

**CALENDAR OF EVENTS - NATIONAL JUTE BOARD**

**ANNUAL ACTION PLAN : 2024-25**

<b>INTERNATIONAL MARKETING PLAN</b>			
<b>INTERNATIONAL EVENTS IN INDIA</b>			
Sl. No.	Activity	Place / Country	Month / Period
<b>Oct - Dec 24</b>			
1	Autumn / Spring Fair, EPCH	Noida	Oct' 24
2	Kolkata International Book Fair	Kolkata	Dec'24
<b>Jan - Mar 25</b>			
3	Int. Carpet Fairs (CEPC)	Delhi/Bhadohi	Feb'25
4	<b>Bharat Tex'25</b>	<b>Delhi</b>	<b>Feb'25</b>
<b>EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION</b>			
<b>Aug 24</b>			
1	Melbourne Gift Fair	Melbourne	03 - 06 Aug 2024
2	ASD Show	Las Vegas, USA	04- 07 Aug 24
<b>Sep-24</b>			
1	Autumn Fair	Birmingham	01 - 04 Sep 2024
2	98th Tokyo Int. Fair	Tokyo, Japan	4 -6 Sep 2024
3	Mason& Object	Paris	5 - 9 Sep 2024 / 16 - 20 Jan 25
4	Thessaloniki International	Greece	7 - 15 Sep 2024
5	Fiera Del Levante-2024	Bari, Italy	12 -20 Sep 2024
<b>Oct-24</b>			
6	Hong Kong Mega Show Part 1	Hong Kong	20 -23 Oct 2024
<b>Nov - Dec 24</b>			
7	Gifts&Lifestyle Middle East/Paperworld	Dubai	12 -14 Nov 24
8	AFL Artigiano Feria Milan	Italy	30 Nov - 08 Dec 24
<b>Jan-25</b>			
9	Domotex	Hannover Germany	16 - 19 Jan 25
<b>Feb-25</b>			
10	Ambiente & Christmas World	Frankfurt, Germany	7 - 12 Feb 25
<b>Mar-25</b>			
11	India Show/Foir Intl de Mersaille	Mexico / Chile/ Colombia/Mersaill	Mar'25
<b>BUSINESS DELEGATION / BSM/ CONFERENCE</b>			
Sl. No.	Activity	Place / Country	Month / Period
<b>Oct - Dec 24</b>			
1	BSM/Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products	Australia/ Newzealand	Nov- Dec'24
<b>Jan - Mar 25</b>			
2	BSMs/Interactive Meetings for Sustainable Market Linkages & export enhancement of Lifestyle Jute Products	African / European Countires	Jan-March'25

3	BSMs/Road Show/Interactive Meetings for Sustainable Market Linkages & export enhancement of JDPs	USA & Latin American countries	Oct'24/ Feb-March'25
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**CELEBRATION OF JUTE DAY ON 27th JULY 2024**