

	MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)		
	INTERNATIONAL MARKETING PLAN : 2025-26		
	EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION		
	CATEGORY 'A' - TRADITIONAL / DEVELOPED MARKETS		
Sl. No.	Activity	Place / Country	Month / Period
1	Autumn &/Or Spring Fair	Birmingham	Sept'25/Feb'26
2	Ambiente & Christmas World	Frankfurt, Germany	Jan'26/Feb'26
3	Who's Next/Mason& Object/India Show	Paris	Sept'25/Jan.'26
4	Domotex/Heimtextil	Hannover/Frankfurt, Germany	Jan'26/Feb'26
5	ASD Show/Magic Show/NY Now	Las Vegas/New York, USA	Aug.'25/ March'26
Sl. No.	CATEGORY 'B' - Focus and Emerging Markets		
1	Hong Kong Gift & Premium Fair	Hong Kong	April'25
2	99th Tokyo Int. Fair	Tokyo, Japan	Sept'25
3	Gifts&Lifestyle Middle East/Paperworld	Dubai	Nov/Dec'25
4	Trade Fair/AFL Artigiano Fiera Milan	Poland/Denmark/Sweden/Italy	Oct'25/Dec'25/ Feb'26
5	HK Mega Show Part 1/Part 2	Hong Kong	Oct'25
6	Melbourne/Sydney Reed Gift Fair	Melbourne / Sydney	July'25 - Feb'26
7	Vancouver Gift Expo/India Show/Foir Intl de Mersaille	Vancouver/Mexico / Chile/ Colombia/ Mersaille	Mar'26
8	Intergift Madrid/Thessaloniki International/Fiera Del Levante	Spain/Greece/Bari	Sep'25 / Dec'25
	BUSINESS DELEGATION / BSM/ CONFERENCE		
Sl. No.	Activity	Place / Country	Month / Period
1	BSMs/Interactive Meetings for Sustainable Market Linkages & export enhancement of Lifestyle Jute Products	African / European Countires	Jan-March'26
2	BSMs/Road Show/Interactive Meetings for Sustainable Market Linkages & export enhancement of JDPs & Participation in Geo Extreme, 2025 at California, USA	USA & Latin American countries	Oct-Nov'25 &/ Feb-March'26