



PEJABAT TIMBALAN MENTERI
KEMENTERIAN PERDAGANGAN ANTARABANGSA
DAN INDUSTRI MALAYSIA
TINGKAT 15, BLOCK 10, KOMPLEKS KERAJAAN JALAN DUTA
50522 KUALA LUMPUR

MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY MALAYSIA
Telefon : (603) - 6201 1317, 6203 4392
Fax : (603) - 6201 7345

Web Site : <http://www.miti.gov.my>

Fail Tuan :

Fail Kami : TM2/MITI/01 Jld.5

Tarikh : 19 July 2012

Fax: 03-8024 1737 / amimal@pp.jaring.my

Mr. Teh Kee Sin
President
SMI Association of Malaysia
20-6, Jalan USJ 9/ET
Subang Jaya Business Centre
47620 Subang Jaya
Selangor

Dear Sir,

**INVITATION TO THE OFFICIAL OPENING OF "GOOD GOODS JAPAN" - JAPANESE
LIFESTYLE FAIR ORGANIZED BY JETRO AT THE PAVILION KUALA LUMPUR**

With reference to the above subject, please to inform that YB Dato' Mukhriz Mahathir, Deputy Minister of International Trade and Industry has received the invitation letter from Japan External Trade Organization Kuala Lumpur (JETRO) to attend Japanese Lifestyle Fair on 23rd July 2012 at The Pavilion Kuala Lumpur

2. Hence, forwarded herewith the invitation letter from JETRO for your kind attention.

Thank you

"1MALAYSIA, RAKYAT DIDAHULUKAN, PENCAPAIAN DIUTAMAKAN"

Yours sincerely,


(MUHAMMAD HAFEEZ BASRI)
Senior Private Secretary to
Deputy Minister International Trade and Industry

p/s : YB Deputy Minister feels this event is another
good platform for SMI members, hence forwarding
this invitation letter.

JETRO JAPAN EXTERNAL TRADE ORGANIZATION
KUALA LUMPUR

9th Floor, Chulan Tower, No. 3, Jalan Conlay, 50450 Kuala Lumpur, Malaysia.
Tel: 603-2171 6100 Fax: 603-2171 6077 <http://www.jetro.go.jp>

13th July 2012

Y.B Dato' Mukhriz Tun Mahathir
Deputy Minister
Ministry of International Trade & Industry
Block 10, Tingkat 15
Government Offices Complex
Jalan Duta 50622 Kuala Lumpur

**INVITATION TO THE OFFICIAL OPENING OF "GOOD GOODS JAPAN" - JAPANESE
LIFESTYLE FAIR ORGANIZED BY JETRO AT THE PAVILION KL**

It is our great pleasure to inform YB Dato that Japan External Trade Organization (JETRO), will organize an event called "GOOD GOODS Japan" in Kuala Lumpur with the aim of supporting Japanese small and medium sized companies producing lifestyle goods to expand business relationship with Malaysia.

GOOD GOODS Japan shop will be open at the center court of Pavilion KL from 23rd (Mon) to 29th (Sun) of July, 2012 for the purpose of introducing and marketing the latest Japanese lifestyle goods to Malaysia. Forty Japanese companies will participate and more than three hundred (300) goods will be displayed in the shop. Among them, eleven companies are from Tohoku and Ibaraki areas, which have been hit and damaged by the Great East Japan Earthquake and Tsunami on March 11th last year. They will exhibit goods for daily use, backed by traditional Japanese craftsmanship. In collaboration with Pavilion's "Tokyo Street 1st Anniversary", various events will be held and performed to introduce Japanese traditional and latest cultures to visitors, including fashion shows and musical performances.

Concurrently, we also support participants' activities to strengthen business ties with Malaysian companies where One-to-one business meetings will be organized with Malaysian retailers and wholesalers in Prince Hotel on 23rd and 24th of July. We are inviting interested Malaysian companies to join the meetings.

Thus, we would like to invite YB Dato' to our GOOD GOODS Japan opening ceremony which will be held on 23rd July at 11 am at the Pavilion. We sincerely hope YB Dato' could attend the opening ceremony to deliver a short speech and join our ribbon-cutting ceremony.

The agenda of the Opening ceremony is as follows:

23rd July, Monday

- 10:30 Arrival of Guests and Media at Center Court, Level2
- 10:45 Arrival of Guest-of-Honor and Ambassador of Japan at Diamond lounge, Level2
- 11:00 Ceremony commences:
 - 11:05 Speech by JETRO representative
 - 11:10 Speech by Ambassador of Japan, HE Shigeru Nakamura
 - 11:15 Speech by MITI representative
 - 11:20 Speech by MATRADE representative
 - 11:25 Launching of GGJ: ribbon-cutting ceremony
 - 11:30 Short Tour to JETRO exhibition
- 11:45 End of the ceremony

11:45-12:00 Press Briefing by JETRO

We are sure that YB Dato' presence would further enlighten the opening ceremony of Good Goods Japan.

Yours sincerely



Joji Ikeshita

Managing Director

JETRO KUALA LUMPUR

- Enclosed
1. General information on GGJ
 2. List of GGJ Exhibitors from Japan