

International Marketing Plan-2016-17

Office of Development Commissioner (Handicrafts)

Month Wise List of International Events Approved Under MSS Scheme

MONTH		NAME OF SHOW	DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
April	1	Home Expo India 2016	16-18 April, 2016	IEML, Greater Noida.	EPCH	Promotion & Marketing of Craftpersons from <u>Western Region</u> (Live Demonstration)
	2	-do-	-do-	-do-	EPCH	Promotion & Marketing of Craftpersons from <u>Southern Region</u> (Live Demonstration)
	3	-do-	-do-	-do-	COHANDS	Participation in Exhibition
	4	Lifestyle Vietnam (Vietnam Intl. Home Décor & Gift Fair)	18-21 April, 2016	Ho Ci Minh City, Vietnam	EPCH	Thematic Exhibition & Awareness Campaign
	5	Hong Kong Houseware Show	20-23 April, 2016	Hong Kong	EPCH	Road Show cum Awareness Campaign (Promotional Stall)
	6	Hong Kong Intl. Home Textile & Furnishing Fair	20-23 April, 2016	Hong Kong	CEPC	Exhibition
	7	China Import and Export Show (Handicrafts Participation)	23 -27 April, 2016	Guangzhou, China	EPCH	Thematic Exhibition & Awareness Campaign
	8	Hong Kong Gifts & Premium Show	27-30 April, 2016	Hong Kong	EPCH	Road Show cum Awareness Campaign (Promotional Stall)
May	1	INDEX 2016-International Design Exhibition	18-21 May, 2016	Dubai, UAE	EPCH	Participation in Exhibition/Live Demonstration
	2	China Brand Product Import Export Show	20-23 May, 2016	Kunsan, China	EPCH	Participation in Exhibition/Live Demonstration

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	3	Middle East Covering Fair	23-26 May, 2016	Dubai(UAE)	CEPC	Exhibition
June	1	Global Indian Festival	1-5 June, 2016	Kuala Lumpur, Malaysia	EPCH	Participation in Exhibition/Live Demonstration
	2	-do-	-do-	-do-	CCIC	Exhibition
	3	-do-	-do-	-do-	COHANDS	Exhibition
	4	2016 China (Qinghai) Intl. Carpet Exhibition	2-6 June, 2016	Xining, China	CEPC	Market Studies Abroad (Trade Delegation)
	5	Ambiente India 2016	22-25 June, 2016	New Delhi	EPCH	Exhibition
July	1	Home Décor, Gifts, Houseware and Home Textiles Fair (HGH-India Fair)	14-16 July, 2016	Bombay Exhibition Centre , Mumbai	CEPC	Thematic Exhibition
	2	Indian Fashion Jewellery and Accessories Show, 2016 (RBSM)	21-23 July, 2016	IEML, Greater Noida. U.P.	EPCH	Thematic Exhibition
	3	-do-	-do-	-do-	EPCH	Fashion Show
	4	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
	5	LAMKT California Gifts Show	22-25 July, 2016	Los Angeles, USA	EPCH	Thematic Exhibition/Products display/ Awareness Campaign

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	6	Trade Delegation	July, 2016	Thailand	CEPC	Market Studies Abroad /Trade Delegation
	7	Festival of India 1. Live Demonstration 2. Standalone show	July, 2016	Teheran, Iran	NCDPD	Folk Craft Festival of India for Brand Image Promotion Campaign of Indian Handicrafts
August	1	DecorexJoburg Fair	5-9 August, 2016	Johannesburg, South Africa	EPCH	Participation in Exhibition/Live demonstration
	2	Stand Alone show at Durban	12-13 August, 2016	Durban, South Africa.	EPCH	BSM (The BSM to be planned in coordination with the Indian Mission in South Africa)
	3	Home Furnishing Expo	7-9 August, 2016	Shenzhen, China	CEPC	Exhibition
September	1	Feria del Hogar Exhibition	1-18 September, 2016	Bogota, Colombia	EPCH	Exhibition
	2	-do-	-do-	-do-	CCIC	Exhibition
	3	Maison & Objet	2-6 September, 2016	Paris, France	EPCH	Thematic Exhibition & Awareness Campaign (Promotional Stall)
	4	Autumn Fair International	4-7 September, 2016	Birmingham, U.K.	EPCH	Exhibition
	5	-do-	-do-	-do-	COHANDS	Exhibition
	6	Mitsura Exhibition	1-11 September, 2016	Lima, Peru	EPCH	Folk Craft Festival of India for Brand Image Promotion Campaign of Indian Handicrafts
	7	Gifts Expo	20-23 September,2016	Moscow, Russia	EPCH	Exhibition cum Live Demonstration

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	8	Stand Alone Show at St Petersburg	25-26 September,2016	St. Petersburg, Russia	EPCH	BSM (The BSM to be planned in coordination with the Indian Mission in St. Petersburg)
October	1	Fame Manila – The Design & Lifestyle events	13-16 October, 2016	Metro Manila, Philippines	EPCH	Market Studies Abroad/Trade Delegation
	2	Indian Handicrafts Gift Fair (IHGF)- Autumn	14-18 October, 2016	IEML, Greater Noida. U.P.	EPCH	Thematic Exhibition
	3	-do-	-do-	-do-	EPCH	International Publicity Print & Electronic
	4	-do-	-do-	-do-	HHEC	Participation in Exhibition with different handicrafts products & gift items.
	5	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
	6	Yiwu International Commodities Fair	21-25 October, 2016	Yiwu, China	EPCH	Market Studies Abroad (Trade Delegation)
	7	Asian Gifts Premium & Household Products Show	20-23 October	Hong Kong	CCIC	Exhibition
November	1	Festival of India 1. Live Demonstration 2. Standalone show	November, 2016	Buenos Aires, Argentina	EPCH	Folk Craft Festival of India for Brand Image Promotion Campaign of Indian Handicrafts

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	2	-do-	-do-	-do-	CCIC	Exhibition
	3	Trade Delegation	November, 2016	Argentina	EPCH	Market Studies Abroad/Trade Delegation
	4	Trade Delegation	November, 2016	Uruguay & Chile	EPCH	Market Studies Abroad/Trade Delegation
	5	India International Trade Fair (IITF)-2016	14-27 November, 2016	Pragati Maidan, New Delhi	EPCH	Thematic Exhibition
	6	-do-	-do-	-do-	NCDPD	1. Thematic Exhibition 2. Craft Exchange Programme
	7	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
December	1	AFL Artigiano In Fiera	3-11 December, 2016	Milan, Italy	EPCH	Exhibition (cum Demonstration)
	2	-do-	-do-	-do-	CCIC	Exhibition
January	1	Stand Alone Show	January, 2017	Panama City, Panama	EPCH	BSM (In coordination with the Indian Mission in Panama) along with CEPC
	2	Stand Alone Show	January, 2017	Mexico City	EPCH	BSM (In coordination with the Indian Mission in Mexico) along with CEPC
	3	Heimtextil	10-13 January, 2017	Frankfurt, Germany	EPCH	Exhibition

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	4	Imm Cologne	16-22 January, 2017	Koln, Germany	EPCH	Exhibition
	5	Trade Delegation	January, 2017	Sri Lanka	EPCH	Market Studies Abroad (Trade Delegation)
	6	Maison & Object Fair	20-22 January, 2017	Paris, France	HHEC	Participation in Exhibition with different handicrafts products & gift items
February	1	Ambiente Fair-2017	10-14 February, 2017	Frankfurt, Germany	EPCH	Brand Image Promotion Seminar
	2	-do-	-do-	-do-	HHEC	Participation in Exhibition with different handicrafts products & gift items
	3	-do-	-do-	-do-	CCIC	Participation in Exhibition with different handicrafts products & gift items
	4	Indian Handicrafts Gift Fair (IHGF)- Spring	20-23 February, 2017	IEML, Greater Noida, U.P.	EPCH	International Publicity Print & Electronic .
	5	-do-	-do-	-do-	HHEC	Participation in Exhibition with different handicrafts products & gift items
	6	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
	7	Spring Fair International	5-9 February, 2017	Birmingham, U.K.	CEPC	Exhibition

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March	1	Vietnam International Furniture & Home accessories fair	8-11 March, 2017	Ho Chi Minh City, Vietnam	EPCH	Exhibition
	2	-do-	-do-	-do-	CEPC	Market Studies Abroad/ Trade Delegation
	3	International Furniture Fair	10-13 March, 2017	Singapore	EPCH	Exhibition
	4	Stand Alone Meet	March, 2017	Melbourne & Sydney, Australia	EPCH	BSM (In coordination with the Indian Mission in Australia)
Grand Total (67 events)						