

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

LOK SABHA
UNSTARRED QUESTION NO. 1095
ANSWERED ON 26/07/2023

PROMOTION OF COMMERCE AND INDUSTRIAL SECTOR

1095. SHRI E.T. MOHAMMED BASHEER:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether India has identified priorities in the world to have global exhibitions for the promotion of commerce and industrial sector; and
- (b) if so, the details thereof including the names of the countries selected in this regard and the programme of action envisaged for this purpose?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

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

- (a) & (b) Within the broad contours of the Foreign Trade Policy, the Department of Commerce provides 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. The commodities and territories are prioritised for MAI assistance on an annual basis, in consultation with the industry bodies and other stakeholders. For the FY 2023-24, MAI assistance of ₹324.34 crore has been approved to the eligible agencies for participating in 434 exhibitions/ BSMs/ Reverse Buyer Seller Meets (RBSMs).

The details of the territorial regions identified under the MAI Scheme for undertaking export promotion activities during FY 2023-24 are as under:

S. No.	Territorial Region	Number of Countries for which MAI activities are approved
1	Africa	9
2	ASEAN	9
3	CIS	4
4	EUROPE	16
5	LAC	10
6	NAFTA	5
7	NEA	5
8	OCEANIA	3
9	SOUTH ASIA	4
10	WANA	12
	TOTAL	77
