

(A) MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)

(A2) EXPORT MARKET PROMOTIONAL ACTIVITY (EMPA)

| <b>(i) INTERNATIONAL EVENTS (EXPORT PROMOTION) IN INDIA</b> |  |                        |                       |
|---|--|------------------------|-----------------------|
| <b>Sl. No.</b>  | <b>Activity</b>  | <b>Place / Country</b> | <b>Month / Period</b> |
| 1   | Autumn / Spring Fair, EPCH10                                       | Noida                  | Oct' 21/ Feb'22       |
| 2   | Mujibo Barso   | Delhi/ Kolkata         | Nov'21                |
| 3   | Texstyle India/ Int. Carpet Fairs (CEPC)                           | Delhi/NOIDA or Bhadohi | 22-Feb                |
|   |  |                        |                       |
| <b>(ii) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION</b> |  |                        |                       |
| <b>CATEGORY 'A' - TRADITIONAL/DEVELOPED MARKETS</b>         |  |                        |                       |
| <b>Sl. No.</b>  | <b>Activity</b>  | <b>Place / Country</b> | <b>Month / Period</b> |
| 2   | Autumn, Spring Fair  | Birmingham/ London     | Sept'21/Feb'22        |
| 4   | Christmas World/ Ambiente  | Frankfurt, Germany     | Jan'22/ Feb'22        |
| 5   | Domotex  | Hannover, Germany      | Jan'22                |
|   |  |                        |                       |
| <b>CATEGORY 'B' - FOCUS AND EMERGING MARKETS</b>            |  |                        |                       |
|   |  |                        |                       |
| 2   | Internatinal Sourcing Fair   | Melbourne, Australia   | Nov'21                |
| 4   | Mujibo Barso   | Dhaka, Bangladesh      | Dec, 21               |
| 5   | India Show   | Dubai                  | Dec-21                |
| 6   | Bharat Mahotsav  | Geneva                 | 7-11, Sept, 21        |
|   |  |                        |                       |
| <b>(iii) BUSINESS DELEGATION / CONFERENCE</b>               |  |                        |                       |
| <b>Sl.</b>  | <b>Activity</b>  | <b>Place / Country</b> | <b>Month / Period</b> |
| 1   | Buyer Seller Meets and Interactive Meetings for Sustainable Market | Austarlia/Newzealand   | Nov- Dec'21           |
| 2   | Buyer Seller Meets and Interactive                                 | Mexico, Chile, Peru,   | Feb-March'22          |
|   |  |                        |                       |