

GOA TO PARTICIPATE IN IITF AT NEW DELHI

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Kartika 18, 1945

- As in the previous years the Goa State will participate in the much awaited upcoming 42nd edition of India International Trade Fair to be held at Iconic refurbished Pragati Maidan in the national capital, New Delhi from [November 14](#) to [November 27](#), 2023.

The theme of IITF for this year is Vasudhaiva Kutumbkam – United by trade.

The Department of the Information and Publicity which is the Nodal Agency of the State Government to effectively disseminate information on varied aspects through different modes of communication is the Nodal Department for the participation of Goa in this annual Mega Trade Fair wherein apart from different States and union territories of the country; foreign countries from across the globe will also take part in this International Fair in a bid to showcase their progress and development and transact business activity. Besides DIP the fair will see participation of other line departments including Tourism, GTDC, Industries, Trade and Commerce, GIDC, Department of Handicrafts, Textile and Coir, Goa Investment Promotion Facilitation Board.

Shri. Dipak Bandekar, Director, Department of Information and Publicity will inaugurate the Goa Pavilion which will be set up on a space admeasuring 100 Sq.mts. earmarked by ITPO under Bare scheme in Hall No. 3 (New Hall) the Goa Pavilion will be designed in line with this year theme with emphasis on projecting rich Goan Cuisine with courteous hospitality of Goan people and Goa's developmental achievements through Audio Visuals, Small Hoardings and Photographic display.

In addition to this, the Goan artisans through the Department of Handicrafts, Textile and Coir will sell their traditional Goan products/Items at Goa Pavilion. Stress will be laid to promote only traditional Goa Products at the Goan Stall before the conclusion of 14 days trade fair on [November 27](#), 2023. The Goa Pavilion will also be a platform to have direct interaction between producers and potential buyers and consumers.

The highlight of Goa Pavilion will be the performances of Goan artistes on daily basis who will enthral the visitors with their artistic talent

on captivating music by presenting rich cultural traditions of Goa at regular intervals.

The Government has finalized Advertising Associates, one of the reputed Agency from Goa for conceptualizing, designing, erection, maintenance and management of Goa Pavilion and allied activities on the theme chosen by India Trade Promotion Organisation (ITPO) under whose initiative IITF is being held in New Delhi every year.

It may be noted that Pragati Maidan, once home to numerous exhibitions, trade fairs and conventions has now been elevated to an International Landmark. Similarly, the refurbished Pragati Maidan's India Trade Promotion Organization (ITPO) complex in Delhi has undergone an impressive transformation.

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Department of Information & Publicity,

Government of Goa,

Udyog Bhavan, Third Floor,
Near Azad Maidan,

Panaji – Goa.