

## GOA TO PARTICIPATE AT IITF IN NEW DELHI

Panaji: 11 November 2022

Goa will join the rest of the States and Union Territories of the country in participating at the prestigious 41<sup>st</sup> edition of India International Trade Fair to be held at iconic Pragati Maidan in New Delhi from [November 14](#) to 27, 2022.

The Theme of IITF, a mega fair for this year is Vocal for Local, Local to Global based on the vision of Prime Minister of India to achieve the goal of Atmanirbhar Bharat (self-reliant India).

The pavilions of States/Union Territories will be conceptualized around this theme as an acknowledgement of the national objective of achieving self-reliance. This year IITF will be held at the world class landmark complex created to fulfill the aspirations of the global and domestic exhibition and convention fraternity in the State of art new exhibition halls having a gross area of 51,000 sq. mts.

This year, the Goa Pavilion will be set up at Pragati Maidan on an area admeasuring 60 sq. mts. space in bare scheme earmarked by India Trade Promotion organisation a Government of India Enterprise.

It may be noted that every year Goa State participates in IITF being held annually in the national capital to showcase the tremendous progress and big strides achieved by the Government in varied sector's besides to promote Goa as an International tourist, locale, enhance tourism activity in a big way and attract investment to further boost industrial growth. In addition to this, Goa's rich cultural heritage, Cuisine and hospitality will be projected to the outer world as the mega fair will see participation of several foreign countries during the fourteen day's IITF period.

The Department of Information and Publicity is the Nodal department for participation of Goa State at IITF. Apart from DIP other departments and Corporations such as Directorate of Industries, Trade and Commerce, Department of Tourism, Goa Industrial Development Corporation, Goa Investment Promotion Board, Goa Handicrafts, Rural and Small Scale Industries, Goa Tourism Development Corporation and Department of Handicraft, Textile and Coir will also participate to showcase their achievements. The Handicraft artisans will also display and sell their products at the international event.

This year the work of conceptualizing, designing, management of Goa pavilion and allied activities has been entrusted to Advertising Associates, one of the reputed agencies from Goa.

According to ITPO, the last edition of IITF witnessed participation of more than 3000 exhibitors from India and abroad. Also to facilitate in

giving easy access to exhibitors and visitors to the new Pragati Maidan and as a part of Pragati Maidan Redevelopment project a comprehensive transit corridor with 1.2 km main tunnel and 5 underpasses to decongest traffic in and around pragati maidan has been made operational making the entire stretch of Mathura Road and Bhairon marg signal free.

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Department of Information & Publicity  
3rd Floor, Udyog Bhavan,  
Near Azad Maidan, Panaji