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PRESS RELEASE

EXPO INDIA 2015 IN SANTIAGO (CHILE)

HIGHLIGHTING EXPORT POTENTIAL WITH CULTURAL HUE

A five-day exclusive Expo India 2015 is being organised by the India Trade Promotion Organisation (ITPO), a nodal trade promotion enterprise under the Department of Commerce, Government of India, at Centro Cultural Estacion Mapocho in Santiago (Chile) from March 11 to 15, 2015. The event has been organised with the active support of the Embassy of India in Santiago.

The exposition is an initiative to diversify and enhance India's exports in Chile and neighbouring countries in the Latin American region. With the main focus on "Make in India" campaign, launched by Mr. Narendra Modi, Hon'ble Prime Minister of India, this event re affirms the strong commercial and strategic bond between the two countries. A Preferential Trade Agreement (PTA) was established. As India and Chile are traditional partners with shared values, the expo aims to expand bilateral partnerships and strengthen people-to-people ties. The event is undeniably a catalyst for Indo- Chile trade and cultural convergence.

Around 90 leading Indian companies are taking part in this event, including the Spices Board, Gujarat State Handicrafts Export Promotion Council, Constituents of Ministry of Small and Medium Enterprises, NSIC Units of North-East, Tata Consultancy Services, Raymond, Astrosteel and Invincia Agroimpex. The display profile focuses on auto industry, transport, IT, infrastructure, textiles, medicines, handicrafts, spices, fashion jewellery, tourism and heritage.

The theme area highlights the outstanding contribution of Indian Nobel Laureates in diverse fields such as Rabindranath Tagore, (literature, 1913), Sir C.V. Raman, (Physics, 1930), Dr. Hargobind Khurana, (Medicine, 1968), S. Chandrasekhar, (Physics, 1983), Mother Teresa, (Peace, 1979), Amartya Sen, (Economics, 1998), Venkatraman Ramakrishanan, (Chemistry, 2009) and Kailash Satyarthi, (Child Welfare, 2014).

The various cultural events including Indian films, cuisines a Bollywood dances, among the additional attractions to the visitors. Prominent dancers such as Zaida Castro (finalist in Talento Chileno, TV program), Eileen Walker, Bhavani Kali, Daniela Carrasco, Carolina Karina, Camila Caro and Cristina Nunez will be featured during the exhibition at 12.00, 15.00 and 18.00 hours, daily.

The event will open from 10.00 hours to 20.00 hours daily.

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