

<b>(A) MARKET DEVELOPMENT &amp; PROMOTION SCHEME (MDPS) (Contd.)</b>			
<b>(A2) INTERNATIONAL MARKETING PLAN</b>			
<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	Messe, Show	Mumbai	May '22
2	Autumn / Spring Fair, EPCH	Noida	Oct' 22/ Feb'23
3	Int. Carpet Fairs (CEPC)	Delhi/NOIDA/ Bhadohi	Feb'23
<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>
1	Autumn, Spring Fair	Birmingham/ London	Sept'22/Feb'23
2	Magic Show/ Miami Show	New York/Miami, USA	Sept'22/Feb'23
3	Christmas World	Frankfurt, Germany	Jan'23/Feb'23
4	Ambiente	Frankfurt, Germany	Jan'23/Feb'23
5	Who's Next / Mason the Object	Paris	Sept'22 / Jan'23
6	Domotex	Hannover, Germany	Jan'23
7	Intergift Show/Remadays	Madrid, Spain/Warsaw, Poland	Feb.23 /Mar '23
8	ASD Show	Las Vegas, USA	March'23
<b>CATEGORY 'B' - Focus and Emerging Markets</b>			
1	Hong Kong Gift & Premium Fair	Hong Kong	April'22 / July'22
2	Agro Mashov Show	Israel	June '22
3	ITPO Fair	Japan	July'22
4	Egy Home Tex Expo	Cairo, Egypt	Feb'23
5	Asian Gifts & Premium Show	Hong Kong/Canton China	Oct/Nov'22
6	Gifts & Life Style Middle East Fair	Dubai	Nov/Dec'22
7	International Sourcing Fair	Melbourne, Australia	Nov'22
<b>(iii) BUSINESS DELEGATION / BSM/ CONFERENCE</b>			
<b>Sl. No.</b>	<b>Activity</b>	<b>Place / Country</b>	<b>Month / Period</b>
1	Buyer Seller Meets and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products	Australia/ Newzealand	Nov- Dec'22
2	Buyer Seller Meets	African Countires	Feb-March'23
3	Buyer Seller Meets and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products	Mexico, Chile, Peru, Argentina, Columbia, Brazil (Latin American countries - 2 Group Events )	Oct'22 / Feb-March'23