

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
(DEPARTMENT OF COMMERCE)

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 848**  
ANSWERED ON 09/02/2024

**PROMOTION OF INTERNATIONAL TRADE FAIRS, EXPOS AND EXHIBITIONS**

848. SHRI SADANAND SHET TANAWDE:

Will the Minister of COMMERCE & INDUSTRY be pleased to state:

- (a) Government's initiatives to support and promote International Trade Fairs, Expo and Exhibition events, emphasizing the importance of showcasing Make in India Products and services;
- (b) measures taken to attract international buyers/visitors at International Trade Fairs, Expo and Exhibition events in the country;
- (c) details of the plans to establish new infrastructure, exhibition spaces or upgrade existing facilities in India to meet the increasing demand for hosting International Trade Fairs, Expo and Exhibition events; and
- (d) whether Government has considered Goa as a destination for hosting International Trade Fairs, Expo and Exhibition events, if so, the details thereof?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SMT. ANUPRIYA PATEL)

(a) Government provides financial assistance under the Market Access Initiative (MAI) Scheme to Export Promotion Councils, Trade Bodies, Commodity Boards etc. for facilitating participation of Indian Exporters in exhibitions, buyer-seller meets (BSMs), fairs, etc in India and abroad helping them to showcase their products in international markets and to establish business contacts with foreign buyers.

India Trade Promotion Organization (ITPO), a CPSE under Department of Commerce (DoC) has been organizing trade fairs in India and abroad to showcase India's self-reliance in all sectors of the economy. Fairs like India International Trade Fair (IITF), AAHAR, Atmanirbhar Bharat Utsav, India International Leather Fair (IILF), India International Footwear Fair (IIFF) etc. organized by ITPO are examples of the Govt's initiatives to promote Make in India.

**(b)** ITPO publicizes its events extensively through social media and its website to promote international visitorship in exhibitions. ITPO's fairs attract a large number of international visitors. In some events, ITPO also provides hospitality package to international buyers.

**(c)** ITPO has undertaken redevelopment of Pragati Maidan into world class state-of-the-art International Exhibition and Convention Center (Bharat Mandapam). It comprises of an iconic Convention Center of approx. 50,000 sq. mtrs. with an amphitheatre with capacity of 3000 persons and aggregate capacity of around 11000 persons. It also includes seven modern Exhibition Halls with an Exhibition Area of 1.50 lakh sq. mtrs. along with a basement parking for 4800 equivalent car units connected with a tunnel and modern supporting infrastructure.

**(d)** Government hosts international trade fairs, expo and exhibition events across various destinations in the country based on the potential to attract international buyers/visitors.

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