

# International Marketing Plan-2017-18

**Office of Development Commissioner (Handicrafts)**

## Annexure-I

**Month Wise list of Events Proposed by organizations under MSS Scheme (*International events abroad*)**

## Annexure-II

**Month Wise list of Events Proposed by organizations under MSS Scheme (*International events in India*)**

**Month-Wise Events Proposed by organizations under MSS Scheme (International events abroad)**

MONTH	NAME OF SHOW		DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
<b>April</b>	1	Hong Kong Houseware Show	20-23 April, 2016	Hong Kong	EPCH	Road Show cum Awareness Campaign (Promotional Stall)
	2	Hong Kong Intl. Home Textile & Furnishing Fair	20-23 April, 2017	Hong Kong	CEPC	Exhibition
	3	China Import & Export Fair	23-27 April, 2017	China	EPCH	Road Show-cum- Awareness Campaign
	4	Hong Kong Gift & Premium Fair	27-30 April, 2017	Hong Kong	EPCH	Road Show-cum- Awareness Campaign
<b>May</b>	1	Yiwu Imported Commodities Fair	6-9 May, 2017	Yiwu, China	EPCH	Participation in Exhibition/Live Demonstration
<b>June</b>	1	2017 China (Qinghai) Intl. Carpet Exhibition	2-6 June, 2017	Xining, China	CEPC	Exhibition
	2	Trade delegation	June/July, 2017	USA	CEPC	Market Studies Abroad (Trade Delegation)
<b>July</b>	1	Giftex World 2017	5-7 July, 2017	Tokyo, Japan	EPCH	Participation in Exhibition
	2	Atlanta International Gift & Home Furnishing Market	11-18 July, 2017	Atlanta, USA	EPCH	Thematic Exhibition / Products display / Awareness Campaign
	3	27th India Home Furnishing Fair	20-22 July, 2017	Osaka, Japan	EPCH	Thematic Exhibition / Products display / Awareness Campaign <b>(Organised by ITPO)</b>
	4	-do-	-do-	-do-	CCIC	Exhibition
	5	Source Direct @ ASD Las Vegas	30 July - 02 August, 2017	Las Vegas, Nevada, USA	EPCH	Thematic Exhibition / Products display / Awareness Campaign

MONTH	NAME OF SHOW		DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
<b>August</b>	1	Stand Alone Show (Buyer Seller Meet)	August 2017	Johannesburg & Durban, South Africa	EPCH	BSM (The BSM to be planned in coordination with Indian Mission in South Africa)
	2	Canadian National Exhibition	18 August – 4 September, 2017	Canada	EPCH	Participation in Exhibition
	3	NYNOW Fair (Home + Lifestyle + Artisan Resource)	20-23 August, 2018	New York, USA	EPCH	Participation in Exhibition / Live Demonstration
<b>September</b>	1	Maison&Objet	8-12 September, 2017	Paris, France	EPCH	Thematic Exhibition & Awareness Campaign (Promotional Stall)
	2	-do-	-do-	-do-	HHEC	Participation in Exhibition
	3	Autumn Fair International	4-7 September, 2017	Birmingham, U.K.	EPCH	Participation in Exhibition / Live Demonstration
	4	-do-	-do-	-do-	CEPC	Exhibition
	5	-do-	-do-	-do-	CEPC	Market Studies Abroad (Trade Delegation)
	6	Asia's Fashion Jewellery & Accessories Show	13-16 September 2017	Hong Kong	EPCH	Participation in Exhibition
	7	India Nepal Crafts Festival (INCF)	September, 2017	Kathmandu, Nepal	COHANDS	Thematic Exhibition
	8	7th Bhutan International Trade Fair	7-11 September, 2017	Thimphu, Bhutan	BRAWFED, Assam	Thematic Exhibition
<b>October</b>	1	Asian Gifts, Premium & Household Product Show	20-23 October 2017	Hong Kong	EPCH	Road Show-cum- Awareness Campaign (Promotional Stall)
	2	-do-	-do-	-do-	HHEC	Participation in Exhibition
	3	High Point (Spring) Market	22-26 October, 2017	North Carolina, USA	EPCH	Thematic Exhibition / Awareness Campaign
	4	China Import & Export Fair Phase-III (Centon) Fair	October 31- November, 4, 2017	Guangzhou, China	CCIC	Participation in Exhibition

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<b>November</b>	1	Buyer Seller Meet at Australia	November, 2017	1. Melbourne 2. Sydney, Australia	EPCH	BSM (The BSM to be planned in coordination with Indian Mission in Australia)
	2	Household Appliances Fair	25-28 November, 2017	Thehran, Iran	CEPC	Participation in Exhibition
<b>December</b>	1	AFL Artigiano in Fiera	2-10 December, 2017	Milan, Italy	EPCH	Participation in Exhibition / Live Demonstration
<b>January</b>	1	Heimtextil	9-12 January, 2018	Frankfurt, Germany	EPCH	Participation in Exhibition
	2	Domotex	12-15 January 2018	Hannover, Germany	EPCH	Thematic Exhibition / Awareness Campaign
	3	-do-	-do-	-do-	HHEC	Participation in Exhibition
	4	IMM Cologne	15-21 January, 2018	Cologne, Germany	EPCH	Participation in Exhibition
	5	Maison&Objet Fair	19-23 January 2018	Paris, France	EPCH	Thematic Exhibition & Awareness Campaign (Promotional Stall)
<b>February</b>	1	Spring Fair International	4-8 February 2018	Birmingham, UK	EPCH	Participation in Exhibition / Live Demonstration
	2	Ambiente Fair	09-13 February, 2018	Frankfurt, Germany	EPCH	Brand Image Promotion Seminar & Live Demonstration
	3	-do-	-do-	-do-	HHEC	Participation in Exhibition
	4	-do-	-do-	-do-	CCIC	Participation in Exhibition
	5	AGHA Fair	24-27 February, 2018	Sydney, Australia	CEPC	Participation in Exhibition

MONTH	NAME OF SHOW		DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
<b>March</b>	1	International Furniture Fair	8-11 March, 2018	Singapore	EPCH	Participation in Exhibition
	2	INDEX Dubai Fair	26-29, March, 2018	Dubai, UAE	EPCH	Participation in Exhibition
	3	-do-	-do-	-do-	CEPC	Participation in Exhibition

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## Month Wise list of Events Proposed by organizations under MSS Scheme (**International events in India**)

MONTH		NAME OF SHOW	DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
<b>April</b>	1	Home Expo India 2017 (RBSM)	18-20 April, 2017	IEML, Greater Noida.	EPCH	Promotion & Marketing of Craftpersons from <b>Central Region</b>
	2	-do-	-do-	-do-	EPCH	Promotion & Marketing of Craftpersons from <b>Northern Region</b>
	3	-do-	-do-	-do-	EPCH	Promotion & Marketing of <b>TRIBAL CRAFTS</b>
	4	-do-	-do-	-do-	EPCH	Promotion & Marketing of Craftpersons from <b>North Eastern Region</b>
	5	-do-	-do-	-do-	COHANDS	Thematic Exhibition of Handicrafts through participation with member corporations/artisans.
<b>July</b>	1	Indian Fashion Jewellery and Accessories Show, 2016 (RBSM)	21-23 July, 2016	IEML, Greater Noida. U.P.	EPCH	Thematic Exhibition (Design, Trends & Forecast)
	2	-do-	-do-	-do-	EPCH	<b>Fashion Show</b>
	3	Home Décor, Gifts, Houseware and Home Textiles Fair (HGH-India Fair )	4-6 July, 2017	Bombay Exhibition Centre , Mumbai	CEPC	Thematic Exhibition
<b>August</b>	1	Buyer seller meet	7-8 August, 2017	Varanasi, U.P.	CCIC	BSM in India

MONTH	NAME OF SHOW		DATE OF SHOW	CITY/ COUNTRY	IMPLIMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
<b>October</b>	1	IHGF Delhi Fair (Autumn)	13-17 October, 2017	IEML, Greater Noida	EPCH	<b>Thematic Exhibition</b> of crafts from North Eastern Region
	2	-do-	-do-	-do-	EPCH	International Publicity Print & Electric
	3	-do-	-do-	-do-	HHEC	Participation in Exhibition with different handicrafts products & gift items
	4	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
<b>November</b>	1	Indian Handicrafts Exhibition	2-5 November, 2017	TFC, Varanasi	EPCH	Stand Alone Show
	2	-do-	-do-	-do-	EPCH	RBSM
	3	India International Trade Fair	14-17 November, 2017	Pragati Maidan, New Delhi	NCDPD	1. Thematic Exhibition 2. Craft Exchange Programme
<b>December</b>	1	National Mega Fair	16-25 December, 2017	IEML, Greater Noida	EPCH	Integrated Mega Event under Ministry of Textiles where Handicrafts, Handlooms, Jute & Silk participating.
<b>February</b>	1	IHGF Delhi Fair (Spring)	February, 2018	IEML, Greater Noida	EPCH	Thematic Exhibition of crafts from North Eastern Region
	2	-do-	-do-	-do-	EPCH	International Publicity Print & Electric
	3	-do-	-do-	-do-	HHEC	Participation in Exhibition with different handicrafts products & gift items
	4	-do-	-do-	-do-	COHANDS	Participation in Exhibition with different handicrafts products & gift items
<b>March</b>	1	India International Hand- woven fair	22-24 March, 2018	Chennai	CCIC	Participation in Exhibition with different handicrafts products & gift items

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