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MATRADE aims to strengthen ties with India through Showcase Malaysia

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For many years, Malaysia has shared strong ties with India. Over the years, with many Indians settling there, Indian culture has melded with the rich heritage of Malaysia. Every year, Indian and Malaysian tourists visit the other's country to experience her unique hospitality and memorable destinations.

With a view to strengthening the relationship between the two countries, the Malaysia External Trade Development Corporation (MATRADE) and the Bombay Chamber of Commerce and Industry (BCC&I) organized a press conference on Oct. 10 at The Trident, Mumbai, which served as a forum to discuss and launch various initiatives. The press conference was addressed by Hon. Dato' Mah Siew Keong, Chairman, MATRADE; Dr. Wong Lai Sum, CEO, MATRADE; and Ashok Barat, President, BCC&I.

One of the initiatives that is being organised is Showcase Malaysia, which is a B2B trade fair being held in Mumbai from Oct. 12 to Oct. 14 at the Bombay Convention & Exhibition Centre in Goregaon. Showcase Malaysia is a forum where Indian organisations seeking world class products and services will have access to the best that Malaysia can offer. Attendees will experience product demonstrations and business matching, as well as specialised B2B programmes.

Hon. Dato' Mah Siew Keong will be leading a 42-strong delegation of Malaysian exhibitors, including manufacturers and traders, to this event. At Showcase Malaysia, exhibitors will highlight quality Malaysian products and services in select sectors including automotive components, lifestyle, palm oil based products, electrical and electronic products, business services, oil and gas, food and beverages, and machinery.

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.

Commenting on Showcase Malaysia, 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."

MATRADE is the nodal agency mandated to promote trade between Malaysia and the rest of the world. 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. India is Malaysia's largest trading partner among the 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.

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