

## Focused Marketing Initiatives 2017-18

### (1) REGIONAL / LOCAL LEVEL FAIRS

Sl. No.	Activity	Place	Month / Period
<b>By Kolkata Office</b>			
1	Shillong Shopping Carnival /Saras Mela	Shillong	Sept., 17
2	Poush Mela	Shantineketan	23-26 Dec., 17
3	Island Tourism Festival / Saras Mela	Port Blair	Dec., 17
4	Tripura Commerce & Industry Fair/Saras Mela	Agartala	Dec., 17
5	International Leo Expo / Saras Mela	Itanagar	Jan., 18
6	Saras Mela	Silchar	Jan., 18
7	Saras Mela/ Biddhanagore Fair	Kolkata	Jan., 18
8	Intl. Guwahati Trade Fair	Guwahati	Jan/Feb, 18
9	4 unscheduled Regional/ Local fairs – under recommendations of the Govt/State Govt. Dept	As per the proposals	As per the proposals
<b>By Delhi Regional Office</b>			
1	SARAS Mela, Srinagar	Srinagar, J&K	Sept'17
2	SARAS Mela, Bhopal	Bhopal, MP	Oct'17
3	Shilpotsav NOIDA, 2017 by Ministry of Culture	NOIDA, UP	Oct'17
4	SARAS Mela, Dehradun	Dehradun, UK	Nov'17
5	Shilpgram Utsav, Udaipur by Ministry of Culture	Udaipur, Rajasthan	December, 2017
6	SARAS Mela, Jaipur	Jaipur, Rajasthan	Jan'18
7	5 unscheduled Regional/ Local fairs – under recommendations of the Govt/State Govt. Departments	As per the proposals	As per the proposals
<b>By Chennai Regional Office</b>			
1	SARAS Mela	Tamilnadu	Apr to Dec'17
2	SARAS Mela	Kerala	Apr to Dec'17
3	Smart Shopper Expo	Madurai	July / Sep'17
4	Kovai Utsav	Coimbatore	July / Sep'17
5	Pudhuvai Utsav	Pudhucherry	Aug / Oct'17
6	Crafts Exhibition / Fair	Quilon	Sep/Oct'17
7	Crafts Exhibition / Fair, Bangalore	Bangalore	Oct/Dec'17
8	Nellai Utsav, Tirunelveli	Tirunelveli	Dec'17/Jan'18
9	Crafts Exhibition / Fair, Madurai	Madurai	Dec'16/ Jan.'18
<b>By Hyderabad Regional Office</b>			
1	Golkonda Craft Bazaar, Hyderabad	Hyderabad	May/July'17
2	Golkonda Craft Bazaar, Warangal / NZB/ Karimnagar	Warangal / NZB/	May/Dec'17
3	SARAS Mela, Hyderabad	Hyderabad	Aug / Oct'17
4	Lepakshi Craft Bazar, Tirupathi	Tirupathi	Aug'17 /Feb'18
5	COHANDS, Gol, MoT, Mumbai	Mumbai	Aug/Oct'17
6	Local fairs with Govt. of Maharashtra, Pune / Nagpur	Pune / Nagpur	Aug'17 /Feb'18
7	Saras Mela, VZA/Vizag	VZA/Vizag	Sept'17/Feb'18
8	Lepakshi Craft Bazar, VZA/Guntur	VZA/Guntur	Sept'17/Feb'18

9	SARAS Mela,Mumbai	Mumbai	Sept'17/Feb'18
10	Lokotsav (Folk Festival)/ Furniture & Home Decore,Panaji, Goa	Panaji, Goa	Sept'17/Feb'18
11	Lepakshi Craft Bazar,Kakinada	Kakinada	Oct'17/Jan'18

**(2) NATIONAL LEVEL FAIRS****By Kolkata Office**

<b>Sl. No.</b>	<b>Activity</b>	<b>Place</b>	<b>Month / Period</b>
1	India Int. Trade Fair (IITF), 2017	Pragati Maidan, New Delhi	14-27 Nov'17
2	India Intl. Mega Trade Fair (IIMTF)	Kolkata	Dec., 17
3	Kolkata Book Fair	Kolkata	Jan., 18

**By Delhi Regional Office**

1	CII Fair Chandigarh by Confederation of Indian Industries	Chandigarh	Oct'17
2	Lucknow, Mahotsav by UP Tourism	Lucknow, UP	Nov'17
3	Punjab International Trade Expo, Amritsar by PHD Chamber of Commerce & Industry	Amritsar, Punjab	Nov/Dec'17
4	Suraj Kund Mela by Haryana Tourism	Surajkund, Haryana	Feb.2018
5	Taj Mahotsav by UP Tourism	Agra, UP	Feb.2018

**By Chennai Regional Office**

1	Life style Show	Chennai	May / July'17
2	Fair by any EPC	Coimbatore	Aug / Oct'17
3	Fair by any EPC	Bangalore	Sept/Oct., 17

**By Hyderabad Regional Office**

1	Giftex 2017	Mumbai	29 July-1 Aug, 17
2	Fair by any EPC	Vizag	Augt/Oct'17
3	Fair by any EPC	Vijayawada	Sept/Oct., 17
4	Fair by any EPC	Hyderabad	6-9 October, 2017
5	All India Craft Mela, Shilparamam	Hyderabad	15-31 Dec., 17
6	India Retail Forum 2017	Mumbai	Dec' 17

#### (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 York	20-23 August, 2017
2	Autumn	Birmingham, UK (Europe)	3-6 Sept., 2017
3	Factory Direct	Los Angeles	25-27 Sept., 2017
4	Domotex - CEPC	Hannover, Germany	12-15 January, 2018
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, Malaysia	31 May-4 June, 2017
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 – BSMs, & 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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