

Chairman's Pen

My dear fellow exporters,

I am glad to inform you that EEPC India organised the largest India Engineering Exhibition in Malaysia during September 25 – 27, 2008. The exhibition evoked unprecedented response from Malaysian business community. All the 8 partner organizations, three Malaysian ministers and more than 5000 serious business visitors interacted with 169 Indian participating companies leading to numerous business contacts, enquiries and firm business commitments. The exhibition was officially opened by Tan Sri Hj. Mohyiddin Yassin, International Trade and Industry Minister of Malaysia who represented Datuk Seri Najib Tun Razak, the Deputy Prime Minister of Malaysia. Also present at the event were HE Mr. Ashok K Kantha, Indian High Commissioner in Malaysia, Dato'Chua Jui Meng, Chairman, NASMEC; Dato'Syed Amin Al-Jeffri, President of Kuala Lumpur Malay Chamber of Commerce and other leading captains of industry from Malaysia.

While addressing the gathering during the inaugural ceremony, Tan Sri Hj. Mohyiddin Yassin said that developing countries are increasingly playing an important role in the global economy and we are hearing success stories. He also invited more investment in the sectors of advance electronics, specialized machinery, equipment and related parts & components, precision equipments, instrumentation, engineering support industries/services, automation and flexible manufacturing systems.

An initial sample feedback from participating members revealed that it was their first serious exposure to the market of Malaysia. The major achievements of the three day Exhibition were :

- Nearly US\$ 4.95 million worth of enquiries were generated and US\$ 0.20 million worth of spot orders booked. However, this value does not include the amount that was not quantified by many of the exhibitors, since discussions are on and it was not possible for them to quantify the value.*
- As per feedback of 54 firms, 590 new contacts were generated during the exhibition. Also, 87% participants said that the quality of exhibition was very good and 129 companies have expressed their desire to participate in Council's next exhibition which is scheduled to be held in Shanghai, China from 4th – 8th November, 2008.*
- EEPC India signed MoUs with 8 partner organizations in Malaysia to usher in a new era of trade cooperation between the business community in India and Malaysia. These include Consortium of Indian Industries in Malaysia, Federation of Malaysian Foundry and Engineering Industries Association, Small and Medium Enterprises Association, Electrical and Electronics Association of Malaysia, Kuala Lumpur Malay Chamber of Commerce, Malaysian Associated Indian Chamber of Commerce & Industry, National SME Council and SMI Association of Malaysia.*
- During the Exhibition, several workshops and conferences were held focusing on investment prospects both in India and Malaysia with special focus on infrastructure, engineering and business financing. This gave an opportunity to investors in Malaysia and those from other ASEAN countries to have a greater feel of the opportunities for foreign direct investment in the India, particularly, in the infrastructure sector.*

Yours sincerely,

(RAKESH SHAH)