

40th India International Trade Fair 2021 to be held in November

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This year, the annual magnum opus of India Trade Promotion Organisation (ITPO), the 40th edition of India International Trade Fair(IITF) will manifest its theme “Atmanirbhar Bharat” with a focus on economy, export potential, infrastructure supply chain, demand and vibrant demography.

The fair will be organised as per the preventive measures to contain spread of the pandemic.

Key Highlights

- The fair also manifests the undying spirit of the business fraternity who faced tremendous challenges due to the pandemic.
- Significantly, the theme reflects their determination to showcase excellence of brands and create a new opportunity for growth and attain self-reliance in sectors like agriculture, micro, small & medium enterprises (MSME), power, tourism, etc.
- IITF with B2B and B2C components is one of the largest integrated trade fairs in the South- Asian region.
- The format of IITF has business; social, cultural and educational dimensions that are weaved together where visitors and exhibitors, media persons, marketing professional, social activists, NGOs etc. all converge to explore their objectives. Domestic as well as overseas buyers source their needs.
- A number of Government organisations and departments use this platform to spread

awareness about their programmes and policies among the public. As such, almost all States and Union Territories of India participate in this mega event, which depicts the picture of 'Mini-Bharat'.

SOURCE: *PIB*