

International Marketing Plan-2018-19

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	IMPLEMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
APRIL	1	Hong Kong Houseware Show	20-23 April, 2018	Hong Kong	EPCH	Road Show cum Awareness Campaign
MAY	1	Yiwu Imported Commodities Fair	6-9 May, 2018	Yiwu, China	EPCH	Participation in Exhibition / Live Demonstration
JUNE	1	15TH GIF Malaysian	1st to 5th June 2018	Malaysia	CCIC	Participation in Exhibition
	2	Dallas Temp Show	6-9 June, 2018	Dallas Market Centre, USA	EPCH	Thematic Exhibition / Awareness Campaign
	3	Global India Festival	9-17 June, 2018	Kuala Lumpur, Malaysia	EPCH	Participation in Exhibition
	4	2018 China (Qinghai) Intl. Carpet Exhibition	June 2018	Xining (Qinghai Province)	CEPC	Participation in Exhibition
	5	Homotex & Floorex at Toronto, Canada	June 2018	Toronto, Canada	CEPC	Participation in Exhibition
JULY	1	Giftex World 2018	4-6 July, 2018	Tokyo, Japan	EPCH	Participation in Exhibition
	2	-do-	-do-	-do-	CEPC	Participation in Exhibition
	3	Décor+Design Show	19-22 July, 2018	Melbourne Australia	EPCH	Participation in Exhibition
	4	Australian International Furniture fair	19-22 July 2018	Melbourne, Australia	CEPC	Participation in Exhibition
	5	Atlanta International Gift & Home Furnishing Market	July, 2018	Atlanta, USA	EPCH	Thematic Exhibition / Awareness Campaign
	6	28th India Home Furnishing Fair	July, 2018	Osaka, Japan	EPCH	Thematic Exhibition / Awareness Campaign

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AUGUST	1	Buyer Seller Meet	August, 2018	Copenhagen, Denmark	EPCH	BSM (The BSM to be planned in coordination with Indian Embassy in Denmark)
	2	Buyer Seller Meet	August, 2018	Stockholm, Sweden	EPCH	BSM (The BSM to be planned in coordination with Indian Embassy in Sweden)
	3	Iran Handmade Carpets Exhibition	August 2018	Tehran, Iran	CEPC	Participation in Exhibition Abroad
	4	Canadian National Exhibition	18th August-4th September, 2018	Toronto, Canada	EPCH	Participation in Exhibition / Live Demonstration (Through ITPO)
SEPTEMBER	1	Spoga+Gafa	2-4 September, 2018	Cologne, Germany	EPCH	Thematic Exhibition / Awareness Campaign
	2	Autumn Fair International	2-5 September, 2018	Birmingham, U.K.	EPCH	Participation in Exhibition / Live Demonstration
	3	Maison & Objet	7-11 September, 2018	Paris, France	EPCH	Thematic Exhibition & Awareness Campaign (Promotional Stall)
	4	-do-	-do-	-do-	CEPC	Participation in Exhibition Abroad
	5	4th India Trend Fair	19-21 September, 2018	Tokyo, Japan	EPCH	Participation in Exhibition
	6	Thematic exhibition at Thimpu	September, 2018	Thimphu, Bhutan	BRAWFED, ASSAM	Thematic Exhibition for NER artisans
	7	Thematic Exhibition at Kathmandu, Nepal for the benefit of SC artisans	November 2018	Kathmandu, Nepal	COHANDS	Thematic Exhibition for SC artisans

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OCTOBER	1	High Point (Spring) Market	13-17 October, 2018	North Carolina, USA	EPCH	Thematic Exhibition / Awareness Campaign
	2	Fame Manila Fair	19-21 October, 2018	Manila, Philippines	EPCH	Thematic Exhibition / Awareness Campaign
	3	-do-	-do-	-do-	CCIC	Participation in exhibition
	4	China Import & Export Fair	23-27 October, 2018	Guangzhou, China	EPCH	Road Show-cum- Awareness Campaign
	5	China import & Export Fair Phase-III (Centon) Fair	31st October to 04th November 2018	China	CCIC	Participation in exhibition
	6	-do-	-do-	-do-	U.P. EXPORT PROMOTION COUNCIL	Participation in exhibition
NOVEMBER	1	China International Import Expo	5-10 November 2018	Shanghai, China	EPCH	Participation in exhibition
	2	Nigeria Home Décor & Giftware Show	14-16 November, 2018	Lagos, Nigeria	EPCH	Participation in Exhibition
	3	Festival of India	November 2018	Kazakhstan	EPCH	Participation in Exhibition, Live Demonstration by Artisans, Road Show-cum- Awareness Campaign
	4	Thematic Exhibition at Naypyidaw, Myanmar	November 2018	Naypyidaw, Myanmar	BRAWFED, ASSAM	Thematic Exhibition for NER artisans
DECEMBER	1	AFL Artigiano in Fiera	1-9 December, 2018	Milan, Italy	EPCH	Participation in Exhibition / Live Demonstration
	2	-do-	-do-	-do-	CCIC	Participation in Exhibition
	3	Expo Artesania, Fiera	5-18 December, 2018	Bogota, Colombia	EPCH	Participation in Exhibition / Live Demonstration
	4	-do-	-do-	-do-	CCIC	Participation in Exhibition

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JANUARY	1	Domotex	11-14 January 2019	Hannover, Germany	EPCH	Thematic Exhibition / Awareness Campaign
	2	-do-	-do-	-do-	COHANDS	Participation in Exhibition
	3	Maison & Objet Fair	18-22 January 2019	Paris, France	EPCH	Thematic Exhibition & Awareness Campaign (Promotional Stall)
	4	Homi Milano Fair	24-27 January, 2019	Milan, Italy	EPCH	Thematic Exhibition / Awareness Campaign
FEBRUARY	1	Spring Fair International	03-07 February 2019	Birmingham, United Kingdom	EPCH	Participation in Exhibition / Live Demonstration
	2	Ambiente Fair (India to be partner country)	08-12 February, 2019	Frankfurt, Germany	EPCH	Brand Image Promotion Seminar, Thematic Exhibitions, Live Demonstration and Road show
	3	-do-	-do-	-do-	CCIC	Participation in Exhibition
	4	Gift Fair Brazil	February, 2019	Sao Paulo, Brazil	EPCH	Thematic Exhibition / Awareness Campaign
MARCH	1	India Sourcing Fair	2nd to 10 March 2019	Chile	CCIC	Participation in Exhibition
	2	India Sourcing Fair	2nd to 10 March 2019	Chile	U.P. EXPORT PROMOTION COUNCIL	Participation in Exhibition
	3	Source Direct ASD	10-13 March, 2018	Las Vegas, Nevada, USA	EPCH	Participation in Exhibition
	4	Home + Houseware Show	9-12 March, 2019	Chicago, USA	EPCH	Thematic Exhibition / Awareness Campaign
	5	Ideal Home Fair 2019 The International Houseware & Gift fair	March & April, 2019	Turkey, Istanbul	EPCH	Participation in Exhibition
	6	Domotex Asia	March 2019	Shanghai, China	COHANDS	Participation in Exhibition
	7	Domotex USA	March 2019	Atlanta, USA	COHANDS	Participation in Exhibition

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2018-19	1	Market Study Abroad	2018-19	Lac, Europe, East Asia, USA, Australia, Africa, Middle East	EPCH	Exploring Trade Opportunities for Indian Handicrafts (market study abroad through IIFT, New Delhi)
	2	Market Study Abroad	2018-19	China	EPCH	Exploring Trade Opportunities for Indian Handicrafts (Technology study delegation)
	3	Market Study Abroad	2018-19	Vietnam	EPCH	Exploring Trade Opportunities for Indian Handicrafts (Technology study delegation)
	4	Special Exhibition of Indian Handmade Carpets in USA in association with ORIA	2018-19	USA	CEPC	Thematic Exhibition
	5	Cultural exchange programme (Departmental activity)	2018-19	to be organized in consultation with the Indian Missions Abroad	----	10 nos. (Cultural exchange programme will be organized 2018-19 in consultation / on request of Indian Missions Abroad)

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

MONTH		NAME OF SHOW	DATE OF SHOW	CITY/COUNTRY	IMPLEMENTING ORGANIZATION	ACTIVITY PROPOSED UNDER MSS SCHEME OF DC(H)
JUNE	1	Ambiente India Fair	27-29 June 2018	Pragati Maidan, New Delhi	COHANDS	Participation in Exhibition
JULY	1	HGH India Fair	3-5 July, 2018	Mumbai	EPCH	Participation in Exhibition
	2	-do-	-do-	-do-	Kashmir Chamber of Commerce & Industry (KCC&I)	Participation in Exhibition
	4	-do-	-do-	-do-	COHANDS	Participation in Exhibition
	5	Indian Fashion Jewellery & Accessories Show Reverse Buyer Seller Meet	19-21 July, 2018	IEML, Greater Noida	EPCH	Thematic Exhibition (Design, Trends & Forecast), Fashion Show, Thematic Exhibition for Promotion & Marketing of Fashion Jewellery from Eastern, Western & North Eastern Regions
AUGUST	1	India International Mega Trade Fair	17-27 August, 2018	IEML, Greater Noida	EPCH	Thematic Exhibition for Promotion & Marketing of Craftpersons from Northern, Central, Western, Southern regions
SEPTEMBER	1	Reverse Buyer Seller Meet	1 to 3 September, 2018	Guwahati, Assam	ASSOCHAM	Reverse Buyer Seller Meet
OCTOBER	1	IHGF Delhi Fair (Autumn)	14-18 October, 2018	IEML, Greater Noida	EPCH	Thematic Exhibition of crafts from North Eastern Region
	2	-do-	-do-	-do-	EPCH	International Publicity Print & Electric
	4	-do-	-do-	-do-	COHANDS	Participation in Exhibition
	5	Hindtex 2018	October 2018	Varanasi	Eastern U.P. Exporters Associations (EUPEA)	Reverse Buyer Seller Meet
DECEMBER	1	India International Mega Trade Fair	17-27 December, 2018	Kolkata	EPCH	Promotion & Marketing of Craftpersons from Eastern & North Eastern Regions
FEBRUARY	1	IHGF Delhi Fair (Spring)	February, 2019	IEML, Greater Noida	EPCH	Thematic Exhibition of crafts from North Eastern Region, International Publicity Print & Electric
	3	-do-	-do-	-do-	COHANDS	Participation in Exhibition
2018-19	1	Standalone show of CEPC for handmade Carpets and other floor coverings in Mumbai	2018-19	Mumbai, India	CEPC	Thematic Exhibition
