**INVITATION TO PARTICIPATE IN THE 116TH CHINA IMPORT & EXPORT FAIR 2014(PHASE 3: 31st Oct – 4th Nov 2014) AUTUMN SESSION**

MATRADE will be organising Malaysia participation in the 116th China Import & Export Fair 2014 from 31st Oct- 4th Nov 2014 (Phase 3) Autumn Session at the China Import and Export Fair Complex (Pazhou Complex), Guangzhou, China. In this regard, we would like to invite your company to participate in the exhibition.

2. The China Import and Export Fair, also known as the Canton Fair, is held twice a year in spring and autumn since it was inaugurated in the spring of 1957. It is China's largest trade fair in terms of the varieties and ranges of products, trade and visitors’ attendance and business turnover. This internationally renowned trade fair has been identified by MATRADE as a strategic platform to promote Malaysia’s products in China and the global market as it has been frequented by a large number of Chinese and international buyers to source for products.

3. The Malaysia Pavilion will be in the **International Pavilion** and the product clusters are limited only to:

(i) **Foodstuff and Agricultural Products** (food, beverages, edible oil, fruits, health food, food packaging, drinks etc)

(ii) **Household Items** (general houseware, cleaning products, bathroom products, home decorations, stationery, personal care products and disposables products, cosmetics, skin care products, beauty care products, kitchenware & tableware etc)

(iii) **Fabrics and Home Textiles** (fabrics, fiber and yarns, garment accessories etc)

4. Exhibitors in the Malaysia Pavilion should strictly display **Made-in-Malaysia products/services** in their booths/area during the exhibition. Interested companies are to register their participation online at the link to the MATRADE website below:

[**http://www.matrade.gov.my/en/online-applications/international-trade-fairs**](http://www.matrade.gov.my/en/online-applications/international-trade-fairs)

5. A crossed cheque of RM8,000.00 for participation fee made payable to “MATRADE” or a Maybank2u slip of RM8,000.00 (MATRADE's Maybank Account # 5642 9410 2597) for participation fee together with 2 copies of your company’s product brochures should be sent to MATRADE latest by **Friday, 29th August 2014** to the following address :

Chief Executive Officer

Malaysia External Trade Development Corporation (MATRADE)

14th Floor, East Wing, Menara MATRADE

JalanKhidmat Usaha, Off Jalan Duta

50480 Kuala Lumpur

(Attn: Ms. Aninawati Saleh)

Tel: 03-6207 7104 Fax: 03-6203 7255

5. Eligible SME's company can apply for the Market Development Grant (MDG) from MATRADE for participation in export promotional activities, including participation in this international exhibition. Information on the MDG is available in MATRADE’s website.

6. Kindly contact the project officers in charge, **Mdm. Aninawati Saleh** at 03-6207 7111 or email at [aninawati@matrade.gov.my](mailto:aninawati@matrade.gov.my) and **Ms. Nor Fariha Ahmad Fardun** at 03-6207 7110 or email at [fariha@matrade.gov.my](mailto:fariha@matrade.gov.my) should you require any further information, clarification and assistance.

Thank you.

Yours sincerely,

**ONG YEW CHEE**

Director

Business Services & Construction Materials

Franchise, China, Hong Kong & Macau Section

Trade & Services Promotion Division II

for Chief Executive

MATRADE