

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:1080
ANSWERED ON:28.11.2011
INDIA INTERNATIONAL TRADE FAIR
Ramasubbu Shri S.

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the details regarding total number of countries participated, number of visitors attended and the volume of trade generated and the revenue earned by the Government in the India International Trade Fair 2010, Delhi and also the projection for 2011;
- (b) whether the business generated in the Fair was much higher in comparison with the business generated during the last three years and the target fixed for 2011;
- (c) if so, the details thereof and the steps taken to further improve the position in the coming years and also to improve the facilities to the visitors;
- (d) whether it is also proposed to extend the duration of the Fair in the coming years to cope with the huge response from all sections of the people;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

- (a) During the India International Trade Fair (IITF) 2010, 19 countries participated. In the current year India International Trade Fair (IITF) 2011, 28 countries are participating. Total number of visitors during IITF' 2010 was estimated to approx. 11.5 lakh and similar number is projected for this year. The gross revenue receipts by ITPO from IITF'2010 was Rs.45.41 cr. The projected receipt for IITF'2011 is approx. Rs.43.25 crore.
- (b) It is difficult to assess business generated in the fair as participating companies generally do not part with commercial information. However the success of trade fair is assessed by the repeat participation by the exhibitors. IITF has been very popular among business community.
- (c) Additional facilities like augmentation of infrastructure, safety and security measures like access into Pragati Maidan through bar-coded tickets, Vehicle Cargo scanner, selling of tickets at Metro Station, Free entry to the Senior Citizens and special arrangement to receive foreign trade business delegations are some of the new features of the current edition of IITF.
- (d to f) There is no proposal to extend the duration of the Fair. Duration of IITF which is 14 days is one of the longest trade related fairs in the world. The stake holders of the fair are generally satisfied with the duration of the fair.