

# International Marketing Plan FY 2022-23

**Office of Development Commissioner (Handicrafts)**

## Annexure-I

Month Wise list of Events under MSS Scheme (*International events abroad*)

## Annexure-II

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

**Annexure-1**

**Month-wise list of Events under MSS Scheme (International Marketing Events outside India during 2022-23)**

<b>MONTH</b>	<b>SL. NO.</b>	<b>NAME OF EVENT</b>	<b>DATE OF EVENT/ ACTIVITY</b>	<b>CITY / COUNTRY</b>	<b>Implementing Agency</b>	<b>Type of Activity/event proposed under MSS Scheme</b>
1	2	3	4	5	6	7
May, 2022	1	<b>NZ GIFTS &amp; HOMEWARE FAIRS</b>	22 - 24 May, 2022	Auckland, New Zealand	EPCH	Participation in Exhibition & Live Demonstration by Artisans
	2	<b>Dmotex Asia China Floor</b>	25 - 27 May 2022	Shanghai, China	CEPC	Participation in Exhibition & Live Demonstration by Artisans
June, 2022	3	<b>DALLAS TEMP SHOW 2022</b>	22 - 25 June, 2022	Dallas Market Centre, USA	EPCH	Live Demonstration by Artisans
	4	<b>HEIMTEXTIL 2022 (International Trade Fair for Home and Contract Textiles)</b>	21 - 24 June, 2022	Frankfurt, Germany	EPCH	Participation in Exhibition & Live Demonstration by Artisans

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July, 2022	5	<b>Las Vegas Market</b>	24 - 28 July 2022	Las Vegas, U.S.A	CEPC	Participation in Exhibition Abroad
	6	<b>Australian International Furniture Fair</b>	14 - 17 July 2022	Melbourne, Australia	CEPC	Participation in Exhibition Abroad
	7	<b>ATLANTA INTERNATIONAL GIFT &amp; HOME FURNISHING MARKET</b>	13 - 17 July, 2022	Atlanta, USA	EPCH	Live Demonstration by Artisans
	8	<b>29<sup>TH</sup> INDIA HOME FURNISHING FAIR</b>	July, 2022	Osaka, Japan	EPCH	Participation in Exhibition & Live Demonstration by Artisans
	9	<b>INDIA TEX TREND FAIR 2022</b>	27 - 29 July, 2022	Tokyo, Japan	EPCH	Participation in Exhibition & Live Demonstration by Artisans
	10	<b>India Show, Mexico</b>	August 12-16,2022	Mexico	ITPO	B2B/B2C exhibition

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August, 2022	11	<b>REED GIFT FAIR 2022</b>	30 July - 03 August, 2022	Melbourne, Australia	EPCH	Participation in Exhibition
	12	<b>NY NOW 2022</b>	14 - 17 August, 2022	New York, USA	EPCH	Participation in Exhibition & Live Demonstration by Artisans
September, 2022	13	<b>Foire International De Marseille,France</b>	September 23 - October 3,,2022	France	ITPO	B2B Exhibition
	14	<b>Thessaloniki Intl. Fair, Thessaloniki,Greece</b>	September, 2022	Greece	ITPO	B2B/B2C Exhibition
	15	<b>Autumn Fair</b>	4 - 7 September 2022	Birmingham, U.K.	CEPC	Participation in Exhibition & Live Demonstration by Artisans
	16	<b>AUTUMN FAIR 2022</b>	04 - 07 September, 2022	Birmingham, UK	EPCH	Participation of Member exporters in exhibition & Live Demonstration by GI Artisans

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	17	<b>CHINA INTERNATIONAL FURNITURE FAIR 2022</b>	05 - 08 September, 2022	Shanghai, China	EPCH	Participation in Exhibition
	18	<b>MAISON&amp;OBJET FAIR 2022</b>	08 - 12 September, 2022	Paris, France	EPCH	Thematic Exhibition & Handicrafts Promotion Campaign and live demonstration by Artisans
October, 2022	19	<b>High Point Market</b>	22 - 26 October 2022	High Point, USA	CEPC	Participation in Exhibition & Live Demonstration by Artisans
December, 2022	20	<b>AF-L' Artigiano in Feria , Milan</b>	Dec-22	Milan, Italy	ITPO	B2C Exhibition
	21	<b>DOMOTEX</b>	12th-15th January 2023	Germany	IICT	Promotion Campaign
	22	<b>Heimtextil</b>	10 - 13 January 2022	Germany	CEPC	Participation in Exhibition Abroad

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January, 2023	23	<b>Heimtextil</b>	10 - 13 January 2022	Germany	CEPC	Participation in Exhibition & Live Demonstration by Artisans
	24	<b>DALLAS TOTAL HOME &amp; GIFT MARKET 2023</b>	05 - 08 January, 2023	Dallas Market Centre, USA	EPCH	Participation of Member exporters in exhibition & Live Demonstration by Artisans
	25	<b>IMM COLOGNE 2022</b>	16 - 21 January, 2023	Cologne, Germany	EPCH	Participation in Exhibition
	26	<b>ATLANTA INTERNATIONAL GIFT &amp; HOME FURNISHING MARKET 2023</b>	12 - 16 January, 2023	Atlanta, USA	EPCH	Participation of Member exporters in exhibition & Live Demonstration by Artisans
	27	<b>MAISON&amp;OBJET FAIR 2023</b>	20 - 24 January, 2023	Paris, France	EPCH	Thematic Exhibition & Handicrafts Promotion Campaign and live demonstration by Artisans
	28	<b>INTERGIFT 2023 - INTERNATIONAL GIFT &amp; DECORATION FAIR</b>	08 - 12 February, 2023	Madrid, Spain	EPCH	Participation of Member exporters in exhibition & Live Demonstration by Artisans

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February, 2023	29	<b>AMBIENTE FAIR 2023</b> - Home of Consumer Goods	10 - 14 February, 2023	Frankfurt, Germany	EPCH	Live Demonstration by GI Artisans
	30	<b>AMBIENTE FAIR 2023</b> - Home of Consumer Goods	10 - 14 February, 2023	Frankfurt, Germany	EPCH	Brand Image Promotion Seminar
	31	<b>NY NOW 2023</b>	February, 2023	New York, USA	EPCH	Participation of Member exporters in exhibition & Live Demonstration by Artisans
March, 2023	32	<b>India Show, Mangolia</b>	March 14-18, 2023	Mangolia	ITPO	B2 B/ B2C Exhibition
	33	<b>India Show,Almaty, Kazakhstan</b>	March 24-28, 2023	Kazakhstan	ITPO	B2B/B2C
	34	<b>India Show,Chile</b>	March 22-26,2023	Santiago, Chile	ITPO	B2B/B2C Exhibition



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	35	Cultural exchange programme (10 nos.)	2021-22	Countries where Indian Embassies/Missions are established.	Any eligible Implementing agency/Departmental Activity	Cultural exchange programme (10 nos.)

## Annexure - II

## Month-wise list of Events under MSS Scheme (International Marketing Events in India during 2022-23)

MONTH	S. NO.	NAME OF SHOW	DATE OF EVENTS / ACTIVITY	CITY / COUNTRY	Implementing Agency	Activity proposed with the help of DC(H)
						Type of Activity/event Name of activity proposed under MSS scheme
1	2	3	4	5	6	7
April, 2022	1	<b>UDYAM EXPO 2022</b>	22 - 25 April, 2022	Guwahati, Assam, India	EPCH	Thematic Participation of Crafts of North Eastern Region States
	2	<b>PROMOTION, COMPLIANCE &amp; SOCIAL DESK IN 8 STATES OF NORTH EASTERN REGION</b>	April 2022 to March, 2023	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura (India)	EPCH	Promotion, Compliance & Social Desk set-up at HSCs in 8 States of NER Region for Artisans, Self-help groups, N.G.O, Entrepreneurs and Designers
JUNE, 2022	3	<b>HOME EXPO INDIA 2022</b>	28 - 30 June, 2022	Greater Noida, India	EPCH	Thematic Exhibition of Crafts from North East Region
	4	<b>HOME EXPO INDIA 2022 ( Electronic / Digital / Print International Publicity &amp; Brand Promotion )</b>	28 - 30 June, 2022	Greater Noida, India	EPCH	International Publicity and Brand Promotion of Indian Crafts through Electronic / Digital / Print media
	5	<b>16th INDIAN FASHION JEWELLERY &amp; ACCESSORIES SHOW 2022</b>	20 - 22 June, 2022	Greater Noida, India	EPCH	Thematic Exhibition of Crafts
	6	<b>-do-</b>	<b>-do-</b>	<b>-do-</b>	EPCH	Product Promotion Fashion Show
	7	<b>16th INDIAN FASHION JEWELLERY &amp; ACCESSORIES SHOW 2022 ( Electronic / Digital / Print International Publicity &amp; Brand Promotion )</b>	20 - 22 June, 2022	Greater Noida, India	EPCH	International Publicity and Brand Promotion of Indian Crafts through Electronic / Digital / Print media

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July,2022	8	<b>HGH INDIA</b>	12 -15 July-22	Greater Noida	EUPEA	Thematic Exhibition
	9	<b>HGH India 2022</b>	12 to 15 July, 2022	IEML, Gr. Noida, U.P, India	NDC	Participation in HGH India
	10	<b>HGH India 2022</b>	12 to 15 July, 2022	IEML, Gr. Noida, U.P, India	APHDC	Participation in HGH India
	11	<b>HGH INDIA FAIR 2022</b>	12 - 15 July, 2022	Greater Noida, India	EPCH	Participation in Exhibition
	12	<b>INDIA GEOGRAPHICAL INDICATION (GI) EXPO 2022</b>	22 - 24 July, 2022	Greater Noida, India	EPCH	Thematic Exhibition & Live demonstration for promotion of Geographical Indication (GI) Crafts Products
AUGUST, 2022	13	<b>INDIA INTERNATIONAL HOSPITALITY EXPO (IHE 2022)</b>	03 - 06 August 2022	Greater Noida, India	EPCH	Participation of Artisan & Member exporters in exhibition
September, 2022	14	<b>AYURYOG EXPO 2022</b>	01 - 04 September, 2022	Greater Noida, India	EPCH	Participation in Exhibition
	15	<b>54TH IHGF DELHI FAIR (AUTUMN) 2022</b>	14 - 18 October, 2022	Greater Noida, India	EPCH	Thematic Exhibition of Crafts

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OCTOBER, 2022	16	-do-	-do-	-do-	EPCH	Product Promotion Fashion Show
	17	<b>54TH IHGF DELHI FAIR (AUTUMN) 2022 ( Electronic / Digital / Print International Publicity &amp; Brand Promotion )</b>	14 - 18 October, 2022	Greater Noida, India	EPCH	International Publicity and Brand Promotion of Indian Handicrafts through Electronic / Digital / Print media
	18	<b>IHGF SPRING FAIR-2023</b>	Feb-23	Greater Noida	EUPEA	Thematic Exhibition
	19	<b>IHGF Delhi Fair</b>	In the month of October 2022	IEML, Gr. Noida, U.P, India	NDC	Thematic Exhibition
	20	<b>ICE VARANASI</b>	In the month of October 2022	VARANASI	IICT	CEPC FAIR
November, 2022	21	<b>IITF 2022</b>	14 to 27 November 2022	Pragati Maidan, New Delhi	NECTAR	Participation in IITF
	22	<b>IITF 2022</b>	14 to 27 November 2022	Pragati Maidan, New Delhi	NDC	Participation in IITF
December, 2022	23	<b>INDIA INTERNATIONAL TRADE MEGA FAIR 2022</b>	December, 2022	Kolkata	EPCH	Thematic Exhibition of Crafts

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MARCH, 2023	24	<b>55TH IHGF DELHI FAIR (SPRING) 2023</b>	March, 2023	Greater Noida, India	EPCH	Thematic Exhibition of Crafts
	25	<b>-do-</b>	-do-	-do-	EPCH	Product Promotion Fashion Show
	26	<b>55TH IHGF DELHI FAIR (SPRING) 2023 ( Electronic / Digital / Print International Publicity &amp; Brand Promotion )</b>	March, 2023	Greater Noida, India	EPCH	International Publicity and Brand Promotion of Indian Handicrafts through Electronic / Digital / Print media
	27	<b>IHGF Delhi Fair</b>	In the month of March 2022	IEML, Gr. Noida, U.P, India	NDC	Participation in IHGF
	28	<b>IHGF SPRING FAIR-2023</b>	March, 23	Greater Noida	EUPEA	Thematic Exhibition
	29	<b>ICE DELHI</b>	In the month of March 2022	DELHI	IICT	CEPC FAIR
	30	<b>AMBIENTE INDIA 2023</b>	March, 2023	Mumbai, India	EPCH	Participation in Exhibition