

**COUNCILS PARTICIPATION IN “INDIA SHOW 2009”  
ALMATY, KAZAKHSTAN  
(21 – 23 MAY 2009).**

The “India Show 2009” was organized by the India Trade Promotion Organization (ITPO) [a Government of India Enterprise] at Almaty the Business Capital of the Federal Republic of Kazakhstan from 21 – 23 May 2009. The exhibition was held at Atakent Exhibition Centre, a modern exhibition complex in the heart of Almaty. There were a total of 71 Indian Participants ranging from big industrial & manufacturing corporations to small export enterprises. H. E. Mr. Ashok Sajjanhar, hon’ble Ambassador of India to Kazakhstan, inaugurated the exhibition. Mrs. Sheela Bhide, Chairman & Managing Director of ITPO was also present during the occasion. The Council was represented by 10 member organizations in the above show. List of Councils exhibitors is placed at Flag ‘A’.

The exhibition was an attempt to explore the as yet virgin markets of the former CIS countries in general and Kazakhstan, the biggest and most vibrant of all CIS country in particular. Kazakhstan is the fastest growing Economy in Central Asia with increasing disposable income. India’s trade with Kazakhstan is growing steadily and Indian products are gradually being well received by the Kazakh business community because of its better quality & competitive pricing.

The 10 member organizations that participated under the Export Promotion Council for Handicrafts Banner displayed a diverse range of Handicrafts & Gifts in Wood, Bone, Leathers, Christmas Decorations, Fashion Jewellery, Accessories & Bags, Made-ups, Shawls, Stoles & scarves, Home Textiles & Furnishings, Stainless Steel Utensils, Cutlery, Table ware & Kitchen Accessories, Incense Sticks, Aromatic Oils & Perfumery, Soaps & Candle Sticks.

The show offered the exhibitors the opportunity to interact with the buyers and local public and judge the demands and preferences firsthand. to the fair. The show provided an equal opportunity for bulk order bookings as well as counter sales.

The exhibitors were satisfied with the business results generated at the fair. The exhibitors at the India Pavilion reported over 50 trade visitors visited the pavilion expecting in trade enquiries of US\$ 50000. Further, the constant flow of local people during the show resulted in good counter sales and most of the exhibitors were able to dispose of their products at a healthy margin.

Overall the show offered encouraging opportunity to our exhibitors and Indian textiles, made-ups, jewellery & fashion accessories were very well received by the Kazakh consumers.