

Press Release

ENCOURAGING SMEs, ITPO's MAIN FOCUS IN TRADE EVENTS

India Trade Promotion Organisation (ITPO) has been taking initiatives to support EPCs, Commodity Boards and other trade bodies through meaningful participation in promising export markets of the world. The organisation has a major focus to promote SMEs sector which has tremendous export and employment potential through its institutionalised trade events in India and overseas.

A member of the Asian Trade Promotion Forum (ATPF), ITPO, in consonance with trade policy specified by the Department of Commerce, Government of India, has geared up to explore destinations for Indian products and services in the markets of Africa, ASEAN countries, Latin America, Mexico, Americas and Russia. It offers participation opportunities in leading trade shows for promoting '**BRAND INDIA**' globally. These include: Africa Big Seven Saitex, Johannesburg (South Africa) (June 22-24, 2014), Dar-es-Salaam International Trade Fair, Dar-es-Salaam (Tanzania) (June 28- July 8, 2014), Summer Fancy Food Show, New York (USA) (June 29- July 1, 2014), 25th India Home Furnishing Fair, Osaka (Japan) (Silver Jubilee Edition, July 23-25, 2014), 35th India Garment Fair, Osaka (Japan) (July 23-25, 2014) and Jewellex Africa 2014, Johannesburg (South Africa) (August 2-4, 2014).

The other fairs abroad are : Cambodia International Machinery Industrial Fair, Phnom Penh (Cambodia) (August 15-18, 2014), Food Expo, Hong Kong (August 14-18, 2014), House & Gift Fair, Sao Paulo (Brazil) (August 16-19, 2014), Consumexpo, Moscow (Russia) (Sept. 2-4, 2014), 79th Thessaloniki Intl. Fair, Thessaloniki (Greece) (Sept. 6-14, 2014), Saudi Agro Food, Riyadh (Saudi Arabia) (Sept.7-10, 2014), Food & Hotel Thailand (FHT), Bangkok (Thailand) (Sept. 10-13, 2014), 78th Fiera Del Levante, Bari (Italy) (Sept. 13-21, 2014), World Food Fair, Moscow (Russia) (Sept. 15-18, 2014), IGA Perth Royal Show, Perth (Australia) (As Guest Nation) (Sept. 27 - Oct. 4, 2014), Sial, Paris (France) (Oct. 19-23, 2014), AAPEX, Las Vegas (USA) (Nov. 4-6, 2014), Medica, Dusseldorf (Germany) (Nov. 12-15, 2014), Import Shop, Berlin (Germany) (Nov. 12-16, 2014), and AF-L' Artigiano De Fiera, Milan (Italy) (Nov. 29- Dec. 8, 2014).

ITPO's annual domestic events till December 2014 at Pragati Maidan include: 4th India International Leather Fair (July 3-5, 2014), followed by the popular 20th Delhi Book Fair (August 23-31, 2014), which runs concurrently with the 16th Stationery Fair, India International Road Transportation Fair (Sept. 17-19, 2014), 17th India International Security Expo 2014 (Sept. 25-28), Furniture & Furnishing Fair (Dec. 24-29, 2014) 34th India International Trade Fair, (Nov. 14-27, 2014).

Apart from these the regional fairs include: Aahar - Food & Hospitality Fair at Chennai (August 12-16, 2014), 3rd Auto Ancillary Show at Pune (October 10-13, 2014) and the East Himalayan Expo, Siliguri (West Bengal) (Dec. 7-15, 2014).