No. 5(1)/2015 – MDA
Ministry of Micro, Small and Medium Enterprises
Office of Development Commissioner
(Micro, Small and Medium Enterprises)
IC&C Div.

Office of Development Commissioner (MSME)
Nirman Bhavan, New Delhi
Date: 01 January, 2015

Office Memorandum

Subject: List International Trade Fairs / Events for the Year 2015-16 for participation of Micro, Small Enterprises (MSEs)
through Office of DC(MSME) under International Trade Fairs / Exhibitions Scheme a component of MDA Scheme
organized by ITPO / EEPC India / CLE, Chennai - reg.

Under International Trade Fairs / Exhibitions Scheme which is a component of Marketing Development Assistance
(MDA) Scheme, a Plan scheme of Office of Development Commissioner (MSME), Ministry of MSME, financial assistance is
provided as per scheme guidelines to MSEs (registered to EM Part - II) participating in International Trade Fairs in foreign
countries under MSME Stall. A list of International Trade Fairs likely to be organized by ITPO/EEPC India/ CLE during the
Year 2015-16 has been selected by competent authority for extending support under the said scheme.

The undersigned is directed to circulate the selected International Trade Fairs likely to be organized by ITPO/EEPC
India/ CLE during the Year 2015-16 to the concerned organizations / MSME – Dls for wide circulation among local MSME
associations / attached institutions etc. and ensure more participation of registered MSEs from their jurisdiction. The list of
selected International Trade Fairs / Events 2015-16 and scheme guidelines may be seen on www.dcmsme.gov.in.

Encl: As stated.

Copy to:
1. PS to AS&DC(MSME), O/o DC(MSME), Nirman Bhavan, New Delhi – for kind information.
2. PS to JDC(RKP), O/o DC(MSME), Nirman Bhavan, New Delhi – for kind information.
3. Director / Dy Director In charge, MSME – Dls – with request for needful action and wide circulation among
attached institutes and local associations.
4. Director (Senet), O/o DC(MSME), Nirman Bhavan, New Delhi - for uploading on Official Web Portal.
5. EA (IFW), Udyog Bhavan, Room No. 124(C), New Delhi – for kind information.
6. Sh. Jithesh John, Joint Director, Room No. 254, IC section, M/o MSME, Udyog Bhavan, New Delhi – for kind
information.
7. Ms. Meenakshi Singh, IRS, ITPO, New Delhi – for kind information and needful action toward motivating suitable
registered Micro, Small Enterprises (MSEs).
8. Sh. Gurvinder Singh, Senior Joint Director/Ms. Ruchika Gupta, Executive officer, EEPC India, New Delhi - for kind
information and needful action toward motivating suitable registered Micro, Small Enterprises (MSEs).
9. Sh. R. Ramesh Kumar, Executive Director / Sh. Dhansekhar, Assistant Export Promotion Officer/Ms Sunanda
Santappa, Assistant Director (Exhibition), Council for Leather Export, Chennai - for kind information and needful
action toward motivating suitable registered Micro, Small Enterprises (MSEs).
### List of International Trade Fairs/ Exhibitions abroad for participation of O/o DC(MSME) during 2015-16 under MDA Scheme

#### (a) Being organised by ITPO, New Delhi

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Events</th>
<th>Place</th>
<th>Dates</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>National Hardware Show</td>
<td>Las Vegas (USA)</td>
<td>May 5-7, 2015</td>
<td>Hand Tools, DIY Products etc.</td>
</tr>
<tr>
<td>2.</td>
<td>13th Global Indian Festival</td>
<td>Kuala Lumpur (Malaysia)</td>
<td>June 3-7, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>3.</td>
<td>Africa Big Seven/SAITEX</td>
<td>Johannesburg (South Africa)</td>
<td>June 21-23, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>4.</td>
<td>India Sourcing Fair</td>
<td>Argentina</td>
<td>August, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>5.</td>
<td>Thessaloniki International Fair</td>
<td>Thessaloniki (Greece)</td>
<td>September 5-13, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>6.</td>
<td>Fiera Del Lavante</td>
<td>Bari (Italy)</td>
<td>September, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>7.</td>
<td>India Sourcing Fair</td>
<td>Nairobi (Kenya)</td>
<td>September, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>8.</td>
<td>India Sourcing Fair</td>
<td>Brazil</td>
<td>October, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>9.</td>
<td>AFL-Artigiano De Fiera</td>
<td>Milan (Italy)</td>
<td>December 5-13, 2015</td>
<td>Handicrafts and giftware</td>
</tr>
<tr>
<td>10.</td>
<td>India Sourcing Fair</td>
<td>Sri Lanka</td>
<td>December, 2015</td>
<td>Multi Products</td>
</tr>
<tr>
<td>11.</td>
<td>International Hardware Show</td>
<td>Cologne (Germany)</td>
<td>March, 2016</td>
<td>Builders hardware and fittings</td>
</tr>
<tr>
<td>12.</td>
<td>Cairo International Fair</td>
<td>Cairo (Egypt)</td>
<td>March, 2016</td>
<td>Multi Products</td>
</tr>
<tr>
<td>13.</td>
<td>Sydney Royal Easter Show</td>
<td>Sydney, Australia</td>
<td>March, 2016</td>
<td>Multi Products</td>
</tr>
</tbody>
</table>

#### (b) Being organised by EEPCINDIA, New Delhi

<table>
<thead>
<tr>
<th>S.No</th>
<th>Event</th>
<th>Place</th>
<th>Date</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>India Pavilion at International Hardware Fair 2016</td>
<td>Cologne, Germany</td>
<td>06 – 09 March, 2016</td>
<td>Tools, Industrial Supply, Fastners &amp; Fixings, Fittings</td>
</tr>
<tr>
<td>S.No.</td>
<td>Events</td>
<td>Place</td>
<td>Date</td>
<td>Products</td>
</tr>
<tr>
<td>-------</td>
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<td>----------------------------------------</td>
</tr>
<tr>
<td>1.</td>
<td>MICAM-Shoe Event</td>
<td>Italy</td>
<td>September 15-18, 2015</td>
<td>Footwear</td>
</tr>
<tr>
<td>2.</td>
<td>MOS Shoes</td>
<td>Moscow, Russia</td>
<td>September, 2015</td>
<td>Footwear</td>
</tr>
<tr>
<td>3.</td>
<td>Istanbul Leather Fair</td>
<td>Turkey</td>
<td>November, 2015</td>
<td>Finished leathers / leather garments</td>
</tr>
<tr>
<td>4.</td>
<td>India Show</td>
<td>Offenbach, Germany</td>
<td>November, 2015</td>
<td>Leather goods/garments</td>
</tr>
<tr>
<td>5.</td>
<td>85th Expo Riva Schuh</td>
<td>Italy</td>
<td>January, 2016</td>
<td>Footwear</td>
</tr>
</tbody>
</table>
Office Memorandum

Subject: List International Trade Fairs / Events for the Year 2015-16 for participation of Micro, Small Enterprises (MSEs) through Office of DC(MSME) under International Trade Fairs / Exhibitions Scheme a component of MDA Scheme organized by the Federation of Indian Export Organizations (FIEO) – reg.

Under International Trade Fairs / Exhibitions Scheme which is a component of Marketing Development Assistance (MDA) Scheme, a Plan scheme of Office of Development Commissioner (MSME), Ministry of MSME, financial assistance is provided as per scheme guidelines to MSEs (registered to EM Part – II) participating in International Trade Fairs in foreign countries under MSME Stall. A list of International Trade Fairs likely to be organized by FIEO during the Year 2015-16 has been selected by competent authority for extending support under the said scheme.

The undersigned is directed to circulate the selected International Trade Fairs likely to be organized by FIEO during the Year 2014-15 to the concerned organizations / MSME – Dls for wide circulation among local MSME associations / attached institutions etc. and ensure more participation of registered MSEs from their jurisdiction. The list of selected International Trade Fairs / Events 2015-16 and scheme guidelines may be seen on www.dcmsme.gov.in.

Encl: As stated.

(A.K. Verma)
Dy Director (MDA)
Ph. No. : 011-23062215

Copy to:

1. PS to AS&DC(MSME), O/o DC(MSME), Nirman Bhavan, New Delhi – for kind information.
2. PS to JDC(RKP), O/o DC(MSME), Nirman Bhavan, New Delhi – for kind information.
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6. Sh. Jithesh John, Joint Director, Room No. 254, IC section, M/o MSME, Udyog Bhavan, New Delhi – for kind information.
7. Sh. Ajay Sahai , Director General & CEO, FIEO, New Delhi – for kind information and further needful action toward motivating suitable Micro, Small Enterprises (MSEs) from their registered members.
### List of International Trade Fairs/ Exhibitions abroad for participation of O/o DC(MSME) during 2015-16 organized by Federation of Indian Export Organisations (FIEO)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of Events</th>
<th>Country</th>
<th>Period</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fashion World</td>
<td>Tokyo, Japan</td>
<td>April, 2015</td>
<td>Fashion Accessories, Readymade Garments, Textiles etc.</td>
</tr>
<tr>
<td>2</td>
<td>International Handicraft Trade Fair</td>
<td>Italy</td>
<td>April-May 2015</td>
<td>Handicrafts Items, Textiles, Readymade Garments, Artificial Jewellery, Leather etc.</td>
</tr>
<tr>
<td>3</td>
<td>Tokyo International Gift Show</td>
<td>Tokyo, Japan</td>
<td>September 04-06, 2015</td>
<td>Fashion Accessories, Textile, Garments etc.</td>
</tr>
</tbody>
</table>

A. K. VERMA  
Dy. Director (Electronics)  
Govt. of India  
Office of Dev. Commissioner (MSME)  
Ministry of Micro, Small & Medium Enterprises  
Nirman Bhawan, New Delhi-108
ADDEUNDUM

Subject: Inclusion of new event “International Fashion Fair”, Pitak City, Poland in place of “Fashion World” Tokyo, Japan in List of International Trade Fairs / Events for the Year 2015-16 for participation of Micro, Small Enterprises (MSEs) through Office of DC(MSME) under International Trade Fairs / Exhibitions Scheme a component of MDA Scheme organized by the Federation of Indian Export Organizations (FIEO) – reg.

Please refer to this O.M. No. 5(1)/2015 – MDA dated 06.01.2015 regarding the selected events to be organized by Federation of Indian Export Organizations (FIEO).

The undersigned is directed to include new event “International Fashion Fair”, Pitak City, Poland in place of “Fashion World” Tokyo, Japan on request of FIEO in the list of International Trade Fairs / Events to be organized by FIEO during 2015-16 and to state that the new event may be circulated to the concerned organizations / MSME – DIs for wide circulation among local MSME associations / attached institutions etc. and ensure more participation of registered MSEs from their jurisdiction. It may be seen on www.dcmsme.gov.in. the detail of new event “International Fashion Fair” is as under:

<table>
<thead>
<tr>
<th>Name of Event</th>
<th>Country</th>
<th>Date</th>
<th>Display Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Fashion Fair</td>
<td>Pitak City, Poland</td>
<td>26-28 August, 2015</td>
<td>Garments, fashion jewellery and fashion accessories</td>
</tr>
</tbody>
</table>

(A.K. Verma)
Dy Director (MDA)
Ph. No. : 011-23062215

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6. Sh. Jithesh John, Joint Director, Room No. 254, IC section, M/o MSME, Udyog Bhavan, New Delhi – for kind information.
7. Sh. Ajay Sahai, Director General & CEO, FIEO, New Delhi – for kind information and further needful action toward motivating suitable Micro, Small Enterprises (MSEs) from their registered members.
To,

The Director General & Chief Executive Officer  
Federation of Indian Export Organisation(FIEO),  
Niryat Bhavan, Opp. Army Hospital Research & Referral,  
Rao Tula ram Marg, New Delhi – 110 057

Subject: Participation in International Exhibition of Women Entrepreneurs - regarding.

Sir,

Please refer to your letter No. FIEO/MRD/7(1)/2015-16 dated 28.05.2015 received in Office of Development Commissioner (MSME), Ministry of MSME on above cited subject.

In this regard, I am directed to state that competent authority has given his consent for inclusion of following events in the event calendar 2015-16 of this office. The fact sheet on these fairs may be forwarded to this office for preparation of circular towards mobilization of MSEs.

(i) Chinese New Year Shopping Festival in Jan/Feb, 2016 at Chengdu, China from 29th Jan. 2016 to 4th Feb., 2016
(ii) India International Shopping Festival in Feb, 2016 at Malaysia
(iii) Eurexpo in March, 2016 at Lyon, France from 18th – 29th March, 2016

Yours faithfully,

(A.K. Verma)  
Dy Director (MDA)

Copy to:

(i) All Directors / Dy Director In-charge , MSME – DIs – for information only.  
(ii) Director , Senet, O/o DC(MSME), Nirman Bhavan, New Delhi – with request to upload at official webportal.
Ref. No. 5(1)/2015-MDA dated 29.06.2015

To,

Sh. Bhaskar Sarkar
Executive Director & Secretary
Vandhna Building, 7th Floor, 11, Tolstoy Marg, New Delhi -110001

Subject: Proposal for INDEE Peru 2015, Lima, Peru - regarding.

Sir,

Please refer to your letter No. EEPC:RO(D):RM:Peru_MSME:2015 dated 23.06.2015 received in Office of Development Commissioner (MSME), Ministry of MSME on above cited subject.

In this regard, I am directed to state that competent authority has given his consent for inclusion of said event in the subject in the event calendar 2015-16 of this office. The fact sheet of the fair may be forwarded to this office for preparation of circular towards mobilization of MSEs at the earliest due to scarcity time.

Yours faithfully,

(A.K. Verma)
Dy Director (MDA)

Copy to:

(i) All Directors / Dy Director In-charge, MSME – DIUs – for information only.
(ii) Director, Senet, O/o DC(MSME), Nirman Bhavan, New Delhi – with request to upload at official web portal.