

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

LOK SABHA
UNSTARRED QUESTION NO. 2834 (H)
TO BE ANSWERED ON 3rd AUGUST, 2022

ITPO

2834(H). SHRI JUGAL KISHORE SHARMA:
SHRI JYOTIRMAY SINGH MAHATO:
MS. LOCKET CHATTERJEE:
SHRIMATI NAVNEET RAVI RANA:
SHRI CHANDAN SINGH:
SHRIMATI RITI PATHAK:
SHRIMATI GEETA KORA:
SHRI DILESHWAR KAMAIT:

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

- (a) the details of the steps taken by the Indian Trade Promotion Organisation (ITPO) to promote domestic business and international trade fairs;
- (b) the extent to which the management of physical infrastructure and services is being developed in business activities; and
- (c) the action plan for the units of the economic zone for development of Special Economic Zones(SEZs) for creation of economic activities, promotion of exports and services, encouragement of investment from domestic sources as well as generation of employment opportunities?

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) : India Trade Promotion Organisation (ITPO) organizes the participation of Indian companies in overseas exhibitions to explore the potential of their products in overseas markets. ITPO also organizes domestic trade fairs both Business to Business (B2B) and Business to Consumer (B2C) to provide a common platform to Indian companies all over the country for brand launch, promotion, positioning and new business tie-ups as well as retail sales. These exhibitions include the multiproduct flagship India International Trade

Fair (IITF) Delhi, AAHAR the International Food and Hospitality Fair Delhi, India International Leather Fair (IILF) Chennai, India International Footwear Fair (IIFF) New Delhi, India International Security Expo (IISE) Delhi, Delhi Book/ Stationary Fair, New Delhi and Nakshatra Fair. ITPO undertakes comprehensive publicity of International and domestic trade fairs through print, electronic and social media.

ITPO also provides bare space (halls etc) and services at Pragati Maidan to the organizers pertaining to various industries/sectors, which helps the various exhibiting companies to showcase their products/services to their potential buyers who visit these exhibitions, including foreign participants. This helps Indian companies to build their business network and secure order from buyers, both domestic and international. ITPO has held 71 fairs in 2017-18, 72 fairs in 2018-19, 69 fairs in 2019-20, 2 fairs (due to Covid restriction) in 2020-21 and 25 fairs in 2021-2022.

ITPO has also built a new exhibition complex (Halls 2-5) with state of the art 50,000 sq. metres of airconditioned exhibition space as a part of the ongoing International Exhibition-cum- Convention Centre (IECC) project. These halls were launched on October 13, 2021 and these premises are utilised by trade and industry for organising fairs and exhibiting their products.

(b): Government of India is implementing a scheme namely 'Trade Infrastructure for Export Scheme (TIES) w.e.f. FY 2017-18 with the objective to of assisting Central and State Government agencies in the creation of appropriate infrastructure for growth of exports. Under the scheme, financial assistance in the form of grant-in-aid is provided to Central/State Government owned agencies for setting up or up-grading export infrastructure.

(c): Special Economic Zones are setup with the objectives of generation of additional economic activity, promotion of exports of goods and services, promotion of investment from domestic and foreign sources, creation of employment opportunities and development of infrastructure facilities. Review of SEZ policy is an on-going process and based on the inputs / suggestions received from stakeholders on the policy and operational framework of the SEZs, Government periodically takes necessary measures for facilitating smooth and effective implementation of the SEZ Act/Rules.
