

PRESS RELEASE

IITF 2014 – PREPARATIONS IN FULL SWING

India Trade Promotion Organisation (ITPO) is set to hold its one of the most awaited B2B and B2C event in Asia, the India International Trade Fair 2014 at Pragati Maidan, New Delhi from November 14 to 27, 2014. All the Centre/States pavilions are being renovated and their facades are being given a new look as per the theme of the fair ‘**Women Entrepreneurs**’, this year. Various Agencies have geared up to facilitate the different activities pertaining to convenience and safety and security for a large number of participants and visitors from India and overseas.

This 34th edition of IITF will be inaugurated by **Hon’ble President of India, Shri Pranab Mukherjee** on November 14, 2014 at Hamsadhwani Theatre, Pragati Maidan, New Delhi. South Africa has been accorded the ‘Partner Country’ Status while Thailand is the ‘Focus Country’. Delhi will be ‘Focus State’.

Over 6000 Exhibitors from India and abroad are taking part in this event. There are 31 Central Government Ministries, Departments along with their agencies/PSUs, while all the States & UTs apart from leading private sector companies will bring up the domestic sector. This year, the theme of the fair is ‘**Women Entrepreneurs**’, which will be figured prominently in the display profile of the State/UT pavilions.

The fair has tremendous significance for the business community as they have to play a critical role in sustainable, inclusive, job-led growth and development. The fair provides a reliable and tested platform to SME exporters, entrepreneurs and investors. Apart from showcasing a wide range of merchandise and services, the fair will be committed to the new mantra ‘**Make in India**’ for further extending India’s global appeal for investment in diverse sectors. Apart from highlighting concern on the social issues, the fair also focuses on the cleanliness drive launched by **Hon’ble Prime Minister of India under ‘Bharat Swachhta Mission’**.

The first five days of the fair viz. November 14-18, 2014 are earmarked for business visitors only. Added attractions to the visitors are the State Day celebrations, music and dance programmes of classical and semi classical genre, geet, gazal, qawaali, street plays and puppet shows. **The fair will remain open to the visitors from 9.30 a.m. to 7.30 p.m., on all days(November 14-27, 2014).**
