

India Trade Promotion Organisation (ITPO), the premier trade promotion agency of the Government of India, is organizing the 30th edition of its annual mega-event, **India International Trade Fair (IITF)**, in New Delhi, India on November 14-27, 2010. The IITF has evolved into Asia's largest show of its kind and offers ideal opportunity for Indian and overseas exhibitors for showcasing and launching their new products and reinforcing existing brands.

The first five days (November 14-18) of the Fair is open exclusively for business visitors. It is open to the general public on November 19-27. The business hours of the Fair give participating companies a platform to interact and to do business with the overseas trade delegations, Indian business houses and also an opportunity for vendor development.

The event showcases achievements and technological advancement of companies for a wide range of products and services related to engineering, consumer electronics, home and kitchen appliances, chemicals, pharmaceuticals, healthcare, cosmetics, processed foods, footwear, leather goods, floor coverings, home furnishings, handloom products, wool and woolen garments, textiles, telecommunications, coir and jute products, rubber products, handicrafts, jewellery, consumer goods, etc. This Fair has evolved over the past 29 years into a platform for facilitating trade transactions and technological absorption over a wide spectrum of industry.

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