

ANNUAL ACTION PLAN 2019-20

(4) INTERNATIONAL - 2019-20			
(1) International Events in India			
S.No	Activity	Place	Month / Period
1	Autumn Fair EPCH	New Delhi	Oct'19
2	Spring Fair EPCH	New Delhi	Jan'20
3	Tex-Style India, Kolkata - ITPO	Kolkata	Feb'20
4	Coir Kerala, Govt. of Kerala	Alleppey	Feb'20
5	India Intl. Handwoven Fair (HEPC)	Chennai	March, 20
(2) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION			
CATEGORY 'A' - TRADITIONAL MARKETS			
S.No	Activity	Place / Country	Month / Period
1	International Gift Show	Atlanta, USA	July'19
2	Autumn	Birmingham, UK	Sept'19
3	Christmas World	Frankfurt, Germany	Jan' 20
4	Domotex - CEPC	Hannover, Germany	Jan' 20
5	Ambiente	Frankfurt, Germany	Feb' 20
6	ASD Las Vegas	Las Vegas, USA	March'20
S.No	CATEGORY 'B' - FOCUS AND EMERGING MARKETS		
1	Hong Kong Mega Show (Part-I)	Hong Kong	April/Oct'19
2	India Show - ITPO	Canada	June'19
3	Giftex-Tokyo/India Home Furnishing	Tokyo, Japan	July/Aug.'19
4	Maison or Object	Madrid/Paris	Sept'19
5	Canton Show	China	Oct./Nov'19
6	India Sourcing Show	Melbourne, Australia	Nov.'19
7	AFL-Artigiano - ITPO	Milan, Italy	Dec'19
8	Spring Fair MUBA	Basel, Switzerland	Feb.'20
9	India Sourcing Fair -ITPO	Russia/Argentina	Feb/March'20
10	India Sourcing Fair- EPCH/ITPO	Mexico	March'20
(3) BUSINESS DELEGATION / CONFERENCE			
S.No	Activity	Place / Country	Month / Period
1	Visit to Atlantic Mills, Thailand for exploring utilization of Jute Yarn into Denim Fabric	Thailand	May'19
2	Jute Delegation to ITMA 2019 for exploring possibilites of modernisation of Jute Industry	Barcelona, Spain	June'19
3	Buyer Seller Meets	Denmark, Sweden,	Aug/Oct'19
4	Composite Jute Delegation for market exploration	Australia & New Zealand	Nov-Dec'19
5	Buyer Seller Meet along with promotional activities viz.road show ,JGT seminar, interactive meetings etc.	Los Angeles, Chicago (USA)	Feb'20
6	Buyer Seller Meets and Interactive meetings for sustainable market linkages and export enhancement of JGT,FGJP & specialities incl.lifestyleJute products	Mexico, Chile,Peru (Latin American countries)	March'20
Note : 2 officials from NJB will be nominated by Secretary - NJB as per NJB regulation			