

Focused Marketing Initiatives 2016-17

INTERNATIONAL

MONTH	CATEGORY A (TRADITIONAL MARKETS)	CATEGORY B (FOCUS AND EMERGING MARKETS)	BUSINESS DELEGATION / CONFERENCE
April'16		Hong Kong Gifts & Premium Show - Hong Kong - 27-30 April 2016	
May'16		22nd Istanbul International Hometextile Exhibition - PDEXIL - Istanbul, Turkey - May'16	
June'16		1. China South Asia Expo - FIEO - China - June'16 2. SAITEX - ITPO - Johannesburg, South Africa - 19-21 June 2016	
July'16	36th North American Bengali Conference - New York - 1-3 July 2016	Giftex World - JPDEPC - Tokyo, Japan - 6-8 July 2016	
August'16	Majic - JPDEPC - Las Vegas, USA - 17-19 August 2016	House & Gift Fair - JPDEPC - Sao Paulo, Brazil - 6-9 August 2016	
September'16	Autumn - JPDEPC - Birmingham, UK (Europe) - 4-7 September 2016	Gifts Expo - EPCH - Moscow - 17-20 September 2016/India Sourcing Fair-ITPO - St Petersburg,	

		Russia - September'16	
October'16		Hong Kong Mega Show - Hong Kong - October'16	
November'16			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 African Countries - November'16
December'16		1. AFL-Artigiano - ITPO - Milan,Italy - December'16 2. International Autumn Trade Fair - Dubai - 11-13 December 2016 3. ISRMAX Fair-ITPO - Malyasia/Bangkok - December'16	
January'17	Domotex - CEPC - Hannover, Germany - January'17	Intermoda- ITPO - Mexico - January'17	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 - January'17
February'17	Ambiente -		

	JPDEPC - Frankfurt, Germany - 10-14 February 2017		
March'17		1. India Sourcing Fair- ITPO - Buenos Aires, (Argentina) - March'17 2. India Sourcing Fair - ITPO - Cairo, Egypt - March'17	Buyer Seller Meets in selected cities in USA along with promotional activities viz. road show, etc. - USA - March'17