

Report



INDIA INTERNATIONAL MEGA TRADE FAIR 2012
December 14 to 24, 2012 - Science City Ground, Kolkata

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The India International Mega Trade Fair 2012, the mega trade exhibition was organised by G S Marketing Associates at Science City Ground in Kolkata from December 14 to 24, 2012 in association with Bengal Chamber of Commerce & Industry and approved by India Trade Promotion Organisation (ITPO).

INDIA INTERNATIONAL MEGA TRADE FAIR 2012

The India International Mega Trade Fair 2012 is the known to be the leading retail exhibition in Eastern India by footfalls, exhibitors or total sales. The exhibition was first held in 2004, now back in its 9th successful year.

The India International Mega Trade Fair 2012 focused on MSMEs in all Sectors like Food Processing, Handicrafts, Handlooms, Agri Products, Automobiles, IT, Education, Electronics, Tourism, Health, Lifestyle, Furniture, etc. The Trade Fair was held in 20,000 sq.mt. exhibition grounds with individual pavilions earmarked for MSMEs, International participation, States, Governments, PSUs, etc.



The India International Mega Trade Fair 2012 got its way with much hype on December 14, 2012 and was inaugurated by Mr. Partho Chatterjee, Hon. Minister for Industries & Commerce, Government of West Bengal in the presence of Mr. Md. Mustafizur Rahman, Deputy High Commissioner of Bangladesh. Mr. Shiekh Nasiruddin, Chairman, Federation of Pakistan Chamber of Commerce & Industry (FPCCI) were also present at the inaugural ceremony.

The representatives from Countries like Thailand, Pakistan, Bangladesh, Turkey, Egypt, Kenya, Ghana, Myanmar etc. have participated in this Mega Trade Fair. Pakistan was crowned as the Focus Country and Bangladesh was don the regalia of Partner Country in this year's Event.

Participation of Kerala State

The Organisers have informed an exclusive opportunity for promoting the Products and Technologies in the MSME Sector from Kerala and requested to participate in the India International Mega Trade Fair 2012 at Kolkata. Accordingly 100 Sq.Mt. raw space for setting up the Kerala State Pavilion was blocked for the Exhibition. The space was converted to a full fledged Kerala State Pavilion with the participation of SME Units and Government Agencies from Kerala.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for participation of Kerala State and setting up the Kerala State Pavilion in this Exhibition.



An exclusive State Pavilion was set up in the Exhibition by Kerala Bureau of Industrial Promotion (K-BIP) and the space was provided, free of cost, for Small & Medium Enterprises (SME Units) and Government Agencies from the State.

The SME Units like Nikasu Frozen Foods International Ltd., KLF Nirmal Industries (P) Ltd., Sevana Trades & Services Pvt. Ltd., Merino Polymers, Manjilas Food Tech Pvt. Ltd. (Double Horse), Pilots Smith (India) Pvt. Ltd., Packlock Machines (P) Ltd., Pacific Tanks Pvt. Ltd. and Government Agency like Kerala State Handicrafts Apex Co-operative Society Ltd. (SURABHI) displayed their products and technologies in the Kerala State Pavilion.



Kerala Bureau of Industrial Promotion (K-BIP) and the National Centre for HACCP Certification (NCHC) also presented the activities and services being provided in the State Pavilion.





Visit of Mr. Partho Chatterjee, Hon. Minister for Industries & Commerce, Government of West Bengal to Kerala Pavilion; flanked by Shri. Suraj S., Manager, K-BIP.

The exhibition attracted a wide variety of visitors bringing together an abundant audience of buyers, suppliers and consultants from various parts of the Country. India International Mega Trade Fair 2012 Exhibition is one of the largest International Trade Fair in Eastern India with over 600 stalls and footfalls of more than 6 lakhs visitors.