

# Global Indian Festival highlighted with live craft demonstrations and home accents from India

16<sup>th</sup> Global Indian Festival; 9<sup>th</sup>-17<sup>th</sup> June 2018; Kuala Lumpur, Malaysia

The 16th edition of the Global Indian Festival, held in Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia, was organised by the ASC Agenda Suria Communication in collaboration with Indian High Commission & Malaysia External Trade Development Corporation (MATRADE). The festival is known for creating an interesting platform for commerce, cultural and artistic projects whilst linking together the Indian diaspora's community values & cultural history as well as facilitating retail sourcing, in the region. The display profile included home decor and utility products, textiles, fashion accessories like women's garments, shawls, stoles, etc. with emphasis on B2C segment. Approx. 300 Indian exhibitors displayed their lines and the festival attracted over 5 lakhs visitors not only from Malaysia but also from other Asian nations.

EPCH set up a collective display with 20 booths across an area of 180 sq. mtrs. and participated with a delegation of 16 member exhibitors from across various product categories like jewellery, decorative items, leather goods,



HE High Commissioner of India to Malaysia, Mr. Mirdul Kumar, seen with a Master crafts person at the EPCH Pavilion

toys, kitchenware, office stationery, textiles, home décor, carpets, garments, photo frames and souvenirs as well as beauty products, ayurvedic ranges, etc. 4 Master crafts persons (National awardees) adept at crafts of palm leaf engraving, Birdri, Mojari/jutti hand embroidery shoes and Sozni embroidery on shawls, were deputed by the



EPCH's participants and Master crafts persons at the festival







*EPCH receives the trophy from H E High Commissioner of India to Malaysia, Mr. Mirdul Kumar, for successful participation in the festival*

O/o DC (Handicrafts) for live demonstration of these crafts at the show. Visitors to the Council's pavilion appreciated the products and craftsmanship. Total business generated by EPCH's exhibitors and Master crafts persons was approx. of US\$ 2,05,200. There were about 1160 enquiries as well.

The festival was inaugurated by the H E High Commissioner of India to Malaysia, Mr. Mirdul Kumar, in the presence of Mr. Varun Jeph, First Secretary (Com) and Mr. S Sashi Kumar, Attache (Com) from the Indian High Commission; Mr. YB Tuan Ganabatirau, Selangor State Exco Member Permanent Committee of Empowerment and Society Development Selangor State Government; Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria Communication; Mr. Datong S Veerasingam, Advisor of Malaysia South Asia Chamber of Commerce (Masacom); and Mr. Datong Tiar Sharrif, President of

Malaysia South Asia Chamber of Commerce (Masacom) in Malaysia. The dignitaries also visited the India pavilion and appreciated the efforts taken by EPCH for setting up such a pavilion. EPCH was also awarded for its successful participation in the show. The promotional booth set up by EPCH helped distribute leaflets of the forthcoming IHGF Delhi Fair-Autumn 2018 and Indian Fashion Jewellery & Accessories Show (IFJAS) 2018. ■

