

PRESS RELEASE

November 14, 2016

“IITF ENFORCES ‘INDIA BRAND’ & MANIFESTS REFORMS TO EMPOWER ALL” SAYS PRESIDENT OF INDIA



Hon'ble President of India, Shri Pranab Mukherjee delivers the inaugural address of IITF 2016 at Pragati Maidan, New Delhi on November 14, 2016.

India International Trade Fair(IITF) reflects India's commitment to bring benefits of economic reforms to the masses pointed out the Hon'ble President of India, Mr Pranab Mukherjee while inaugurating the iconic event of India Trade Promotion Organisation (ITPO), the 38th edition of the Fair. Shri Ravi Shankar Prasad, Union Minister of Electronics and IT, Law and Justice, Government of India, presided over the colourful inaugural function held at Pragati Maidan, New Delhi, today.

Complimenting ITPO for elaborate arrangements, improved logistics with online and offline verticals and enhanced participation from India and abroad, the President said that IITF2016

provides an excellent platform to introspect challenges, integrate minds and prepare strategies for the mammoth task of nation building. While highlighting India's continued endeavour to empower the constructive forces for a better world, the recent BRICS and BIMSTEC parleys of the leaders have created a great reservoir of goodwill which is vital for consolidating our economic cultural linkages and societal bonds with countries across the globe, he added. He further said that India is working with like-minded countries in multi-lateral organisations including the United Nations to play an enhanced role in diverse fora – from the Arctic Council and the Pacific Alliance to the UN Security Council where the country has made a legitimate claim for a permanent membership.

He was confident that the fair would reinforce Indian brands - brands that can, in the first instance, compete and win against the dominant international players in Indian market before venturing overseas. He hoped that the fair will be meaningful in attracting investment and business opportunities and promotions, job creation through and thereby contributing more significantly to the overall Indian economy.

Among the high dignitaries present on the occasion were Smt. Nirmala Sitharaman, Minister of State for Commerce and Industry, Shri Manohar Lal Khattar, Chief Minister of Haryana (Focus State) Shri Chandreshwar Prasad, Minister of Urban Development, Housing and Transport Department, Government of Jharkhand (Partner State) Shri Uma Shanker Gupta, Minister for MSME, Government of Madhya Pradesh (Partner State) Her Excellency Dr. Cho Hyun, The Ambassador of the Republic of Korea (Partner Country) HE Excellency Mr. Vitaly a Prima, The Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus (Focus Country). Other dignitaries were Ms. Rita Teatota, Commerce Secretary, Government of India, Shri L.C. Goyal, Chairman and Managing Director, ITPO, Ms. Shubhra Singh, Executive Director, ITPO, Members of the Diplomatic Corps, delegates, technocrats and officials, participants from India and overseas.

Dwelling upon the several initiatives taken by the Ministry in transforming the lives of the masses at the grass route, Shri Ravi Shankar Prasad said that the theme 'Digital India' is appropriate as it a game changing paradigm shift in the Government's administrative policies with noticeable advancements. He informed that the success of Digital Saksharata Abhiyan (e-Literacy) is evident from the fact that over 106.93 crore citizens are registered under Aadhar programme which enables seamless delivery of services. In a bid to make both government and private e-Services easily available in the hinterlands, the Common Services Centres are being set up in each of the 2.50 lakh Gram Panchayats. The Ministry is focussing to give high priority to

boost manufacturing of electronics and IT hardware in India due to its potential to generate employment and create a cyber secure eco-system. The Minister reiterated there is a mobile revolution and as many as 25 mobile manufacturing companies have already started their production in newly developed manufacturing units in India. It is influencing the pace of development in diverse sectors in rural areas like tele-health, micro finance, banking, insurance, pension services, digital literacy, skill development, e-ticketing, passport seva, Aadhar enrolment and more, the Minister added.

In her key note address, Smt. Nirmala Sitharaman complimented ITPO for holding this edition of the fair with improved logistics and stature. She said the event serves India's industrial progress as well as projects the country as a worthy global trade and investment destination under 'Make in India' campaign. She informed that Foreign Direct Investment (FDI) into the country grew by over 30 per cent to \$ 21.62 billion during the first half of financial year 2016-17. During April-September period of fiscal 2015-16, India received FDI worth \$16.63 billion.

Speaking on the occasion, Smt. Rita Teatia remarked about the growing bilateral trade relations between India and South Korea (the Partner Country) and Belarus (the Focus Country). She informed bilateral economic ties received a visible boost from the visit of Hon'ble Prime Minister Shri Narendra Modi to Republic of Korea last year. India and Korea decided to commence negotiations to amend the Comprehensive Economic Cooperation Agreement (CEPA) and strengthen cooperation on energy electronics and shipbuilding industries, including setting-up of a Joint Working Group for Cooperation on the Shipbuilding sector and another in the field of electronics Hardware manufacturing. The Hon'ble Prime Minister has also offered to create a "Korea Plus" group as a single window in India to address all the issues raised by Korean companies, She added.

In his welcome speech, Shri L.C. Goyal highlighted about the salient features of the fair. He pointed out that as the demonetising of high value currency notes is a celebration of honesty in the country the IITF 2016 is a festival of emerging Indian economy.

'Vote of Thanks' was proposed by Smt. Shubhra Singh, ED, ITPO.

The fair is open for Business Visitors from November 14 to 18, 2016, whiler all the visitors can visit the fair from November 19 to 27, 2016. ITPO has increased the number of ATMs for the convenience of the visitors. Besides, SBI helpdesks are available near Hall No.7, 14 and 15 to facilitate for providing POS machines and opening accounts of exhibitors and atisans.
