

F.No.13/4/2016-EP
Government of India
Ministry of Textiles
Udyog Bhawan

New Delhi dated 19th October 2016
Udyog Bhawan

To,

The Chairman/Executive Director of all EPCs.

Subject: Marketing Plan for FY 2016-17- participation in international fairs/exhibitions- reg

Sir,

In order to access new markets through focused trade promotion activities such as B2B meetings, exhibitions, roadshows, etc., and to meaningfully project 'Brand India' in the textiles and clothing sector, the Ministry of Textiles has approved the '**Annual Marketing Plan for 2016-17**'.

2. In order to promote the textiles sector in key international markets and to create a conducive business environment for Indian exporters, 18 important fairs (16 visits) have been selected for direct involvement of the Ministry of Textiles. After extensive consultations with the Chairmen/ EDs of all EPCs, these events were finalized in a meeting under the Chairpersonship of Secretary (T). Details regarding the list of selected fairs, lead Export Promotion Council and Anchor Officers may be seen in **Annexure**.

3. Under the Marketing Plan, participation in international events/fairs/have been scheduled in important markets that are major global importers of T&C. To obtain wider coverage and to avoid duplication of efforts, multi-product representation is required in maximum possible events. Activities under each event mandatorily must include the following:

- (i) A common umbrella brand and space must be created e.g. '**Incredible Textiles of India**' by:
 - Showcasing fibre to fashion products in the India Pavilion
 - Organizing road shows in tandem with the ongoing event
 - Organizing India Eve (B2B meetings) after business hours

- (ii) The Designated Anchor of the delegation will coordinate with EPCs and EOI for the following activities:
 - pavilion design
 - specify product ranges in consultation with industry
 - make presentations and participate in roadshows
 - participate in simultaneous speaking platforms, forums (if any)
 - participate in bilateral meetings with Government officials
 - promote "Make in India"
 - hold interactions with potential investors, associations, etc. showcasing the India advantage
 - involve local Indian Embassy for a regular connect with potential or future leads

(iii) EPCs will undertake the following pre and post-fair activities:

- develop media tools like AV film, pamphlets, brochures, promotion and roadshows etc.
- plan B2B and G2G meetings
- hire an international media agency to ensure industry participation during road shows and business meets
- decide composition of EPC's representatives to participate in multi-product marketing fairs
- map the events/activities at the fair and submit a detailed outcome report to MoT.

4. The Marketing Plan is expected to generate greater convergence amongst various agencies and assist in tapping new markets through the afore-mentioned trade promotion activities. Since segments of Handicrafts and Handlooms represent India's rich heritage and are in great demand overseas, the Marketing plan has paid special attention to tapping the export opportunities in these sectors.

5. For any further clarifications, you may contact the undersigned or Neerav Mallick, Director, at neeravkr@nic.in

6. This issues with the approval of the Competent Authority.

Yours faithfully,

-Sd-
Aditi Das Rout
Trade Adviser
Ministry of Textiles
adrout@nic.in
Ph. 23063625

Copy to:

1. Secretary (T)/AS (PS)/JS (AMR)/JS(Cotton)/JS(GN)EA/TA/DC (HL)/DC (HC)
2. NIC Cell for uploading on the Ministry's website under "Notification section"

Annexure

S.No	Marketing Fair	Scheme	Venue	Date	Lead EPC	Delegation Anchor
1	Who's Next	MAI	Paris, France	2nd to 5th September 2016	ISEPC	DC (Handlooms)
	Maison & Object	MDA		2 nd to 6 th September 2016	HEPC	
2	Gifts Expo	MAI	Moscow, Russia	20 th -23 rd September 2016	EPCH	Trade Advisor
	Federal Trade Fair	MAI			SRTEPC	
3	Inter Textile Apparel Fabrics & Yarn Expo	MAI	Shanghai, China	11 th -13 th October 2016	TEXPROCIL	AS (PS)
4	China Import & Export fair	MDA	Guangzhou, China	31st October – 4th November 2016	HEPC	DC (Handlooms)
5	International Textile and Garment Exhibition	MDA	Ho Chi Minh City, Vietnam	23rd – 26th November 2016	TEXPROCIL	JS (AMR)
6	Combined Indian Textiles and Clothing Exhibition	MAI	Dubai, UAE	November/ December 2016 *	SRTEPC	Trade Advisor
7	Heimtextil 2017	MAI/ MDA	Frankfurt, Germany	10 th -13 th January 2017	TEXPROCIL	JS (Cotton)
8	Domotex	MAI	Hannover, Germany	14 th -17 th January 2017	CEPC	JS (Exports)
9	Hong Kong Fashion Week	MAI	Hong Kong	16th- 19th January 2017	AEPC	DC (Handicrafts)
10	Intermoda Guadalajara	MDA	Mexico	19 th -22 nd January 2016	SRTEPC	JS(Exports)
11	Colombia Tex	MAI	Medelline city, Colombia	24-26 January 2017	TEXPROCIL	EA
12	International Istanbul Yarn Fair	MDA	Istanbul, Turkey	4-6 February 2017	TEXPROCIL	JS (Cotton)
13	TEXWORLD & Apparel Sourcing Show	MAI	Paris, France	6th -9th February 2017	TEXPROCIL	JS (GN)
14	Ambiente	MDA	Frankfurt, Germany	10th-14th February 2017	EPCH	DC (Handicrafts)
15	Cairo Fashion & Tex fair	MDA	Cairo, Egypt	3-6 March 2017	TEXPROCIL	JS (Exports)
16	Intertextile Shanghai Apparel Fabrics – Spring Addition 2017	MAI	Shanghai, China	15th -17th March 2017	TEXPROCIL	JS (AMR)

*Yet to be finalized