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### **Press Release**

#### **TWELVE PAKISTANI COMPANIES TO ATTEND INTRADE MALAYSIA 2010**

Pakistan with twelve booths is participating in a big way in the INTRADE Malaysia 2010, one of Malaysia's premier International trade exhibition, to be held in Kuala Lumpur, Malaysia from 9-11<sup>th</sup> November, 2010.

While giving the details, the commercial counselor for Pakistan High Commission in Malaysia, Mr. Wajiullah Kundi said in Kuala Lumpur, today that so far twelve firms have confirmed their participation in the exhibition representing sectors such as 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 while expressing satisfaction over Pakistan's participation said that INTRADE Malaysia provides an ideal gateway for participant companies to access the growing markets of ASEAN and surrounding regions.

He urged the business community of both the countries to frequently participate in exhibitions, conferences and trade fairs held in Pakistan and Malaysia to explore, capitalize and benefit from abundant unexplored business, trade and investment opportunities between the two countries. He urged the Malaysia businessmen to participate in Expo Pakistan 2011 being held in Karachi, next year.

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 are expected to attend.

INTRADE Malaysia 2010 will also provide virtual buying and selling opportunities to the participants by linking to the exhibition, buyers from around the world, through an IBM program from MATRADE's overseas offices and was expected to draw more than 1000 quality international buyers from over 60 countries to the exhibition through this linkage.

INTRADE Malaysia will also organize 4G' KL International Trade Forum (KLITF) 2010 to provide an avenue to the exhibitors and buyers to benefit from information regarding latest developments taking place to promote international trade.

**Kuala Lumpur, Malaysia, 8th Nov, 2010**