

World's largest Fair wants more Indian participation



Mr. A Sakthivel, President, FIEO (2nd from right) presenting a memento to Mr. Ren Xiangdong, Dy. Director General, China Foreign Trade Centre. At extreme left is Mr. Ajay Sahai, Director General, FIEO and at extreme right is Mr. G P Upadhyaya, Secretary General, FIEO. At the back row from left, Mr. Liu Peng, Third Secretary and Mr. Hou Chengsheng, Attache, Embassy of China; and Mr. Vinod Pal, Director, FIEO.

A high level delegation from China Foreign Trade Centre (CFTC), Guangzhou, and the organizer of China Import & Export Fair (Canton Fair) called on FIEO at New Delhi on 10 March 2010. The delegation was led by Mr Ren Xiangdong, Dy. Director General, CFTC, accompanied by Mr Chen Shaowei, Section Chief, CFTC, Mr. Zhang Jiaqing, Director, CFTC and officials from the embassy of China. Mr Ren was on his visit to India for the promotion of the Canton Fair. The FIEO delegation was led by Mr A. Sakthivel, President, Mr G.P. Upadhyaya, Secretary General and Mr Ajay Sahai, Director General, and other FIEO officials.

The Canton Fair is the second largest exhibition in the world with more than 52,000 exhibitors participating from around the world. The fair is held twice every year. FIEO is the sole India agent for Indian exhibitors for the

fair. FIEO has been organizing participation of Indian exhibitors since April 2008 with significant increase in participation every year.

Mr Sakthivel, while welcoming the Chinese delegation said that the trade deficit has been heavily in favour of China and there has been a steady increase in the trade deficit over the years. In 2008-09, there was a negative trade deficit of \$23.14 billion. He felt that concerted efforts need to be made to reduce this trade deficit.

He felt that participation by Indian companies in important international exhibitions could play an important role in increasing exports from India and reducing the trade gap. Referring to the Canton Fair, he said India is the largest participating country at the Canton Fair, after China. For the April 2010 edition, around 70 Indian companies will be participating, with 900 sq m of space

earmarked for the India Pavilion.

He felt that more importance needs to be given to the publicity aspects of the International Pavilion to make it more popular. He suggested that phase II and phase III of this fair which cater to Gifts, Home Decorations, Textile and Garments should also be opened at the earliest for the international participation as India is very strong in these product categories and Indian handicrafts, textiles and garments are known the world over for their quality and designs.

Mr Ren appreciated FIEO's efforts in mobilizing Indian exhibitors for the Canton Fair and felt that it would further help increase bilateral trade. He complemented the Federation's President for the suggestions for improving trade promotion. He assured the full support and help of CFTC to FIEO for participation in the Fair. ■