

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

Kuala Lumpur, Malaysia; 1st-5th June, 2016

The 14th edition of the Global Indian Festival, held in Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia, was organized by the ASC Agenda Surya Communication. The festival is known for creating an interesting platform for commerce, cultural and artistic projects whilst linking together community values and cultural history, in the Asia Pacific region.

Being community based the festival provides opportunities for participants and audience who explore, shop, have fun and celebrate the uniqueness of the Global Indian Festival. This event has been rated as the largest exhibition of its kind in the Asia Pacific Region and a one stop exhibition showcasing the wide variety of India's ethnic colour and life. The display profile included handicrafts jewellery, decorative items, leather goods ,toys, kitchenware, textiles, homedecor, etc with emphasis on B2C segment.

EPCH participated with a delegation of 18 participants alongwith 4 Master crafts persons, in a display area of 261 sq. meters. The Show was inaugurated by the Malaysian Prime Minister's special adviser on Women Entrepreneurship and Professional Development, Mrs. Yang Berbahagia Datuk Seri Shahrizat Jalil in the presence of HE, Deputy High Commissioner of India to Malaysia, Mr. Niklilesh Giri; Additional Development Commissioner, Govt. of India, Mr. Kuntal Sensarma; and Mr. K Ravi Kumar from Directorate of Industries, Govt. of India. The dignitaries also visited the India pavilion and appreciated the efforts taken by EPCH for setting up such a pavilion. He also interacted with the participants and they in turn provided him an excellent feedback regarding the business.

The promotional booth set up by the Council distributed leaflets of the forthcoming EPCH shows like Indian Fashion Jewellery and Accessories Show and IHGF Delhi Fair-Autumn 2016. ■



Glimpses of stalls in the India Pavilion set up by EPCH at the Global Indian Festival, Kuala Lumpur

