

# Global Indian Trade Festival 2024



10<sup>th</sup> – 14<sup>th</sup> April 2024  
10.00am – 6.00pm  
Mid Valley Exhibition Centre,  
Kuala Lumpur

Organised by



Endorsed by



Supported by



Official International Partners



FEDERATION OF INDIAN EXPORT ORGANISATIONS  
(Set up by Ministry of Commerce, Government of India)



Wool and Woollens Export Promotion Council  
Ministry of Textiles Govt. of India

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## WHY MALAYSIA?

Strategically located at the world's most lucrative crossroads, Malaysia has sophisticated infrastructure in terms of logistic and communications. Malaysia is blessed with political stability, strong economic fundamentals, highly skilled workers and affluent society. Malaysia has gained its reputation as a multi cultural society living in harmony.



## APPROXIMATELY HALF A MILLION VISITORS



In 2016 we organized GIF, a single showcase on a single market catering for a single segment. Nevertheless, thanks to the single minded determination of ensuring participants and visitors extract the utmost benefit out of their participation. GIF is now recognised as The Largest Indian Trade Festival in Asia Pacific.

Our humble quest to serve the community of the Indian origins and enthusiast received unprecedented support which even surpassed our expectations. GIF 2023 was a phenomenal and resounding success. Last

year, 342,752 visitors thronged to this one of a kind fair, from all over the world and from all walks of life. This figure is expected to multiply with the patronage of the Malaysian Government and the Malaysian Tourism Board, and Malaysia External Trade Development Corporation.

## THE POTENTIAL OF INDIAN MARKET IN MALAYSIA

The Indian consumer market in Malaysia is growing at the phenomenal pace. With direct consumers of 1.2 billion Indian and another 24 million people of Indian origins from all over the globe, the demand for Indian lifestyle products are inflating worldwide. Indian lifestyle products and services is also gaining preference among non Indian consumers and enforcing its prominence in the world market due to its eccentric value which offers:

- Quality products at nominal price
- Growth- Indian lifestyle is growing in the west; as a result of New Age thinking which is of Indian origin
- Collectible value – Many of Indians products is considered as collector's item such as handmade rugs, pearls and etc.

This has triggered interest of non Indian to be apart of this sought after market. GIF is poised in assuming the role of facilitator in matching demand with supply and strive to ensure our exhibitors benefit from serving the Global community.

## WHY YOU SHOULD BE AT GIF 2024?

### MATRADE

GIF 2024 has the collaboration of Malaysia External Trade Development Corporation (MATRADE), thus makes GIF as the ultimate shopping platform for Indian lifestyle products and services. Approximately 200 exhibitors will be flown in from India and the entire world, to provide you access to otherwise hard to reach products.

### THE BEST OF INDIA

India has the variety of ethnic colours and life. However it is virtually impossible to source for products in just one city let alone under one roof. India's best products is scattered miles apart throughout the region. In GIF 2024 we have gone to great length to bring best and unique products from various traders from different parts of India such as; Kashmir, Rajasthan, Tamil Nadu, West Bengal, Maharastra, Orrisa, Punjab, Kerala, Andhra Pradesh, Gujarat.



### PRODUCT VARIETIES

They will be featuring a wide variety of products such as ; Handicrafts, textile, jewellery, spices condiments, Sarees, Punjabi suits, women fashion accessories, leather goods, jute items, toys, culinary/cutlery items, beauty and herbal products, office equipment, footwear, interior decor, bed sheets, wooden and metal carvings, painting, IT products, Indian cuisine, Indian dishes and many more. Many of these products which once can only be obtained by travelling across India, but now are available under one roof.

### PROVEN TRACK RECORD

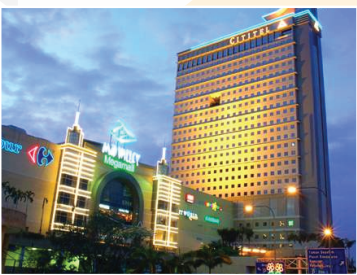
With a verified track record, GIF had consistently attracted a multiplying number of traders every year. The success of GIF has demonstrated the ability of its team of secretariat to manage a world class event and cater to every need of the exhibitors and visitors. This has gained the acknowledgement of multinational corporations and house hold brand names such as Nestle, Air Asia, Maxis Hotlink, Malaysia Airlines, Pepsi and numerous others which are now working in partnership with GIF.

### BUYER -SELLER MEET

ASC in its effort to promote trade, investment, services and joint ventures will be organising a Buyer – Seller Meets in the sideline of GIF 2024 This made possible with partnership with Ministry of International Trade of Malaysia, and MATRADE.

Among the benefits are:

- Provide platform for India Companies to network
- Offer an opportunity to interact & establish contacts globally
- Facilitate links with prospective buyers
- Assist in setting partnership and expansion of Trade & investment



### THE VENUE

Having our exhibitors and visitors best interest at heart, we have chosen MID VALLEY MEGAMALL as the venue for GIF 2024 on the 10th to 14th April 2024. An attraction in itself, MID VALLEY MEGAMALL is the largest shopping mall in Malaysia covering 2.45 million square feet. Getting there is not a problem, since it is highly accessible by public transport; bus taxi and train equipped with a massive 7000 parking lot.

### OUR COMMITMENT TO EXCELLENCE

GIF continued success can be largely attributed to our culture which is rich in service and striving towards excellence. GIF pride itself in delivering premium service to its participants and relish perfection in every aspect of its service. In order to ensure your visit and participation is accompanied is equipped with.

### COMPLETE ON SITE FACILITIES

- Full Secretarial Service
- Restaurant and Food Court
- Media Centre
- Other Amenities

It is our pleasure to make GIF 2024 an unforgettable experience and check out what makes Malaysia attractive not only as a host to GIF but also as a perfect vacation destination that is rich with culture, heritage and courtesy.

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