

## 5.2 Details

### (xi) UP INDUSTRIAL CONSULTANTS LTD., UP TRADE PROMOTION AUTHORITY, AND UP EXPORT PROMOTION BUREAU

- Organisation** : UP Industrial Consultants Ltd., UP Trade Promotion Authority, and UP Export Promotion Bureau
- Objective** : The Indian Technology & Trade Fair was organised with a view to invite investment in India in various industrial activities and projects and also to promote exports of Indian goods particularly from the State of Uttar Pradesh besides exploring export potential of Indian products from other states also.
- Date** : 2-5 May 2002
- Country** : South Africa: Durban

#### Summary Report

This report is based on a 4-day Indian Technology & Trade Fair held at Durban. About 20 District Industries Centres were associated with the Technology Trade Fair to motivate exporting units and units having export potential to participate in this trade fair to explore the export market for their products. In all 53 units participated in the Technology Trade Fair. This fair estimated to have generated export order of Rs. 10 crore through trade enquiries. A sum of Rs. 2.60 lakh was received by sales proceeds. In all 20,000 visitors visited the trade fairs. Visitors showed their keen interest in Indian technology specially in software, leather and leather products such as saddlery, shoes, belting, etc., handicrafts including brassware, chicken work and wooden crafts.

The UP Industrial Consultants Ltd. (UPICO) in collaboration with UP Trade Promotion Authority (UPTPA) is planning to organize international trade fair in different countries in order to boost exports from India to most-favoured countries. They have plan to organise three new trade fairs in Mauritius, Los Angeles, and Australia, and repeat fairs in China and South Africa. Earlier a fair was organised at Najing, China, 30 Novemeber-4 December 2001.



### ***Members of Delegation***

1. Dr. K.C. Varshney, Chairman, UPICO, Kanpur.
2. Mr. A.K. Bhatnagar, Managing Director, UPICO, Kanpur.
3. Mr. C.M. Malla, Executive Director, IFCI, New Delhi.
4. Mr. J.S. Varhneya, Ex-Chairman of UPICO, Kanpur.
5. Dr. P.N. Ram, General Manager, UPICO, Kanpur.
6. Mr. Kalley Singh, Dy. General Manager, UPICO, Kanpur.
7. Mr. R.K. Lal, Consultant, UPICO, Kanpur.

### ***Conclusion***

Indian Technology & Trade Fair at Durban opened new business opportunities and challenges for the promotion of Indian products in export markets. There is need to follow-up of the trade enquires and review is required to guide exporters so that potential of South Africa and neighbouring markets can be tapped.