

# **International Marketing Calendar 2020-21**

**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*)**

## Annexure-I

### Month-wise events proposed by organizations under MSS Scheme (**International events abroad**)

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
April 2020	1	Hong Kong International Home Textile and Furnishing Fair	20-23-April 2020	Hong Kong	CEPC	Participation in Exhibition / Thematic Exhibition
	2	Theme & GI Pavilion at Hong Kong International Home Textile and Furnishing Fair	20-23-April 2020	Hong Kong	CEPC	Participation in Exhibition / Thematic Exhibition
	3	Hong Kong Houseware Fair	20-23 April, 2020	Hong Kong	EPCH	Road Show cum Handicrafts Awareness Campaign (Promotional Stall)
	4	Jinhan Fair (for Home & Gifts)	21-27 April, 2020	Guangzhou, China	EPCH	Participation in Exhibition / Thematic Exhibition
	5	China Import Export Fair (Phase 2)	23-27 April, 2020	Guangzhou, China	EPCH	Road Show cum Handicrafts Awareness Campaign (Promotional Stall)
	6	Hong Kong Gift & Premium Fair	27-30-April 2020	Hong Kong	EPCH	Road Show cum Handicrafts Awareness Campaign (Promotional Stall)

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
May 2020	7	Yiwu Imported Commodities Fair	23-26 May, 2020	Yiwu, China	EPCH	Participation in Exhibition / Live Demonstration
June 2020	8	Dallas Total Home & Gift Market	24-28 June, 2020	Dallas Market Centre, USA	EPCH	Handicrafts Awareness Campaign
	9	Global Home + Lifestyle Fair	11-13 June, 2020	Sydney, Australia	EPCH	Participation in Exhibition / Live Demonstration
July 2020	10	India Tex Trend Fair	01-03 July 2020	Tokyo, Japan	EPCH	Participation in Exhibition / Thematic Exhibition
	11	India Tex Trend Fair	01-03 July 2020	Tokyo, Japan	CCIC	Participation in Exhibition
	12	Atlanta International Gift & Home Furnishing Market	15-19 July, 2020	Atlanta, USA	EPCH	Handicrafts Awareness Campaign
	13	Australian International Furniture Fair	16-19 July 2020	Melbourne , Australia	CEPC	Participation in Exhibition / Thematic Exhibition
	14	Theme & GI Pavilion Australian International Furniture Fair	16-19 July 2020	Melbourne , Australia	CEPC	Participation in Exhibition / Thematic Exhibition
	15	India Home Furnishing Fair	July, 2020	Osaka, Japan	EPCH	Handicrafts Awareness Campaign & Live Demonstration

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
August 2020	16	Reed Gifts Fair	01-05 August, 2020	Melbourne, Australia	EPCH	Participation in Exhibition / Thematic Exhibition
	17	Asia America Trade Show	30-31 August, 2020	Miami, Florida USA	EPCH	Handicrafts Awareness Campaign
September 2020	18	Tokyo International Gift Show(Autumn)	2 to 9 September-20	Tokyo, Japan	CCIC	Participation in Exhibition
	19	Maison&Objet	04-08 September, 2020	Paris, France	EPCH	Participation in Exhibition
	20	Spoga+Gafa	06-08 September, 2020	Cologne, Germany	EPCH	Handicrafts Awareness Campaign
	21	Autumn Fair	06-09 September, 2020	Birmingham, UK	EPCH	Participation in Exhibition / Live Demonstration
	22	Maison Shanghai (China)	8-11 September 2020	Shanghai,China	CEPC	Participation in Exhibition / Thematic Exhibition
	23	Theme & GI Pavilion Maison Shanghai ( China)	8-11 September 2020	Shanghai,China	CEPC	Participation in Exhibition / Thematic Exhibition
	24	Intergift	11 to 15 September, 2020	Madrid, Spain	CCIC	Participation in Exhibition
	25	Gift Expo	17-20 September, 2020	Moscow, Russia	EPCH	Participation in Exhibition / Thematic Exhibition
	26	Index 2020	17-19 September 2020	Dubai (UAE)	CEPC	Participation in Exhibition / Thematic Exhibition
	27	Theme & GI Pavilion 'Index 2020	17-19 September 2020	Dubai (UAE)	CEPC	Participation in Exhibition / Thematic Exhibition
	28	Index 2020	17-19 September 2020	Dubai (UAE)	CCIC	Participation in Exhibition
29	Thematic Exhibition	September, 2020	Thimpu, Bhutan	BRAWFED	Participation in Exhibition / Thematic Exhibition	

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
October 2020	30	Asias's Fashion Jewellery & Accessories Show	20-23 October-20	Hong Kong	CCIC	Participation in Exhibition
	31	Asian Gifts & Premium Show	20-23 October, 2020	Hong Kong	EPCH	Handicrafts Awareness Campaign & Live Demonstration by Artisans
	32	Jinhan Fair (for Home & Gifts)	21-27 October, 2020	Guangzhou, China	EPCH	Participation in Exhibition / Thematic Exhibition
	33	China Import Export Fair (Phase 2)	23-27 October, 2020	Guangzhou, China	EPCH	Road Show cum Handicrafts Awareness Campaign (Promotional Stall)
December 2020	34	AF-L' Artigiano in FERIA	05-13 December 2020	Milan, Italy	EPCH	Participation in Exhibition / Live Demonstration
	35	AFL Artigiano in Fiera	05-13 December 2020	Milan, Italy	CCIC	Participation in Exhibition
	36	Thematic Exhibition	December, 2020	Yangon, Myanmar	BRAWFED	Participation in Exhibition / Thematic Exhibition
January 2021	37	China (Sichuan) New Year Festival & Import Commodity Expo	14-21 January, 2021	Chengdu, China	EPCH	Participation in Exhibition / Live Demonstration
	38	Domotex	15-18 January 2021	Hannover, Germany	EPCH	Awareness Campaign
	39	Maison&Objet Fair	16-20 January, 2021	Paris, France	EPCH	Participation in Exhibition / Live Demonstration
	40	Heimtextil	January 2021	Frankfurt, Germany	CCIC	Participation in Exhibition
	41	Dallas Total Home & Gift Market	January, 2021	Dallas Market Centre, USA	EPCH	Handicrafts Awareness Campaign
	42	IMM Cologne	January, 2021	Cologne, Germany	EPCH	Participation in Exhibition / Live Demonstration
	43	Atlanta International Gift & Home Furnishing Market	January, 2021	Atlanta, USA	EPCH	Handicrafts Awareness Campaign

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
February 2021	44	Spring Fair	February, 2021	Birmingham, UK	EPCH	Live Demonstration
	45	Spring Fair	February, 2021	Birmingham, U.K.	CCIC	Participation in Exhibition
	46	Ambiente Fair	February, 2021	Frankfurt, Germany	EPCH	Live Demonstration
	47	Ambiente Fair	February, 2021	Frankfurt, Germany	EPCH	Brand Image Promotion Seminar
	48	NY NOW	February, 2021	New York, USA	EPCH	Handicrafts Awareness Campaign
	49	Sourcing at Magic	February, 2021	Las Vegas, USA	EPCH	Participation in Exhibition / Live Demonstration
March 2021	50	Warsaw Gift & Deco Show	20-21 March 2021	Warsaw, Poland	CCIC	Participation in Exhibition
	51	Domotex Asia China Floor in Shanghai ( China)	26-28 March 2021	Shanghai, China	CEPC	Participation in Exhibition / Thematic Exhibition
	52	Theme & GI Pavilion Domotex Asia China Floor in Shanghai ( China)	26-28 March 2021	Shanghai, China	CEPC	Participation in Exhibition / Thematic Exhibition
	53	Asia's Fashion Jewellery & Accessories Show	March, 2021	Hong Kong	EPCH	Participation in Exhibition / Thematic Exhibition
	54	The Inspired Home Show	March, 2021	Chicago, USA	EPCH	Participation in Exhibition/ Thematic Exhibition
	55	Thematic Exhibition	March 2021	Kathmandu, Nepal	BRAWFED	Participation in Exhibition / Thematic Exhibition
2020-21	56	Cultural exchange programme (10 nos.)	2020-21	Country will be selected post receipt of proposal	Any eligible Implementing agency/Departmental Activity	Cultural exchange programme (10 nos.)

## Annexure-II

### Month-wise events proposed by organizations under MSS Scheme (**International events in India**)

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
April 2020	1	IHGF Delhi Fair Spring 2020	15-19 April, 2020	IEML, Greater Noida	EPCH	Thematic Exhibition of Crafts from North Eastern Region States
	2	-do-	-do-	-do-	-do-	Product Promotion Fashion Show
	3	49th IHGF Delhi Fair (SPRING) <b>(International Publicity and Brand Promotion and Electronic media)</b>	15-19 April, 2020	IEML, Greater Noida	EPCH	International Publicity and Brand Promotion and Electronic media
July 2020	4	HGH India Fair	07-10 July, 2020	Mumbai, India	EPCH	Participation in Exhibition
	5	-do-	-do-	-do-	CEPC	Participation in Exhibition in India
	6	Indian Fashion Jewellery & Accessories Show	29-30 July 2020	IEML, Greater Noida	EPCH	Setting up of Theme of Trends & Forcast
	7	-do-	-do-	-do-	-do-	Product Promotion Fashion Show
	8	-do-	-do-	-do-	-do-	Thematic Exhibition (Eastern Region)
	9	-do-	-do-	-do-	-do-	Thematic Exhibition (Western Region)
	10	-do-	-do-	-do-	-do-	Thematic Exhibition (Northern Region)
	11	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from North Eastern Region States



Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
August 2020	12	ITPO Mega Shopping Festival	August, 2020	Bangalore	EPCH	Participation in Exhibition
	13	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from North Eastern Region States
	14	ITPO Mega Shopping Festival	August, 2020	Kolkata	EPCH	Participation in Exhibition
	15	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from North Eastern Region States
	16	India International Hospitality Expo (IHE 2020)	5-8 August 2020	IEML, Greater Noida	EPCH	Participation and Showcasing of Sustainable Eco-Friendly Crafts of North Eastern Region
	17	-do-	-do-	-do-	EPCH	Participation in Exhibition
	18	Indian International Mega Trade Fair (IIMTF 2020)	August, 2020	IEML, Greater Noida	EPCH	Participation in Exhibition
	19	-do-	-do-	-do-	-do-	Promotion of Crafts from Northern Region
	20	-do-	-do-	-do-	-do-	Promotion of Crafts from Central Region
	21	-do-	-do-	-do-	-do-	Promotion of Crafts from North Eastern Region
	22	FORHEX FAIR	15-18 August 2020	Jaipur, Rajasthan	EPCH	Promotion of Crafts from North Eastern Region

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
October 2020	23	50th IHGF Delhi Fair (Autumn) 2020	14-18 October, 2020	IEML, Greater Noida	EPCH	Thematic Exhibition (Crafts of North Eastern Region)
	24	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from Jammu & Kashmir / Ladakh
	25	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from Border & Hill Regions
	26	-do-	-do-	-do-	-do-	Product Promotion Fashion Show
	27	50th IHGF Delhi Fair (Autumn) <b>(International Publicity and Brand Promotion and Electronic media)</b>	14-18 October, 2020	IEML, Greater Noida	EPCH	International Publicity and Brand Promotion and Electronic media
	28	ITPO Mega Shopping Festival	November, 2020	Hyderabad	EPCH	Thematic Exhibition of Crafts of Artisans from PAN India Basis
	29	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from North Eastern Region States
	30	ITPO Mega Shopping Festival	November, 2020	Kolkata	EPCH	Thematic Exhibition of Crafts of Artisans from PAN India Basis
	31	-do-	-do-	-do-	-do-	Thematic Exhibition of Crafts from North Eastern Region States
December 2020	32	India International Mega Trade Fair	December, 2020	Kolkata	EPCH	Thematic Exhibition (Eastern Region)
	33	-do-	-do-	-do-	-do-	Thematic Exhibition (North Eastern Region)

Month	S.No.	Name of Show	Schedule of event	City/Country	Implementing Agency	Activity proposed under MSS Scheme of DC(HC)
January 2021	34	Pashchimi Rajasthan Udyog Hastshilp Utsav	January, 2021	Jodhpur	EPCH	Participation in Exhibition
	35	International Craft Exposure Programme	January, 2021	Delhi	Dastkari Haat Samiti	International Craft Exposure Programme
March 2021	36	Ambiente India	March, 2021	Mumbai, India	EPCH	Participation in Exhibition
	37	India Industrial Fair	March, 2021	Jaipur/Jodhpur	EPCH	Promotion of Crafts from North Eastern Region
	38	-do-	-do-	-do-	-do-	Promotion of Crafts from Southern Region
	39	-do-	-do-	-do-	-do-	Reverse Buyer Seller Meet
2020-21	40	Hindtex	2020-21	Varanasi, U.P.	Eastern U.P. Exporters Associations (EUPEA)	Reverse Buyer Seller Meet

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