

**Welcome Address of Hon'ble CMD  
delivered at Inaugural Ceremony of IITF 2014**

- Respected Hon'ble President of India, Shri Pranab Mukherjee
- Hon'ble Union Cabinet Minister of Micro, Small and Medium Enterprises, Sh. Kalraj Mishra Ji
- Hon'ble Minister of State for Commerce and Industry (I/C), Smt. Nirmala Sitharaman Ji
- Shri Najeeb Jung, Lt. Governor, 'Delhi' the Focus State.
- Her Excellency Ms. Elizabeth Thabethe, Deputy Trade and Industry Minister South Africa, the Partner Country
- Shri Rajeev Kher, Commerce Secretary, Government of India
- Mr. Soonthom Chaiyindeepum, Minister, Royal Thai Embassy, Focus Country
- Distinguished Members of the Diplomatic Corps
- Delegates, Technocrats and Officials
- Participants from India and overseas
- Media Representatives,
- Distinguished guests,
- Ladies & Gentlemen

It is my honour and privilege to welcome the Hon'ble President of India, Shri Pranab Mukherjee who has kindly consented to inaugurate the 34<sup>th</sup> India International Trade Fair 2014. It is a matter of great happiness for us that the fair is being inaugurated by the President, a world renowned scholar on international economic affairs, a source of inspiration for the Indian trade and exporting community.

It is also my privilege to welcome the Hon'ble Union Cabinet Minister of Micro, Small and Medium Enterprises, Sh. Kalraj Mishra under whose leadership the Ministry is working with the objective of making the common man of India self-dependent.

It is also my honour to welcome the Hon'ble Union Minister of State for Commerce and Industry (I/C), Smt. Nirmala Sitharaman whose valuable guidance is always indispensable for ITPO - the premier trade promotion body under the Department of Commerce committed to project 'Brand India' globally.

Welcome to you all.

The India International Trade Fair, the flagship event of ITPO is an ultimate manifestation of India's size, progress, diverse culture and achievement attained in core and sunrise sectors. The fair is a unique point for the meeting of modern technology and traditional skills, having tremendous significance for the business community as they have to play a critical role in sustainable, inclusive, job-led growth and development.

IITF is an imperative for India and all other countries to identify and capitalize on new investment opportunities especially when there is an emphasis on '**Make in India**' campaign by the Government of India for further extending India's global appeal for investment in diverse fields.

The fair is an ideal platform for the participants to enhance their visibility both locally and internationally, offering vast opportunities for SMEs.

This year, the theme of the fair is "Women Entrepreneurs" which is depicted in all the Central and State pavilions showing these entrepreneurs making considerable impact in almost all the segments of the economy. In this scenario, this edition of

the fair features eloquent stories of progressive Indian women who have shown tremendous leadership qualities and business acumen by proving their mettle in every single area of human endeavour, from informal business to agro industries to the most sophisticated IT or knowledge based pursuits.

Apart from highlighting concern on the social issues, the fair also focuses on the cleanliness drive launched by the Hon'ble Prime Minister of India under '**Bharat Swachhta Mission**'.

As in the previous editions, IITF2014 showcases the immense variety and kaleidoscopic repertoire of India's industry, the service sector, innovations, handicrafts and handlooms.

In continuation of the improvements introduced by ITPO over the last three years, ITPO has taken special measures to improve facilities offered to visitors as well as exhibitors. Some of the new features introduced at IITF 2014 are live FM broadcast, Webcast, clearing & handling agents services at Gates to transport goods to stalls at approved rates, return metro tickets

from within ITPO premises, better signages, and multi-cuisines from different states. This year, ITPO has enhanced LED screens which have been put up at strategic locations in the fair ground, showcasing the cultural, scientific and economic strengths of India, the power of soft diplomacy and uniqueness of specific sectors of the economy.

IITF2014 will be supplemented with seminars, workshops, State Day Celebrations and cultural programmes.

IITF is not only the largest trade fair in India in terms of number of exhibitors but also one of the largest in the world. IITF 2014 has participation of over 6800 exhibitors as against 6000 exhibitors during IITF 2013 including companies at Central and State Government Pavilions, individual participants and 268 foreign exhibitors from 25 countries.

Of about 31,000 trade fairs taking place worldwide annually, IITF 2014 is expected to attract more than 2 million visitors which makes it the largest of its kind in the world.

The IITF 2014 has been highly oversubscribed. The total gross area utilised by national and international exhibitors has been the largest ever at 94,300 sq.mtrs as against 87300 sq mtr at IITF 2013.

ITPO is a founding member of Asian Trade Promotion Forum (ATPF) and also a member of India Convention Promotion Bureau and Union Des Foires International (UFI) which hosts about 80-100 events annually. The capacity utilization of space at Pragati Maidan has increased to around 50% against the global average of 30%. In addition to holding world class fairs and expositions within the country, ITPO also organizes Indian participation at overseas fairs and multi-product India shows.

ITPO achieved a grade of "Excellence" consecutively in the last three years for its overall endeavours in financial terms and for showcasing the growth of industry in India and overseas by organising trade fairs, conventions and India Shows.

I acknowledge the continued and proactive support of our associates, Ministries, States & UTs in mounting this show and

ensuring its growing popularity as a reliable business platform within the country and indeed beyond its borders.

I once again welcome you all to the Inaugural Ceremony of India International Trade Fair 2014 and thank our respected President for being amidst us.

Thank you.