

Mumbai, 11th October, 2011: Malaysia External Trade Development Corporation (MATRADE), the nodal agency mandated to promote trade between Malaysia and the rest of the world, is planning to launch several new initiatives to further strengthen its trade ties with India. India is Malaysia's largest trading partner among countries of the South Asia, excluding the ASEAN and China, and Malaysia has emerged as India's second largest trading partner in the ASEAN after Singapore.

One of the initiatives to be organised is Showcase Malaysia – a B2B Trade Fair that will be held in Mumbai from 12th to 14th October at Bombay Convention & Exhibition Centre, Goregaon. Hon. Dato' Mah Siew Keong, Chairman of MATRADE, will be leading a 42 strong delegation of Malaysian exhibitors that include manufacturers and traders to this event. At the Showcase, exhibitors will highlight quality Malaysian products and services in select sectors including automotive components, lifestyle (furniture, fashion), palm oil based products (oleo-chemicals, solvents, and edible oil), electrical & electronic products (consumer), business services, oil & gas, food & beverages and machinery.

Showcase Malaysia is a forum where Indian organisations seeking world class products and services will have access to the best Malaysia can offer. Participants can look forward to Business Matching, Product Demonstrations, as well as a Specialised B2B Programmes.

For the organising agency, MATRADE, this is an important initiative in its mission to promote Malaysian exports in key global markets. As capable Malaysian companies establish themselves on the international stage, the phrase 'Made in Malaysia' is fast becoming synonymous with excellence, reliability and trustworthiness. MATRADE is also actively involved in assisting foreign companies to source suppliers of Malaysian products and services, and is represented worldwide at 40 locations in major commercial cities.

Showcase Malaysia also aims at leveraging the Malaysia-India Comprehensive Economic Cooperation Agreement (MICECA), which covers Trade in Goods and Services, Investment and Economic Cooperation. MICECA contains disciplines across trade in goods, services and investments that will lead to progressive opening of markets by both Malaysia and India. These market access opportunities are expected to translate into freer movement of goods, investment, services and professionals between the two countries.

Malaysia has always had strong ties with India and many Indians have settled there, contributing their unique culture to the rich heritage of Malaysia. Every year, lakhs of Indian tourists visit Malaysia to experience the country's unique hospitality and memorable destinations, and India too sees a fair share of tourist arrivals from Malaysia. The efforts of MATRADE will ensure that the relationship between Malaysia and India is now set to get stronger, through the exchange of business opportunities facilitated by Showcase Malaysia.

Mr Abu Bakar, Director of Trade & Services Promotion Division, MATRADE opined, "Through Showcase Malaysia, we look forward to numerous mutually beneficial and long-term relationships being forged between Indian businesses and their Malaysian counterparts. The best business opportunities from Malaysia will be on display, and we invite the Indian business community to make the most of them."

About MATRADE:

MATRADE has been envisioned with the responsibility of positioning Malaysia as a Globally Competitive Trading Nation. MATRADE's mission is to develop and promote Malaysia's exports to the world and its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports;
- To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade;
- To organise training programmes to improve the international marketing skills of the Malaysian exporters;
- To enhance and protect Malaysia's international trade interests abroad;
- To represent Malaysia in any international forum in respect of any matter relating to trade;
- To develop, promote, facilitate and assist in service areas related to trade; and
- To advise the Government on matters affecting or in any way connected with trade and to act as the agent of the Government or for any person, body or organisation on such matters.

MATRADE is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services, and is represented worldwide at 40 locations in major commercial cities. In Malaysia, MATRADE has five local branches in Penang, Terengganu, Johor, Sabah, and Sarawak.

For further information, visit www.matrade.gov.my

<http://www.webnewswire.com/content/malaysia-plans-new-initiatives-boost-trade-relations-india>

