



**PRESS SECTION**  
**HIGH COMMISSION OF PAKISTAN**  
132 Jalan Ampang,  
Kuala Lumpur, Malaysia.  
Tel(603) 2161-1370, Fax 2161-0384

### **Press Release**

#### **PAKISTAN PAVILION EMERGED FAVORITE IN INTRADE MALAYISA 2010**

The customized made Pakistan pavilion with green colored theme and twelve booths representing diverse products ranging from handicrafts to surgical instruments emerged as one of the favorite pavilion in the INTRADE Malaysia-2010, inaugurated by the Malaysian Minister for International Trade and Investment (MITI) in Kuala Lumpur, today.

The Malaysian Minister for MITI, Datuk Seri Mustapa Mohamed specially visited the Pakistan pavilion and showed his keen interest in the exhibits displayed there including ladies apparel, handicrafts, shoes, jewelry, bed linen, health products, hand-made carpets, furniture, ladies designer dresses and surgical instruments.

The High Commissioner for Pakistan in Malaysia, Mr. Masood Khalid who greeted the Malaysian Minister at the Pakistan pavilion said that INTRADE Malaysia 2010 being an international marketplace has provided the Pakistani Exhibitors a unique opportunity to meet more than 8000 thousand trade buyers, around 300 exhibitors from several countries including Japan, Taiwan, Sri Lanka, Malaysia, Nigeria, Hong Kong, Indonesia, UAE, Abu Dhabi to strengthen their networking and explore business opportunities through direct interaction with their trade counterparts from around the world.

The High Commissioner, however, stressed the need to introduce the other range of Pakistani products including gems, jewelry, marble, cutlery, light engineering, sports, leather and Halal sectors products through these kind of exhibitions to capture Pakistan's rightful share in the international trade.

The Commercial Counselor for Pakistan, Mr. Wajiullah Kundi hosted an FTA clinic in the Exhibition and briefed the Malaysian businessman on the salient features of Malaysia Pakistan Comprehensive Economic Partnership Agreement (MPCEPA) and catered to their queries regarding concession available to them in duties and tariff under FTA signed between Pakistan and Malaysia in 2007.

The INTRADE Malaysia provides the exhibitors a chance to build local & foreign business alliances, launch new products, Meet agents and distributors for marketing products/services, explore joint venture opportunities with prospective players at the global level, create and expand global market network and showcase their products & services to qualified decision makers

INTRADE Malaysia organized by Malaysia External Trade Development Corporation (MATRADE) from 9-11 November, 2010 is the fourth consecutive event, and both foreign and local companies in several industry clusters including Food & Beverages, Electrical & Electronics, Wood-based Products, Building Materials and Services have exhibited their products.

**Kuala Lumpur, Malaysia, 9th Nov, 2010**