

WHY PARTICIPATE IN INDIA PAVILION

- Ensures exhibitors to get proper & good location in overseas exhibitions
- Integrates in the industry on a single platform
- Build and increase company and brand image. Enhances brand image for the participant, as it is perceived that participation in the India pavilion promotes the best range of products
- By undertaking all these activities Council ensures that all the participating members are able to conduct fair business and expand their client base and access reliable information related to the world markets
- Council generates lot of media interest which in turn gives recall value to the participating exhibitors
- Media & press coverage: advertisements in foreign topmost magazines
- Product listing on website
- Exhibitor product catalogue promoted during the show and advertising the same in the show catalogue/guide of the organizer
- Pre-mailers send to prospect buyers inviting them to the India pavilion
- Promotion at various road shows
- Onsite and out side promotion of the India pavilion to attract the buyers
- MDA grant for specific shows with specific guidelines