

Only 35 participants
can avail air fair
under MAI Scheme
subject to approval of DOC



Organiser
**India Trade Promotion
Organisation**
A Government of India Enterprise



Supported by
**Consulate General of India
Toronto, Canada**

**October 10-13
2019**

Timings:
10.00 AM - 8.00 PM

भारत

**India
Show
Canada**



Venue:
**Hall No. 3
International
Centre, Mississauga
Ontario**





INDIA TRADE PROMOTION ORGANISATION (ITPO), the premier trade promotion agency of the Ministry of Commerce & Industry, Govt. of India is committed to showcase excellence achieved by the country in diverse fields especially trade and commerce.

ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade. ITPO approves holding of international trade fairs in India and regulates holding of various expositions in India primarily to avoid any duplication of efforts while ensuring proper timing. It manages India's world class exhibition complex which is constantly upgraded to keep it in a high standard of readiness.

Re-Development of Pragati Maidan Complex into a World Class International Exhibition-cum-Convention Centre (IECC)



ITPO is now implementing its ambitious plan of re-development of its landmark fairground Pragati Maidan, involving a modern state-of-the-art International Exhibition-cum-Convention Centre (IECC) in two phases, bringing it at par with the best exhibition and Convention Centres across the world. The project is of national importance.



INDIA SHOW, CANADA 10-13 October, 2019

The International Centre, 6900 Airport Road,
Mississauga, Ontario, L4V 1E8. Canada



Why Canada

With an economy of US\$ 180 trillion and a per capita GDP of US\$ 48561, Canada is among the top ten developed nations and is considered one of the most stable economies in the world.

Many bilateral agreements have been signed between India and Canada over the years, covering a wide range of cooperation areas, which accounts to approximately CAD 4.038 billion in merchandise trade (2016 Statistics, Indo-Canada Chamber of Commerce).

The major items of export from India to Canada are Jewellery, Cotton Yarn, Organic Chemicals, Coffee, Spices, Iron and Steel Articles, Textiles, Carpets, Floor Spreads etc. Textile and clothing account for the largest share of India's exports to Canada followed by Chemicals, Capital goods, Machinery and transport equipment. India accounts for 4.5 % share of Canada's total imports of textile and textile products in 2017.

The event provides an opportunity to the Indian industry to showcase its strengths to the large Canadian market and increase its share.

About Mississauga, Ontario, Canada

- Mississauga's proximity from downtown Toronto is 24 kms.
- One of the Canada's fastest growing city - Mississauga is considered to be the industrial hub in the Greater Toronto Area (GTA).
- With 60 companies out of the Fortune 500 companies placing their Canadian Head Offices in the city, Mississauga has a strong base of industries.
- This city will give an opportunity for the Indian companies to expand their reach to the Fortune 500 companies in Canada.
- Mississauga is an industrial centre which will empower the Indian traders to build big contacts and create a business culture around them.
- The population of visible minorities in Mississauga is from Europe, South Asia, China, Latin America, Arab, Filipino, Southeast Asia, Korea, Japan and other visible minorities, which would help the Indian traders to interact with the public easily.

Visitor Profile

- Importers
- Buying Groups
- Distributors, Wholesalers, Boutique Stores
- General Merchandise Buyers
- Specialty Stores, Discount Stores, Supermarket/Grocery Buyers
- Leaders and captains of Industry
- Delegations from Chambers of Commerce
- High Government Officials and key decision makers
- General Public

Publicity Campaign

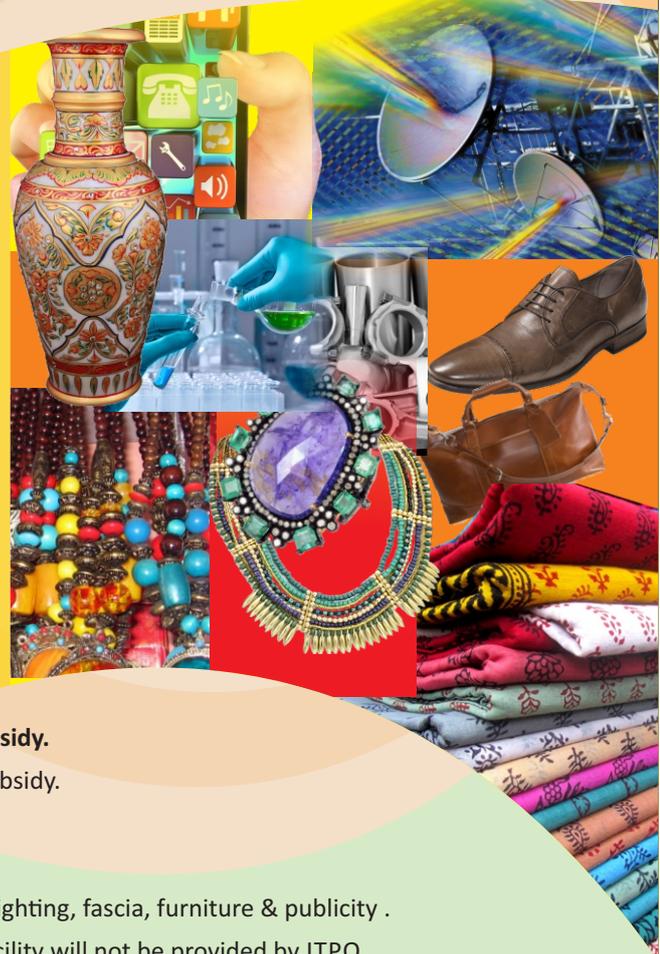
Widespread Publicity in Greater Toronto Area through

- Print Advertisements in major newspapers few days before and during the event
- Through Radio spots on popular radio Channels
- Outdoor publicity on buses etc
- Promoting Business visitorship targeted towards products being displayed at the event
- Arranging B2B meetings and meetings with concerned Government representatives for Government participants.



PRODUCT DISPLAY PROFILE

- India's ethnic products
- Automobiles & Auto-parts
- Light engineering goods
- Information Technology
- Textiles including Readymade Garments & Accessories
- Home Furnishings including fabrics and Home Décor
- Carpets & Floor Coverings
- Handicrafts & Giftware
- Gems & Jewellery
- Leather Goods including Handbags & Garments
- Organic Chemicals
- Pharmaceuticals
- Food & Beverages
- Tea/Coffee
- Spices
- Energy
- Tourism & Hospitality.



PARTICIPATION FEE

- **Rs. 16,500/- per sqm. (tentative) under shell scheme with MAI Subsidy.**
- Rs. 26,000/- per sqm. (tentative) under shell scheme without MAI subsidy.
- There will be an additional 10 % charges for a corner booth.
- Minimum bookable area 9 sq mtr and in multiples of 3 thereof.
- The package of services will include fully built up stand with carpet, lighting, fascia, furniture & publicity .
- Booth allocation will be on first-come-first serves basis. Shipment facility will not be provided by ITPO.
- **Stall bookings open. Limited space available.**



Organiser

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Pragati Maidan, New Delhi-110001 (India)

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