

CURTAIN RAISER

November 07, 2013

HON'BLE PRESIDENT OF INDIA TO INAUGURATE IITF 2013

The 33rd edition of the India International Trade Fair will be inaugurated by Shri Pranab Mukherjee, Hon'ble President of India on November 14, 2013 at Hamsadhwani Theatre, Pragati Maidan, New Delhi. Shri Anand Sharma, Hon'ble Union Minister of Commerce & Industry and Textiles will be the "Guest of Honour" at the function. H. E. Ms.Elizabeth Thabate, Deputy Minister, Trade & Industry, South Africa, will also grace the occasion.

The 'Partner State' Bihar will be represented by the State Minister of Industries, Smt (Dr.) Renu Kumari, while the Minister of Energy, Information and PR, Shri Arun Kumar Sahoo, will represent the Focus State Odisha at the Inaugural ceremony. The theme of the fair is "Inclusive Growth" highlighting the performance of the Central and State Ministries, departments and private sectors in the related fields.

With over 6000 exhibitors both from India and abroad, IITF is one of the largest trade fairs in the world. Domestic exhibitors include:

- **31 States & Union Territories** along with exhibiting companies from their States.
- **30 Central Government Ministries/ Departments** along with their Agencies / PSUs. They include Ministries of Water Resources, Drinking Water & Sanitation, Power, Earth Sciences, Steel, Railways, Non-conventional Energy, Social Justice, Health & Family Welfare, Agriculture, Defence, Rural Development, MSME, Department of Posts, Income Tax, Custom & Excise Directorate of Publicity & Public Relations, etc.
- Public Sector Companies, Export Promotion Councils & Commodity Boards and other Government Organisations/Agencies, Banks, Khadi & Village Industries Commission, National Small Industries Corporation, NECTAR, Jute Board, HUDCO, NBCC, RBI, LIC etc
- CAPART Pavilion of Ministry of Rural Development with about 800 Rural Artisans and Craftsmen from all over India.

- Over 300 individual companies including well-known names such as Bosch India, Titan, IFB, Hindware, Morepean Laboratories, Singer India, , Artisan's, Relaxo Footwear, Kalky Watches, Addidas, Bata, Dabur India, DS Group, Lal Mahal, Dalmia, MTR Foods, Shahnaz Ayurvedics, Magikle Pharma, Wipro, BILT, Hamdard, Kent RO, Lohia Auto Indus., Usha International, TI Cycles, Atlas Cycles, Hawkins Cookers, Nature's Essence Pvt. Ltd., Prestige, Romana Herbal Care, Ban Labs. Ltd. etc.
- About 260 Overseas Exhibitors from 21 countries. Halls 6, 9 & 18
- National Pavilions of 9 countries - Afghanistan, Cambodia, China, Cuba, Indonesia, Lithuania, Japan, Pakistan, South Africa.
- Company representation: Canada, Czech Republic, Ghana, Hong Kong, Iran, Italy, Myanmar, Nepal, Thailand, Turkey, UAE, Vietnam.

Partner Country : Japan

The Ministry of Economy, Trade and Industry (METI) along with the Japan India Industry Promotion Association (JIIPA) is organising Japan's national participation in IITF-2013, as Partner Country.

METI is promoting the growth of fledgling Cool Japan Businesses (regional specialities and unique products, foods, handicrafts and craft objects, tourism, etc. – known more popularly as 'Cool Japan Merchandise') that aims to stimulate Japan's economy through the encouragement of a new and thriving creative sector. This business aims to seize demand from each individual country by creating opportunities for networking exchange with local companies and is actively engaged in hosting presentations of the goods and services of Japanese companies in India and five other countries.

The Japan **Wave Pavilion** at IITF will feature 28 leading companies that will showcase the country's strengths in IT, automobiles, chemicals, sports and games equipments, as also its cuisine, culture, fashion, music, dances, paper craft etc. Japan is presenting a cultural evening on the inaugural day of IITF2013.

Focus Country: South Africa

South Africa is participating successively the second year as Focus Country. The country will be showcasing its arts and crafts. The best of the South African Handmade Collection (SAHC), a unique South African design signature will be on display in the South African National Pavilion in Hall No.18. Celebrating the fusion of heritage with the future, tradition with imagination, creativity with business know-how, the exhibition by 35 South African crafters

is a journey through time, revealing the historical traditional crafts and back to the present with the enticement of modern art. The South African handmade Collection is now a prominent brand globally. As a brand this definitive collection represents the highest quality, design led, and well manufactured, environmentally friendly South African craft products, conforming to fair trade practices.

Innovation Pavilion :

One of the unique features of IITF 2013 is the Innovation Pavilion outside Hall No. 7H which showcases young talents in business entrepreneurship and more economically viable new ideas. Prestigious institutions like the Lovely Professional University of Phagwara (Punjab), who are giving a platform for their students who have created a driverless car, Hexia Copter, highbrid cryogen engine, solar car etc. Alongside are Kritika Poly Corporation (of IIT-BHU) that are putting up non-deshaping Wax, thermal crystallization and oil binding. While Smart Group in the Innovation Pavilion are showcasing unique safety mobile applications, panic button for auto communication, the BLUDO are presenting a medium to bring entertainment to television from the mobile. The CC Tea company is launching 100% organic and natural Caffeine.

New Product Launch

Hall No.8 has been exclusively earmarked for new product launches/re- launch of products and services. Two time slots are earmarked for each day.

- 11.00 am to 1.00 pm
- 3.00 pm to 5.00 pm

Some Indian and foreign companies are expected to make use of this opportunity.

FACILITIES FOR VISITORS.

First Five Days – Exclusively for Business Visitors: The first five days of the fair viz. November 14-18, 2013, is restricted to business visitors only.

International Business Lounge (IBL): A Business Lounge for international participants/visitors will be functioning near lounge 'A', Gate No. 1 during IITF 2013 for providing facilitation services to overseas trade delegations visiting the Fair. The facilitation services at the IBL will be extended to business persons visiting the Fair on the recommendation of their respective Missions in India or the Indian Missions in their respective countries as well as renowned international and national Trade Promotion Organisations. The facilities to be provided at IBL include registration, escorted visits to the Fair, foreign exchange counter and cyber services.

Business Visitor Facilitation Centre: This facility will be available for all business visitors to the fair at Gate Nos.1, 2, 7 and 10 on the first five days of the IITF, 2013 i.e. November 14-18, 2013. Visitors entering the fair with business entry tickets may come to the Centre located at any of these gates and collect their kit comprising list of exhibitors, map of Pragati Maidan etc., on producing their business card. The Centre is equipped with Business Registration Desk, along with necessary facilities.

Business Visitor Ticket	:Rs. 400/-
Seasonal Ticket	: Rs. 1500/-

General Public

Tickets (November 19-27, 2013)

Category	Working Days	Saturday/Sundays/Holidays
Adult	Rs.50/-	Rs.80/-
Child	Rs.30/-	Rs.50/-

The tickets will be available at Metro Rail Stations (DMRC), ITPO Counters (Gate No. 1, 2 at Bhairon Road). DMRC will sell return journey token opposite Halls 12/12A – near Gate No.10. Ticket counters will open from 9.00 a.m. to 4.00 p.m. on week days and 9.00 a.m. to 2.00 p.m. on weekend (Saturday /Sunday/Holiday). There will be free entry for senior citizens and physically challenged. Attendant to senior citizens and physically challenged has to purchase ticket as per the rate applicable on the particular day. Visitor's entry into Pragati Maidan, is permitted from 9.30 a.m. to 5.30 p.m. IITF 2013, will remain open for the visitors from 9.30 a.m. to 7.30 p.m., on all days during November 14-27, 2013.

Round-Robin-Bus-Services:

- ❖ Two Hop-on-Hop-off (HOHO) Low floor buses for plying on Round Robin Route (from 9.00 a.m. to 8.00 p.m.) by Delhi Tourism and Transportation Development Corporation Ltd.
- ⇒ **Route:-** Bus-stand, Opp. Gate No.2, Bhairon Road – I.P. Metro Station – ITO DDU Road – Pragati Maidan Metro Station – Mathura Road – Gate No.7, 5 & 3 – Bhairon Road Gate No.2 – Gate No.1 Bhairon Road.

Parking Facilities:

- Paid parking available at Delhi Zoo, Bhairon Road, Pragati Metro Station and Purana Quila .
- Entry of cars only through Gate No.1 is permitted to exhibitors with parking labels.
- No halting or parking is permitted outside of any gates of Pragati Maidan.
- No parking facilities available inside Pragati Maidan for visitors.

Exhibitors Parking: Parking inside Gate No 1 & Gate No. 6

Press Parking: Parking at NSCI, Purana Quila Road.

Public Security and Safety Measures:

- X-Ray baggage scanners at all entry points as scanning of baggage is mandatory.
- Explosive detectors for the anti sabotage check.
- Enhanced number of CCTVs, observation towers, DFMD, Walkie Talkie Sets and inverted mirrors will be deployed.
- CCTV Cameras installed in different locations connected with the Central Control Room.
- Flap barriers to regulate entry with bar coded badges and bar coded tickets installed.
- Fire fighting systems inside all halls as per the requirements of Delhi Fire Service.
- Emergency lights inside the halls for sudden power failure, arrangement of standby generators.

First Aid and Ambulance Services: First Aid and Ambulance services will be provided by several Hospitals/Organizations during the Fair at various locations in Pragati Maidan. The first aid services will be available near Hall No.14 & 6, and near Hall No.19. Besides, nearby Government Hospitals have been requested to keep their emergency medical services on alert during the fair to meet any emergency situation.

Cultural Program: Along with the business orientation, IITF 2013 will however, retain its traditional cultural attractions such as State Days celebrations music and dance programmes, street plays, puppet theatre etc. during the fair days.