



KAMARAJ IAS ACADEMY
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India International Trade Fair

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Why is in news? Ayush Ministry to showcase initiatives, achievements at 41st India International Trade Fair in New Delhi

The Ministry of Ayush is going to showcase its initiatives and various achievements at the 41st India International Trade Fair through its pavilion in New Delhi **from the 14th November to the 27th November.**

The Ministry will be highlighting its initiatives around the **theme of 'Ayush for Global Health.'**

India International Trade Fair:

The India International Trade Fair, ever since its inception **in 1980**, has evolved as a major event for the business community.

It is a premier event **organized by the India Trade Promotion Organization**, the nodal trade promotion agency of the Government of India.

The event is held between **14 and 27 November every year** at Pragati Maidan, New Delhi, India.

The highlight of the 14-day long Trade fair 2022 is **‘Vocal for Local, Local for Global.’**

With the government giving impetus on **propagating & promoting local products in global markets**, the Trade Fair 2022 will have a wide collection of locally made products, up for sale.

The 41st edition of IITF will feature products & goods from many countries including Canada, Mexico, Japan, Germany, France, Australia, Indonesia, China, Hong Kong, Afghanistan, Iran, Nepal, Malaysia, and Bangladesh.

The coming together of industrialized nations gives local businesses, exposure about global products and also enhances competition.

This year, **Bihar, Jharkhand and Maharashtra are partner states** while **Uttar Pradesh and Kerala are focus states.**

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