

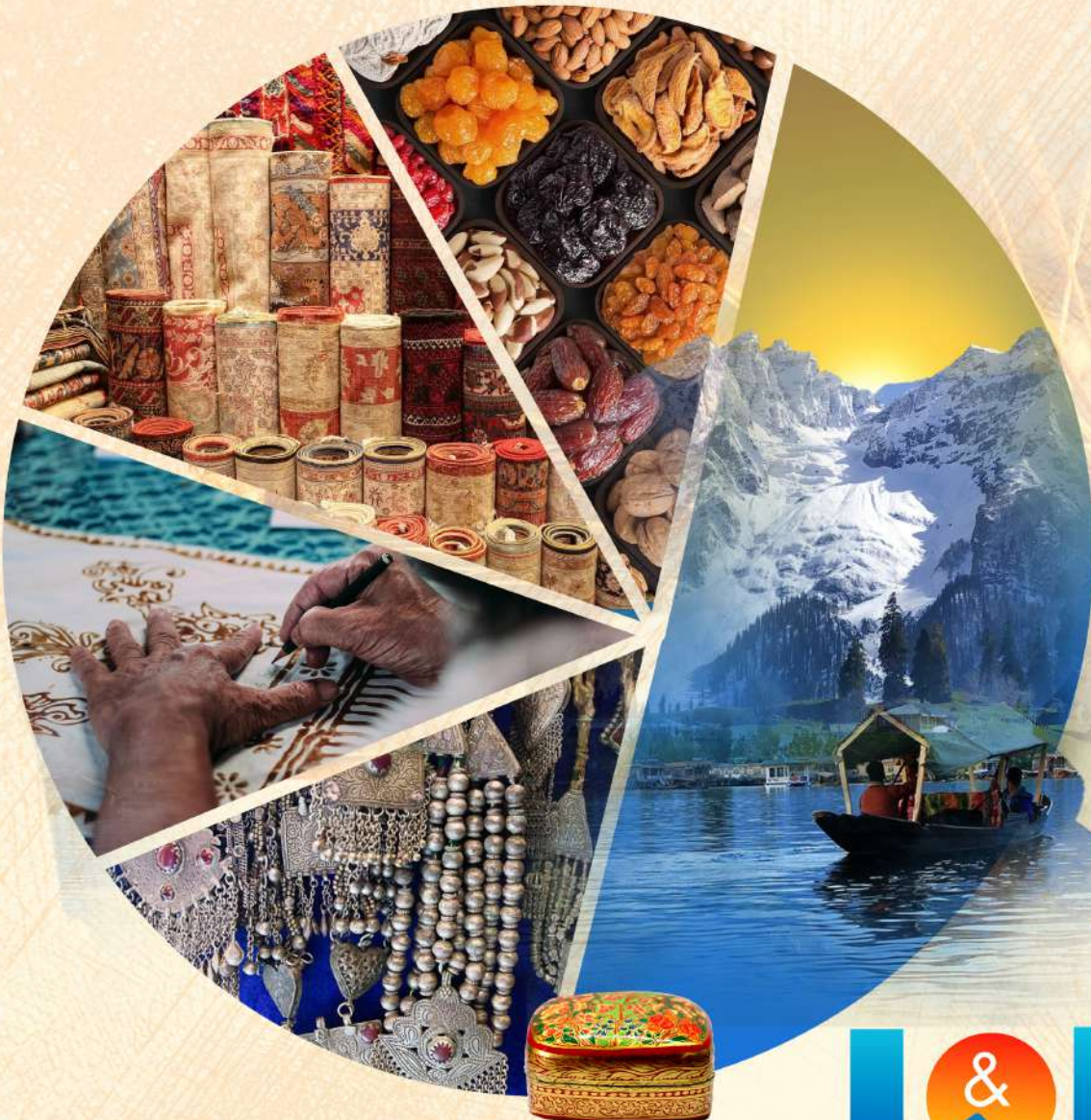


Organiser:



**INDIA TRADE PROMOTION ORGANISATION**  
A Government of India Enterprise  
Pragati Maidan, New Delhi-110001 (India)

Co-Organiser:



**Venue:**

**Kashmir Government Arts Emporium,  
Srinagar, Jammu & Kashmir**



**J&K Mega Trade Fair 2023:** Experience the Essence of  
Jammu & Kashmir's Rich Culture and Commerce!



This marks a significant milestone as it will be the first-ever trade fair of its kind to be held in enchanting Valley of Kashmir.

Empowering MSME'S, Artisans, Weavers, Fruit Growers & Farmer's

The idea to organize J&K Trade Fair in Kashmir is driven by the untapped economic potential that the region holds, ranging from the diverse horticulture, agriculture products such as high-quality apples and saffron to its rich cultural heritage including its handicraft industry, with exquisite Pashmina shawls Papier Machie, Silk Carpet and woodwork. By bringing together entrepreneurs, industries, and investors, The J&K trade fair aims to unlock the region's latent potential and stimulate economic growth in J&K which aligns perfectly with India's grand vision of 'Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas.'

The Jammu & Kashmir Trade Promotion Organization (JKTPO) and the India Trade Promotion Organization (ITPO) are proud to present the J&K Mega Trade Fair 2023, a remarkable event that promises to be a game-changer for trade and culture in the region, and is intended to be a signature event to be held annually on fixed dates.

### Event Details:

**Dates:** September 27 to October 02, 2023

**Venue:** Kashmir Government Arts Emporium,  
Srinagar, Jammu & Kashmir

### A Landmark Occasion:

This event is a significant milestone as it marks the first-ever trade fair of its kind to be held in the enchanting land of Kashmir. This trade fair is a celebration of the exquisite craftsmanship, diverse culture, and burgeoning commerce of the region.

### What to Expect:

Exhibitors Galore: Witness a vibrant fusion of artisans, weavers, growers, and business entrepreneurs from different states and union territories of India, alongside local talents. They will showcase their finest offerings, including handicrafts, handlooms, agricultural products, and delectable food items.

### Product Profile:

Handicrafts and Gifts

Handloom and Textiles (Carpet, Home Furnishing, Apparels)

Processed Food, Beverages, Spices & Condiments

HORECA (Hotels, Restaurants, Catering)

Bakery and Confectionery

Household Articles and Decor Items for Hotels & Restaurants



## Booths Information:

- **Booth Sizes:** Starting from a minimum of 9 sqm (3x3 meters)
- **Booth Availability:** Approximately 200-250 booths for allotment

## Concurrent Attractions/Activities:

- **Food Court:** Savor the flavors of Kashmiri and Indian cuisines.
- **Cultural Programmes:** Immerse yourself in captivating performances that showcase the rich heritage of Kashmir.
- **B2B Meetings:** Explore new business opportunities and collaborations.
- **Laser Shows:** Be enthralled by spectacular laser displays.

**Admission:** Entry for visitors is **Absolutely FREE**, ensuring that everyone can experience the grandeur of the J&K Mega Trade Fair.

This event is not just about trade; it's about celebrating the soul of Kashmir and fostering economic growth. Jammu & Kashmir Trade Fair is a extraordinary journey of discovery, networking, and celebration for every business enthusiast, a culture aficionado, and food lover, there's something for everyone.

Don't miss out on this incredible opportunity to experience the beauty and commerce of Kashmir like never before.

## Fact Sheet

SN	Particulars	Details
1.	Name of the Fair	J&K Trade Fair
2.	Dates	Sept 27-Oct 02, 2023
3.	Venue	Kashmir Government Arts Emporium Garden Grounds Emporium Building, Residency Road, Srinagar J&K -190001

4.	Product Profile	Handicraft, Gifts, Handloom, Textiles - Carpet, Home Furnishing, Apparels , House Hold Articles , Process Food, Beverages, Spices & Condiments , HORECA, Hospitality & Decor items for Hotels & Restaurants , Bakery etc
5.	Booths sizes & available numbers	Minimum Booth size is 9 sqm (3x3 metres)  Approx. booths numbers available for allotment 200-250
6.	Participation charges	Rs. 6000/- per sqm - shell Booths Rs. 5,000/- per sqm – bare space  The above charges are tentative and subject to approval of competent authority
7.	Shell Scheme Package	Octonorm booth- partition panels, carpet, fascia, counter and two chairs, booth lighting
8.	Other Concurrent Attractions/Activities	Food Court, Cultural Programmes and B2B meetings
9.	Publicity	Wide Coverage in local media & outdoor publicity
10.	Entry of visitors	Free
11.	Organiser	JKTPO Jointly with ITPO

