

# Focused Marketing Initiatives 2017-18 (International)

## (4) INTERNATIONAL

### (1) INTERNATIONAL EVENTS IN INDIA

Sl. No.	Activity	Place	Month / Period
1	Textile India 2017	Gujarat	June-July, 17
2	Autumn Fair EPCH	New Delhi	13-17 Oct., 2017
3	Textile Mega Show	Noida Expo Mart	Oct'17 / Feb'18
4	Spring Fair EPCH	New Delhi	January, 2018
5	Tex-Style India, Kolkata - ITPO	Kolkata	Feb'2018
6	Coir Kerala	Alleppey	Feb'2018
7	India Intl. Handwoven Fair (HEPC)	Chennai	March, 2018

### (2) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION

#### CATEGORY 'A' - TRADITIONAL MARKETS

Sl. No.	Activity	Place / Country	Month / Period
1	NY Now	Javits Center, New	20-23 August, 2017
2	Autumn	Birmingham, UK	3-6 Sept., 2017
3	Factory Direct	Los Angeles	25-27 Sept., 2017
4	Domotex - CEPC	Hannover, Germany	12-15 January,
5	Ambiente	Frankfurt, Germany	9-13 Feb., 2018

#### CATEGORY 'B' - FOCUS AND EMERGING MARKETS

1	Hong Kong Gifts & Premium Show	Hong Kong	27-30 April, 2017
2	23rd Istanbul International Home textile Exhibition	Istanbul, Turkey	May, 2017
3	Global Indian Festival	Kuala Lumpur,	31 May-4 June,
4	Giftex-Tokyo	Tokyo, Japan	5-7 July, 2017
5	Hong Kong Mega Show (Part-I)	Hong Kong	20-23 Oct., 2017
6	Canton Show	China	Oct./Nov., 2017
7	AFL-Artigiano - ITPO	Milan, Italy	2-10 Dec., 2017
8	International Autumn Trade Fair	Dubai	December, 2017
9	Intermoda-ITPO	Mexico	January, 2018
10	India Sourcing Fair- ITPO	Russia	March, 2018

### (3) BUSINESS DELEGATION / CONFERENCE

Sl. No.	Activity	Place / Country	Month / Period
1	Delegation for Sustainable Market Linkages and export enhancement of Food grade quality jute hessian / sacking bags – BSMSs, & Interactive Meetings	Select African/ European Countries	Oct/Nov'17
2	Visit of delegation to Harrow Council during London Saradotsav	UK	October, 2017

3	Delegation for Sustainable Market Linkages and export enhancement of Food grade quality jute hessian / sacking bags – BSMS, & Interactive Meetings with one fair participation Intermoda, Mexico.	Select Latin American countries	Jan., 2018
4	Buyer Seller Meets in selected cities in USA along with promotional activities viz. road show, etc.	USA	March, 2018

## **Names and Addresses of NJB Head Office and Branch Offices:**

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