Change (%)	Value	Value	Share (%)	Change (%)
TOTAL EXPORTS	17,305.90	100	-30	20,933.50	100	21	11,731.70	16,165.40	100	37.8
Electrical & Electronic Products (e.g: parts & accessories & for adp machines – 24.1%, tv reception apparatus – 18%, colour television picture tubes – 7.4%)	3,284.0	19.0	-15.9	4,815.4	23.0	46.6	2,790.1	3,798.0	23.5	36.1
Crude Petroleum	4,259.1	24.6	-58.0	4,259.8	20.3	0.0	2,453.7	3,602.9	22.3	46.8
Palm Oil	2,594.3	15.0	27.8	2,752.8	13.2	6.1	1,489.3	2,504.9	15.5	68.2
Chemicals & Chemical Products (e.g: Carboxylic acids, anhydrides & their derivatives – 26.9%, alcohols, phenols & their derivatives – 21.9%, hydrocarbons and their derivatives – 12.4%)	2,198.3	12.7	-12.5	2,732.2	13.1	24.3	1,506.6	1,779.7	11.0	18.1
Saw Logs & Sawn Timber	1,122.3	6.5	20.1	1,211.2	5.8	7.9	709.9	706.4	4.4	-0.5
Manufactures Of Metal (e.g: Cooper – 43.1%, structures and parts of structures of iron, steel/aluminium – 19.4%,)	607.3	3.5	-28.2	998.6	4.8	64.4	511.7	874.9	5.4	71.0
Machinery, Appliances & Parts (e.g: Heating & cooling equipment & parts – 35.4%, other machinery specialized for partiucular industry – 12.3%)	533.7	3.1	-14.7	599.6	2.9	12.3	344.5	418.3	2.6	21.4
Refined Petroleum Products	358.0	2.1	-59.9	493.9	2.4	38.0	251.9	219.3	1.4	-13.0
Iron & Steel Products (e.g: Flat-rolled products – 46.3%, wire of iron – 17.8%)	223.4	1.3	-41.9	487.3	2.3	118.1	262.5	261.2	1.6	-0.5
Petroleum Products	486.9	2.8	-42.5	484.1	2.3	-0.6	306.7	316.9	2.0	3.3

(Source : Department Of Statistics)

WHY INDIA?



- ❑ India is Malaysia's largest trading partner in South Asia Region.
- ❑ Rapid economic growth: GDP to grow by 8.5% in 2010-11 and 9.0% in 2011-12.
- ❑ India's growth will start to outpace China's within three to five years and hence will become the fastest large economy with 9-10% growth over the next 20-25 years – Morgan Stanley.
- ❑ Second most attractive Foreign Direct Investment (FDI) location in the world: India received a total of US\$25.9 billion of FDI in 2009-10.
- ❑ Healthy macro-economic fundamentals: Investment rate is expected to be 37% in 2010-11 and 38.4% in 2011-12 while Domestic Savings rate is expected to be 34% in 2010-11 and 36% in 2011-12.
- ❑ Economist Intelligence Unit (EIU) forecasting growing Real GDP in India by an average 8.7% a year from 2010 to 2016.
- ❑ Malaysia and India involvement in MICECA and IAFTA .

OPPORTUNITIES IN AUTOMOTIVE SECTOR



- ❑ As of 2009/2010, the value of the Indian auto components and parts demand amounts to US\$ 30.2 billion.
- ❑ US \$ 22 billion is locally produced and US\$ 8.2 billion (37% of local production) imported. In 2014/15, it is estimated that the industry will reach almost US\$60 billion with imports into India reaching almost US\$20 billion (50% of local production).
- ❑ Local production and imports of components will grow at CAGR of 12.7% and 19.6% respectively for a period of 2010-2015.
- ❑ As of 2009/10, India imports 54% of its auto components and parts from Asia with South Korea, Japan and China leading with almost 47% of total imports.

(Source: Frost & Sullivan 2010 – Strategic Assessment of the Automotive and Auto Components and Parts Market Potential in India)

OPPORTUNITIES IN ELECTRONICS SECTOR



- ❑ Electronics is one of the fastest-growing industries in India
- ❑ Driven by growth in key sectors such as IT, consumer electronics and telecom.
- ❑ The size of the Indian electronics market in 2008–09 was estimated at US\$ 19.73 billion (INR 946 billion).
- ❑ Consumer electronics, a major constituent of electronic hardware, contributes 27 per cent to the total electronic hardware production in India.
- ❑ Consumer electronics include products such as TVs, computers, home theatre components and audio equipment.
- ❑ The Indian market for electronic products has grown at a rate of 17 percent for last five years.

OPPORTUNITIES IN FURNITURE SECTOR



- ❑ Indian Furniture market is worth US\$8 bil and is growing at 30% compound annual growth rate in the organised sector which represents only 15% of the whole industry.
- ❑ The branded furniture market comprising of residential and commercial furniture, is valued at US\$1.3 bil in 2008 and expected to reach US\$3.7 bil in 2012.
- ❑ Home furniture segments claims 65% of the furniture consumption, the office segment 20% and the garden furniture segment the remaining 15%.
- ❑ In urban areas, 25% of the population live in homes with more than 5 rooms, 45% live in houses with fewer than 3 rooms and 16% live in just one room.

OPPORTUNITIES IN FOOD SECTOR



- ❑ The Indian food industry is projected to grow by US\$ 100 billion to US\$ 300 billion by 2015.
- ❑ The share of processed food in terms of value is expected to increase from 43 per cent to 50 per cent.
- ❑ The Indian non-alcoholic drinks market was estimated at around US\$ 4.43 billion in 2008 and is expected to grow at a compound aggregate growth rate (CAGR) of around 15 per cent during 2009-2012.
- ❑ The fruit/ vegetable juice market will grow at a CAGR of around 30% in value terms during 2009-2012, followed by the energy drinks segment which will grow at a CAGR of around 29%.
- ❑ The ready-to-eat (RTE) segment stands at US\$ 17 million to US\$ 22 million and is growing rapidly at 30 per cent per annum.

OPPORTUNITIES IN OIL & GAS SECTOR



- ❑ Oil & gas sector hold strategic importance as it meets around 42% of the country's primary energy demand and contributes over 15% to the gross domestic product (GDP).
- ❑ Recent released BMI forecasts state that India will account for 12.4% of Asia Pacific regional oil demand by 2015, while satisfying 11.2% of the supply.
- ❑ New Exploration Licensing Policy (NELP), implemented by government, permits 100 per cent FDI for small and medium sized oil fields via competitive bidding.
- ❑ India will be adding refining capacity of close to 800,000 b/d till 2013.
- ❑ The boost in refining capacity will be initiated by BPCL and its partner with a 120,000 b/d refinery coming up at Bina in Madhya Pradesh. Later in 2011, HPCL and Mittal will commission an 180,000 b/d plant at Bathinda in Punjab.
- ❑ Essar Oil will be expanding its capacity of Vadinar refinery from 300,000 b/d to 375,000 b/d in 2012, while Nagarjuna Oil and Indian Oil will be adding capacities of 120,000 b/d and 300,000 b/d, respectively, by 2012-13.

MICECA & AIFTA TARIFF SCHEDULE



HS Code	Description	Base Rate (2008)	1-Jul-11		1-Jan-12		1-Jan-13		1-Jan-14		1-Jan-15	
			M	A	M	A	M	A	M	A	M	A
8703	Motor cars and other motor vehicles principally designed for the transport of persons	100	20	30	10	26	5	23	0	20	0	20
8704	Motor vehicles for the transport of goods	10	5	25	5	20	2.5	15	0	13	0	13
9401	Seats, whether or not convertible into beds, and part thereof	10	5	27	5	24	2.5	21	0	18	0	18
9403	other furniture and parts thereof	10	5	0	5	0	2.5	0	0	0	0	0
9405	Lamps and lighting fittings	10	5	20	5	17	2.5	15	0	13	0	13

MICECA & AIFTA TARIFF SCHEDULE



HS Code	Description	Base Rate (2008)	1-Jul-11		1-Jan-12		1-Jan-13		1-Jan-14		1-Jan-15	
			M	A	M	A	M	A	M	A	M	A
1905	Bread, pastry, cakes, biscuits and other bakers	30	20	5	10	5	5	2.5	0	2.5	0	0
5001	Silk-worm cocoons' suitable for reeling	30	20	0	10	0	5	0	0	0	0	0
5201	cotton, not carded or combed	10	6	0	5	0	4	0	4	0	3	0
8506	Primary cells & primary batteries	10	6	0	5	0	4	0	3	0	2	0

MICECA TARIFF SCHEDULE



HS Code	Description	Base Rate (2008)	1-Jul-11	1-Jan-12	1-Jan-13	1-Jan-14	1-Jan-15
1906	Bread, pastry, cakes, biscuits and other bakers	30	20	10	5	0	0
5001	Silk-worm cocoons' suitable for reeling	30	20	10	5	0	0
5201	cotton, not carded or combed	10	6	5	4	4	3
8506	Primary cells & primary batteries	10	6	5	4	3	2



MICECA TARIFF SCHEDULE



More info on MICECA, log on to www.miti.gov.my

Home > Trade Information > Free Trade Agreement > Malaysia – India

More info on AIFTA, log on to www.miti.gov.my

Home > Guidelines > AIFTA

SHOWCASE MALAYSIA – MUMBAI: GENERAL INFORMATION



Trade Fair	Showcase Malaysia – Mumbai
Date	12 th – 14 th October 2011
Operating Hours	10.00 a.m – 6.00 p.m
Venue	Hall 2A & 2B, Bombay Convention & Exhibition Centre Mumbai, India
Type Of Event	Single-country Trade Exhibition
Organised by	Malaysia External Trade Development Corporation (MATRADE)
Scope of Products / Services	Automotives, Lifestyle (furniture & fashion), Electrical & Electronic Equipment, Business services, Oil & Gas and Machinery And Food & beverages (frozen food, confectionary & edible oil)

TERMS OF PARTICIPATION



Cost Borne by MATRADE

- Space Rental
- Basic items in 9 sqm shell scheme, which includes:
 - Signage (company name)
 - 1 lockable information counter with 1 foldable chairs
 - 1 discussion table with 2 foldable chairs
 - 2 mini halogen track-lights / spotlights
 - 1 unit socket electricity outlet
 - 1 waste paper baset
 - 1 small potted plant
- Promotion and publicity
- ❖ Only Malaysia made products can be displayed during the exhibition and MATRADE has the right to remove any non-Malaysian made products.

CARGO CLEARANCE & MATERIAL HANDLING AT THE EXHIBITION SITE



INDIA

R.E. ROGERS INDIA PVT. LTD.
501/502, Midas, Sahar Plaza Complex,
M.V. Road, Andheri (E),
Mumbai – 400 059.
Tel.: +91-22-30880308-15
Fax: +91-22-28208942
PIC: Mr. Darayus Palia / Kartik
Email:
darayus@rogersworldwideindia.com

MALAYSIA

R.E. Rogers (Malaysia) Sdn. Bhd.
Tel : +603-55108611
Fax : +603-55106296 / 2208
PIC : Mr. Syed Amirul Hafidz Syed
Ali
E-mail : amirul@rerkul.com.my
Website : www.rogers-asia.com

OFFICIAL CONTRACTOR & TRAVEL AGENT



OFFICIAL CONTRACTOR

Mrs. Sabrina
General Manager

My Events Sdn. Bhd.
Lot 3.03, Level 3, Bangunan KWSP,
Changkat Raja Chulan, Off Jln Raja
Chulan,
50200 Kuala Lumpur.
Tel: 03-2035 5777
Fax: 03-2-35 5797

TRAVEL AGENT

Mrs. Sariwatina / Mrs. Intan Azlyna
Reservation

Gotz Travel & Tours Sdn. Bhd.
2923-C, Jalan Sungai Penchala
Off Jalan Damansara
60000 Kuala Lumpur
Tel: 03 – 7727 0585 / 7727 8564
Fax: 03 – 7727 7344

EXHIBITOR ADDITIONAL ITEM REQUEST



PRE-REGISTER NOW

BUSINESS MATCHING

ADDITIONAL ITEMS



Exhibitor - Additional Items

Please enter your valid email address

Email Address



Exhibitor - Book Additional Items

Type :

Item Name :

Price (RM) :

Quantity :



[Book Additional Items](#) | [Sign out](#)

Status	Action
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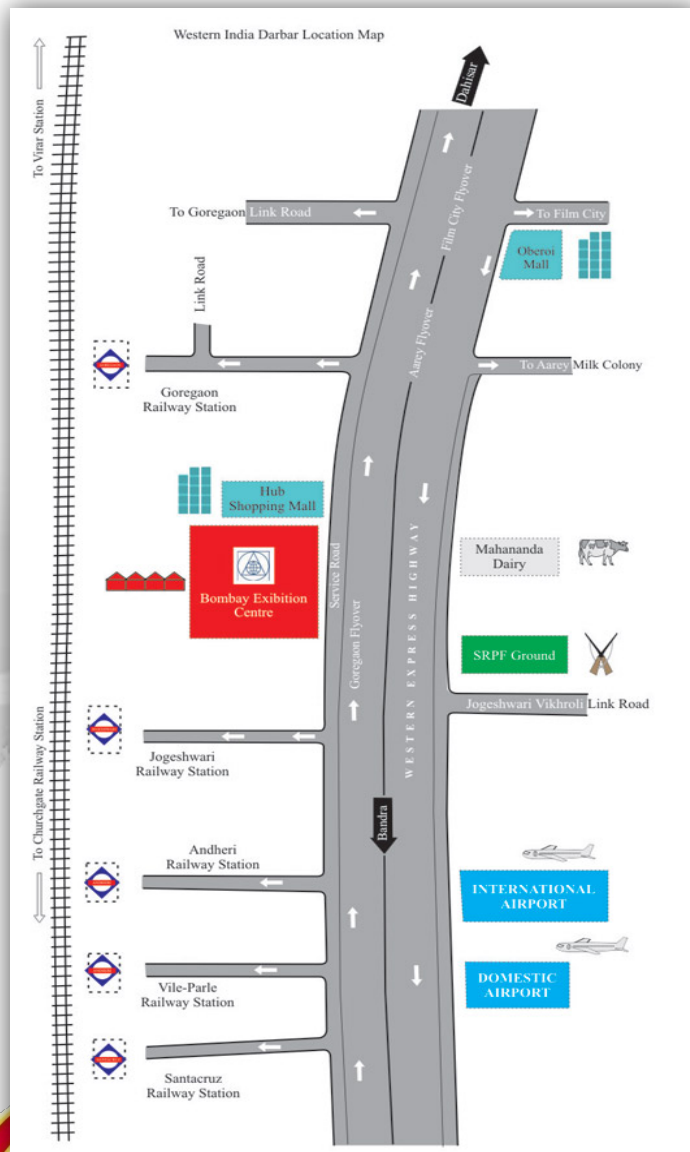


Matrade

[Book Additional Items](#) | [Sign out](#)

S.No	Type	Item Name	Price	Quantity	Status	Action
1	Electrical	30A/415V Power Point	2300	2	Un Paid	30

VENUE



Bombay Convention & Exhibition Centre (BCEC)

Hall 2A, Bombay Convention & Exhibition Centre (BCEC),
Goregaon East, Mumbai,
Maharashtra 400063

INDIA

Tel: +91 22 66450123

Fax: +91 22 64450101/02

Email: contact@nesco.in

Website : <http://www.nesco.in/bec.html>

RECOMMENDED HOTEL



Westin Hotel Mumbai

Contact:

Ms. Bhagyashree Kenkre

Tel: +91 22 7636 1124

HP: +91 9004661027

Fax: +91 22 6147 0101

Email: bhagyashree.kenkre@westin.com

Rate:

Deluxe Room: INR10000 (RM700.++) + taxes *

Executive Club: INR13500 (RM900.++) + taxes *

Executive Suite : INR20000 (RM1350.++) + taxes *

**Taxes = 20.3%*

Hotel Bawa International (APT)

Contact:

Tel: +91 22 26113636

Fax: +91 22 26107096

Email: reservations@bawahotels.com

Website: <http://international.bawahotels.com>

Rate:

INR5000/- + 5.15% Service Tax

Terms & Condition:

- Rate inclusive of luxury tax + breakfast + airport transfers.
- Time limit booking until 21st September 2011. There after all rooms will be at the Rack Rate.
- Payment to be made direct to the hotel.
- Bookings to mention "Exhibitor For SM 2011" to get this special rate.
- Its NON-REFUNDABLE RATE. Once confirmed, all cancellations will have to be done before 21st September 2011, or else they will debit the entire 5 nights.

SUMMARY OF MALAYSIAN PARTICIPANTS



SECTORS	NO. OF COMPANIES	NO. OF BOOTHS
AUTOMOTIVE PARTS	5	6
LIFESTYLE	9	10
E & E PRODUCTS	3	3
BUSINESS SERVICES	8	9
OIL & GAS AND MACHINERY	5	5
FOOD & BEVERAGES	11	12
TOTAL	41	45

**For the detailed list of Malaysian participants, please refer to the Pre-Departure Kit.*

**List for company as 15th September 2011.*

OFFICIAL PROGRAMME



10th OCTOBER 2011 (Monday)

2005 hrs : Depart KLIA for Mumbai via MH 194

2240 hrs : Arrive Chatrapati Shivaji International Airport, Mumbai

2320 hrs : Depart airport for The Westin Mumbai Garden City Hotel

0015 hrs : Arrive and check-in at hotel:

The Westin Mumbai Garden City Hotel

International Business Park,
Oberoi Garden City, Goregaon East
Mumbai, Maharashtra 400063
INDIA.

Tel: +91-22-6736 1124

Fax: +91-22-6147 0101

Contact Person: Ms. Bhagyashree Kenkre

E-mail: bhagyashree.kenkre@westin.com

HP: +91-9004661027

Hotel Bawa International

Nehru Road,
Near Domestic Airport
Vile Parle (East)
Mumbai – 400 099
INDIA.

Tel: +91 22 26113636

Fax: +91 22 26107096

Email: reservations@bawahotels.com

Website: <http://international.bawahotels.com>

OFFICIAL PROGRAMME



11th OCTOBER 2011 (Tuesday)

1030 hrs : Depart hotel for Bombay Convention & Exhibition Centre (BCEC) / Fairground

1045 hrs : Arrive at BCEC:

Bombay Convention & Exhibition Centre (BCEC)

Goregaon East, Mumbai

Maharashtra 400063

INDIA

Tel: +91 98 92 135933

1115 hrs : Briefing by TC MATRADE Mumbai

Venue - Malaysia Information Counter (MIC)

Hall 2A

1200 hrs : Booth setup by exhibitors

1700 hrs : Depart BCEC for Hotel

OFFICIAL PROGRAMME



12th OCTOBER 2011 (Wednesday)

0900 hrs : Depart hotel for BCEC

0930 hrs : Arrive at BCEC

1000 hrs : Exhibitors standby at respective booth(s)

1100 hrs : Opening Ceremony

1145 hrs : Exhibition open for Trade Visitors only*

**Concurrent event: Business meeting pre-arranged by MATRADE*

1830 hrs : Depart BCEC for Hotel

OFFICIAL PROGRAMME



13th OCTOBER 2011 (Thursday)

0900 hrs : Depart hotel for BCEC

0930 hrs : Arrive at BCEC

1000 hrs : Exhibition open for Trade Visitors only*

**Concurrent event: Business meeting pre-arranged by MATRADE*

1830 hrs : Depart BCEC for Hotel

14th OCTOBER 2011 (Friday)

0900 hrs : Depart hotel for BCEC

0930 hrs : Arrive at BCEC

1000 hrs : Exhibition open for all visitors

1700 hrs : Exhibition teardown

1830 hrs : Depart BCEC for Hotel

2030 hrs : Depart Hotel for airport

2200 hrs : Arrive Chatrapati Shivaji International Airport

2355 hrs : Depart Mumbai for KLIA MH 195

0730 hrs : Arrive KLIA

INITIATIVES BY MATRADE



Advertising & Promotion


Malaysia External Trade Development Corporation

CALLING BUSINESS COMMUNITY

12-14 November 2011 | 10am - 6pm
Hall 2A, Bombay Convention & Exhibition Centre



HIGHLIGHTS

- Business Matching
- Product Demonstration
- Business Seminars

Pre-Register Now!
www.matrade.gov.my/showcasemalaysia-mumbai

Tel +91 22 2659 7272/3

SPECIALISED B2B PROGRAMME


Malaysia External Trade Development Corporation

CALLING BUSINESS COMMUNITY



12-14 November 2011 | 10am - 6pm
Hall 2A, Bombay Convention & Exhibition Centre

HIGHLIGHTING

High quality Malaysian products and services in focused sectors:

- Automotive parts and machineries
- Lifestyle (furniture & fashion)
- Food & Beverages (frozen food, confectionery & edible oil)
- Electrical & electronic
- Business services
- Oil & gas

Pre-Register Now!
www.matrade.gov.my/showcasemalaysia-mumbai

Tel +91 22 2659 7272/3

INITIATIVES BY MATRADE (Cont.)



Advertising & Promotion Type's

LOCAL				
Media	Lang. / Location	Duration	Size	No. of
Station/Segment/Title			cm x col	Ins.
TV				
Times Now	TV / National	Oct 5 - Oct 13	Prime & Casual	612
Newspapers				
Times of India	English / Regional	Oct 5 - Oct 13	240sqm	3
The Economic Times	English / Regional	Oct 5 - Oct 13	240sqm	2
		14-Oct	Full page	1
Maharashtra Times	Hindi / Regional	Oct 5 - Oct 13	240sqm	2
Navbharat Times	Hindi / Regional	Oct 5 - Oct 13	240sqm	2
Mumbai Mirror	English / Regional	Oct 5 - Oct 13	240sqm	2
Radio Advertisement				
Radio Mirchi	Eng / National	Oct 5 - Oct 13	20 Sec	135
Outdoor Media				
Banners	Eng / Regional			5
Buntings	Eng / Regional			50
Online Media				
www.timesofindia.com	Eng / National	Oct 5 - Oct 13		1
www.indiatimes.com	Eng / National	Oct 5 - Oct 13		1
Mobile Media				
58888	Eng / Regional	11-Oct		5 Millions

INITIATIVES BY MATRADE (Cont.)



Advertising & Promotion Timeline

Media	Sep-11												Oct-11													
Station/Segment/Title	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	M	T	W	TH	F	S	SU	M	T	W	TH	F	S	SU	M	T	W	TH	F	S	SU	M	T	W	TH	F
TV																										
Times Now																	68	68	68	68	68	68	68	68	68	
Newspapers																										
Times of India											1						1					1				
The Economic Times															1				1							
Maharashtra Times								1														1				
Navbharat Times				1															1							
Mumbai Mirror					1																1					
Radio Advertisement																										
Radio Mirchi																15	15	15	15	15	15	15	15	15		
Outdoor Media																										
Banners														X	X	X	X	X	X	X	X	X	X	X	X	
Buntings														X	X	X	X	X	X	X	X	X	X	X	X	
Online Media																										
www.timesofindia.com			X		X		X		X		X			X			X		X	X	X	X	X	X		
www.indiatimes.com			X		X		X		X		X			X			X		X	X	X	X	X	X		
Mobile Media																										
58888																				X		X	X			

INITIATIVES BY MATRADE (Cont.)



E-Mail Blast




VISIT Us

Showcase Malaysia 2011 will be held in Bombay Convention & Exhibition Centre, Mumbai. Showcase Malaysia 2011 is a single-country trade exhibition with multi-sectoral products & services.

ABOUT

Showcase Malaysia - Mumbai
The showcase will highlight quality Malaysian products and services in automotive parts and components, lifestyle (furniture, fashion & jewellery and shoes), palm oil based products (oleo-chemicals, solvent, edible oil), electrical & electronic products (consumer), business services, oil & gas, food & beverages, machinery and many more.

IBM

Individual Business Meeting
Interested companies may logon to our website at <http://www.matrade.gov.my/showcasemalaysia-mumbai> to arrange for the business meeting

Industrial Sectors	Company	Products / Services
Oil & Gas	MBM Dagang S/B	Oil & Gas Safety Clothings
	KPS Fueling Solutions S/B	Oil & Gas Service Provider
Automotive, Parts & Components	Glasfil Polymer S/B	Plastic Injection Moulding
	Mrails International S/B	Locomotive Technology Provider
	Amalgamated Batteries Manufacturing (Sarawak) S/B	Automotive Batteries
	Miyazu (Malaysia) S/B	Design & Fabrication of Automotive Stamping Dies
Lifestyle	Reka Teemor S/B	Wedding Designer, Photography & Videography
	Consobiz Ventures S/B	Quality disposable baby diapers
	Borneo To The World S/B	Goat Milk Soap
	Choo Kim Soon Plastic MFG S/B	Industrial brush, toothbrush & laptop lift
	Cliff Ink S/B	Hand drawn batik textile
Electric & Electronics	Top Glove S/B	Various types of gloves
	Avalite S/B	LED Aviation Warning Light
Palm Oil Based	Beta Factors S/B	Power Management System (PMS)
	Hunka Trading S/B	Cocodiethanolamide (CDEA) & Palm Kernel DEA
Furniture	F.I.T Center S/B	Organization in Developing Furniture Industry
Machinery	Diayo Die-Casting (M) S/B	Aluminium die cast products and high pressure die casting
	Laku Industries S/B	Construction machinery
	Welding Industries (M) S/B	Manufacturer of welding machines
Business Services	Hans Worldwide S/B	Tax Planning & Cross Border

INITIATIVE BY MATRADE



Showcase Malaysia – Mumbai Website

HOME ABOUT ▾ ORGANISER ▾ FOR VISITORS ▾ FOR EXHIBITORS ▾ CONTACTS

Hall 2A, Bombay Convention & Exhibition Centre
Mumbai, India
12 -14 October 2011

ELECTRICAL & ELECTRONIC

OIL AND GAS

AUTOMOTIVE PARTS

MACHINERY

LIFESTYLE

BUSINESS SERVICES

FOOD AND BEVERAGE

PRE - REGISTER NOW

BUSINESS MATCHING

ADDITIONAL ITEMS

URL: www.matrade.gov.my/showcasemalaysia-mumbai

ADMINISTRATIVE TIPS & REMINDERS



Checklist – Please make sure you have the following in your Pre-departure Briefing kit:

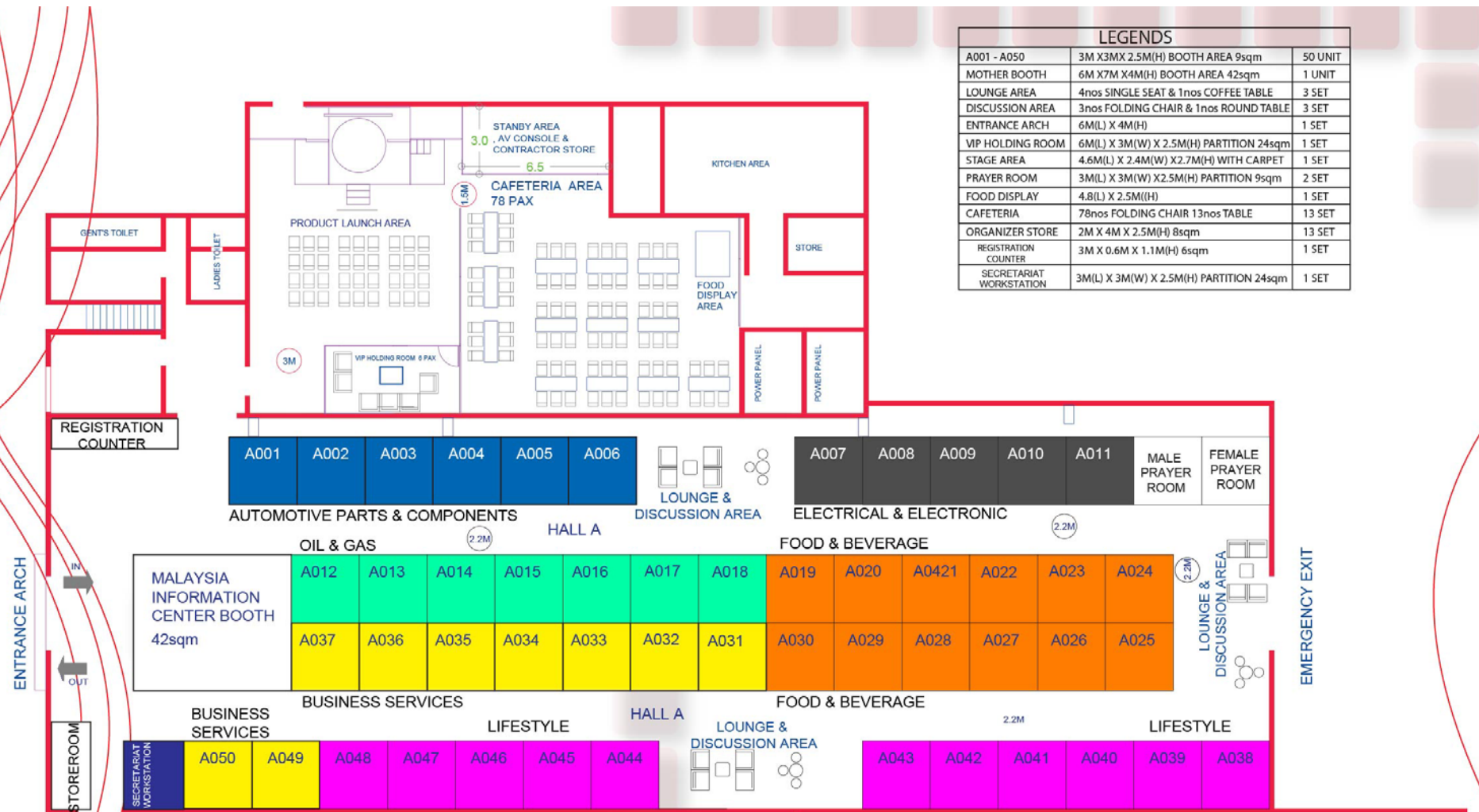


No.	Item
1.	List of Participants
2.	Letter for Hand Carry Items
3.	Copy of the Presentation Slides
4.	Visa Supporting Letter

LAYOUT PLAN



LEGENDS		
A001 - A050	3M X3MX 2.5M(H) BOOTH AREA 9sqm	50 UNIT
MOTHER BOOTH	6M X7M X4M(H) BOOTH AREA 42sqm	1 UNIT
LOUNGE AREA	4nos SINGLE SEAT & 1nos COFFEE TABLE	3 SET
DISCUSSION AREA	3nos FOLDING CHAIR & 1nos ROUND TABLE	3 SET
ENTRANCE ARCH	6M(L) X 4M(H)	1 SET
VIP HOLDING ROOM	6M(L) X 3M(W) X 2.5M(H) PARTITION 24sqm	1 SET
STAGE AREA	4.6M(L) X 2.4M(W) X 2.7M(H) WITH CARPET	1 SET
PRAYER ROOM	3M(L) X 3M(W) X 2.5M(H) PARTITION 9sqm	2 SET
FOOD DISPLAY	4.8(L) X 2.5M(H)	1 SET
CAFETERIA	78nos FOLDING CHAIR 13nos TABLE	13 SET
ORGANIZER STORE	2M X 4M X 2.5M(H) 8sqm	13 SET
REGISTRATION COUNTER	3M X 0.6M X 1.1M(H) 6sqm	1 SET
SECRETARIAT WORKSTATION	3M(L) X 3M(W) X 2.5M(H) PARTITION 24sqm	1 SET



BOOTH ALLOCATION



COMPANY	BOOTH NO.
MIYAZU (MALAYSIA) SDN BHD	A001-A002
AMALGAMATED BATTERIES MANUFACTURING (SARAWAK) SDN BHD	A003
BIOSURGE ASIA SDN BHD	A004
MRAILS INTERNATIONAL SDN BHD	A005
MALCORP SDN BHD	A006
AVIALITE SDN BHD	A007
BETA FACTORS SDN BHD	A008
E ALARM SDN BHD	A009
DIAYO DIE-CASTING (M) SDN BHD	A012
KPS FUELING SOLUTIONS SDN BHD	A013

BOOTH ALLOCATION



COMPANY	BOOTH NO.
LAKU INDUSTRIES SDN BHD	A014
MBM DAGANG SDN BHD	A015
WELDING INDUSTRIES (M) SDN BHD	A016
AZ-ONE INDUSTRY (M) SDN BHD	A019
DELIGATEAUX (M) SDN BHD	A020
GANDA KOTA SDN BHD	A021
GESUNDHEIT LABORATORIES & PHARMACEUTICAL SDN BHD	A022
KHIAZH MARKETING SDN BHD	A023
PERFECT FOOD MANUFACTURING (M) SDN BHD	A024-A025
INDERAPURA FOOD SDN BHD	A026

BOOTH ALLOCATION



COMPANY	BOOTH NO.
LUCKY FOOD PROCESSING SDN BHD	A027
MACKT COMMERCE SDN BHD	A028
NATURE'S FIELD SNACK MANUFACTURING SDN BHD	A029
TSK BEVERAGES (M) SDN BHD	A030
CENTURY TOTAL LOGISTICS SDN BHD	A031
EAG CONSULTING SDN BHD	A032
EXABYTES NETWORK SDN BHD	A033
HANS WORLDWIDE SDN BHD	A034
MALAYSIAN TIMBER COUNCIL	A035
NCL SOLUTIONS SDN BHD	A036
SEA HAWK GLOBAL LINES SDN BHD	A037



BOOTH ALLOCATION

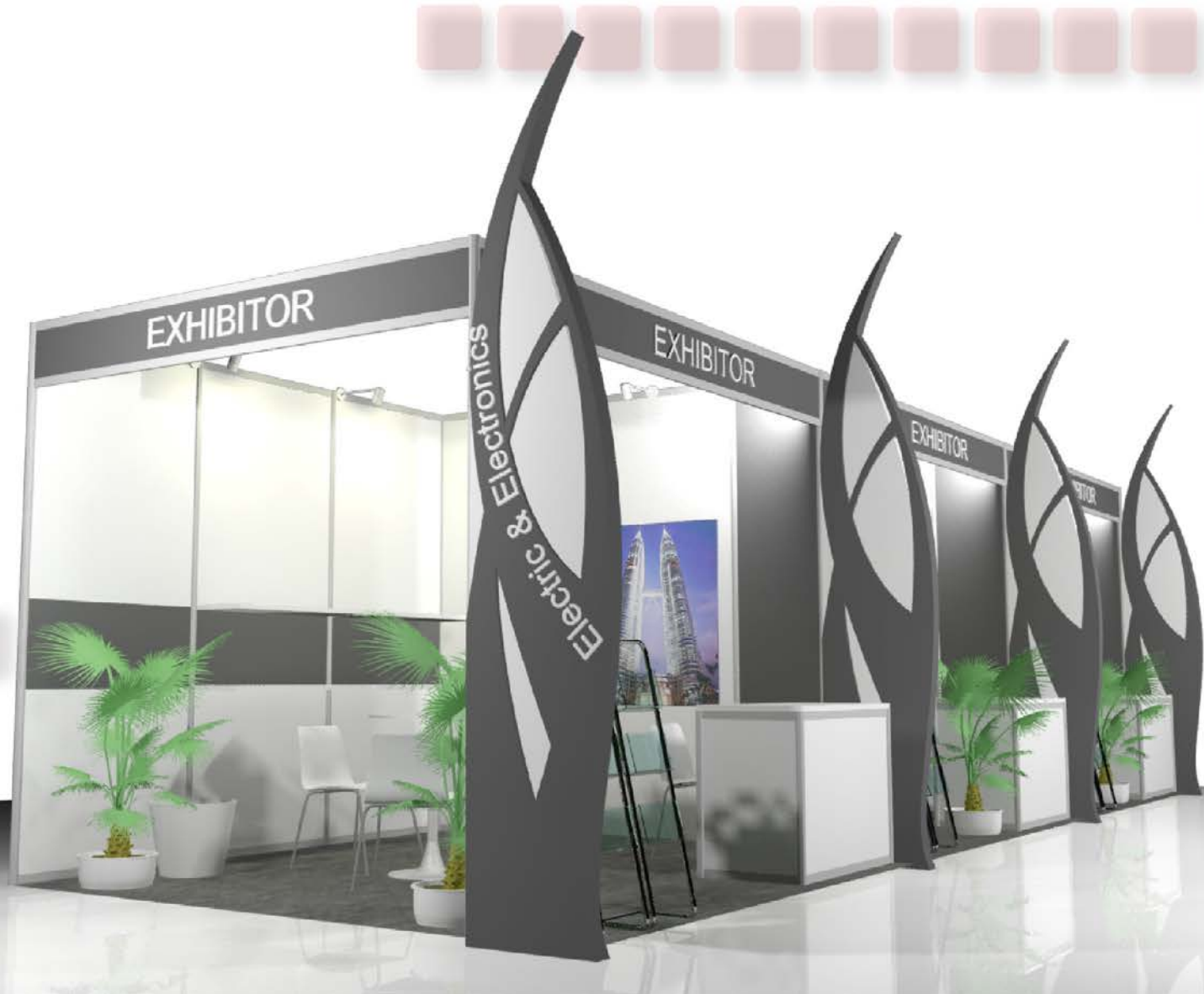


COMPANY	BOOTH NO.
BORNEO TO THE WORLD SDN BHD	A039
CHOO KIM SOON PLASTIC MFG SDN BHD	A040
CLIFF INK SDN BHD	A041
CONSOBIZ VENTURES SDN BHD	A042
GLASFIL POLYMER SDN BHD	A043
HUNKA TRADING SDN BHD	A044
SELIA TEK SDN BHD	A045
TOP GLOVE SDN BHD	A046
F.I.T CENTER SDN BHD (FITEC)	A047-A048
SELANGOR STATE DEVELOPMENT CORPORATION	A049-A050

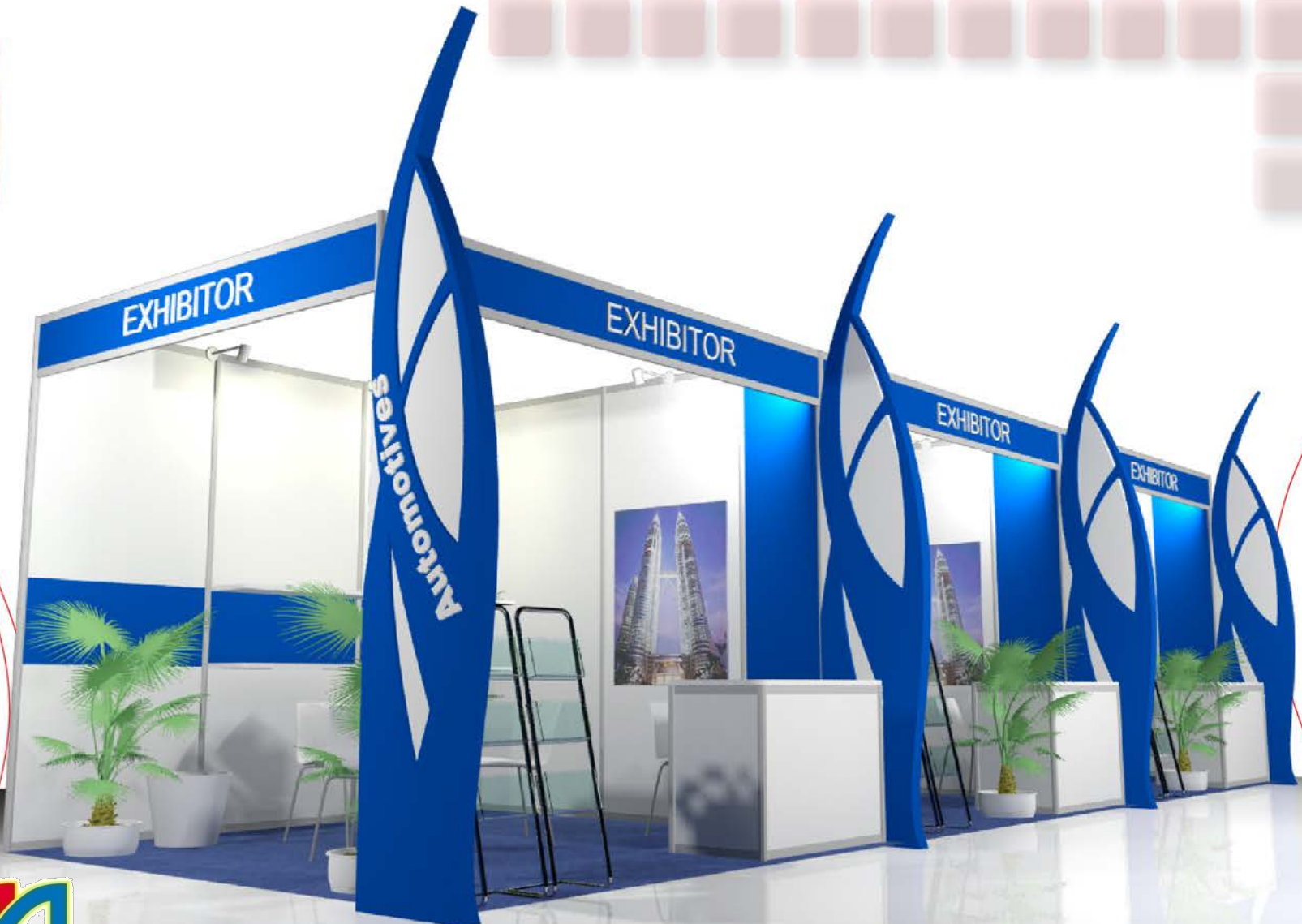
MOTHER BOOTH



CLUSTER BOOTH : E & E EQUIPMENT



CLUSTER BOOTH : AUTOMOTIVES



CLUSTER BOOTH : OIL & GAS AND MACHINERY



CLUSTER BOOTH : BUSINESS SERVICES



CLUSTER BOOTH : LIFESTYLE



CLUSTER BOOTH : FOOD & BEVERAGES



INTRADE MALAYSIA 2011



INCOMING BUYING MISSION (IBMs)



Event Name	Venue	Date
Incoming Buying Mission in Conjunction with INTRADE MALAYSIA 2011	MATRADE Exhibition & Convention Center Kuala Lumpur	21 – 24 November 2011

THANK YOU



Malaysia External Trade Development Corporation (MATRADE)

5th Floor, Menara MATRADE

Jalan Khidmat Usaha, Off Jalan Duta

50480 Kuala Lumpur

Tel. No. : 03-6207 7077

Fax No. : 03-6203 7286

E-mail : info@matrade.gov.my

Website: <http://www.matrade.gov.my>