



GEOGRAPHICAL INDICATIONS FESTIVAL OF INDIA (GIFI)

A Virtual Conference & Exposition towards Strengthening, Promoting & Empowering GIs & its Producer Community"

Agricultural | Handicraft & Textile | Manufactured | Foodstuff

09 Jan - 8 Feb 2021: CII Hive Platform

India has a rich cultural heritage and is known for its unique traditional arts, handicrafts as well as rich history. These unique crafts of our country reveal the innate artistic taste of the masses and their desire to combine utility with beauty. And Geographical Indications (GIs), is an important tool to protect these unique products by way of registration.

CII celebrating its 125th anniversary as an institution, is organizing the first of its kind initiative Geographical Indications Festival of India (GIFI) with an aim to provide a platform for GI producers to display their product virtually. The objective of this initiative is to connect consumers and producers, showcase & promote all the registered GIs of India on a single platform. This will help in bringing out the One District One Product (ODOP) scheme.

Objective

- Create a platform to showcase all registered GI products of India.
- To enrich the connect between Producers and Consumer, E-Commerce players and Distributors
- To create a platform for thought leaders to deliberate on pertinent issues of branding, enforcement and domestic/export opportunities for GI Products

Exhibitor Categories

- State Handicrafts and Development Corporations
- GI Producers
- Craft Associations
- Cooperative Societies
- Progressive Craftsman
- Handloom and Retailers

Special Attractions

- Registered GIs on Display in a Single Platform
- Exhibition for 30 Days
- 100+ registered GIs on Display
- Virtual Session
- No Participation Fee
- B2B Meetings
- Connect with Associations and institutions involved in GI Products

Conference (9 Jan 2021)

A One Day Conference on GEOGRAPHICAL INDICATION FESTIVAL OF INDIA (GIFI) with the theme of "Strengthening, Promoting and Empowering GIs and its Producer Community will be scheduled on 9 Jan 2021. Key focus of the Session will be on:

- Branding & Marketing of GI Products
- Quality & Enforcement Challenges
- Challenges & Opportunities in Promoting GI in Domestic & Export Market
- Case Studies

Why participate

- Great Opportunity for authorized GI producers to showcase their produce virtually
- To connect & interact with buyers, retailer and e-commerce players
- Opportunity to get required visibility and connect with export players
- Utilize the opportunity created by the government under Vocal for Local & One District One Product Initiative.
- Cost Effective sales tool during and after COVID 19 to get business.

VIRTUAL STALL & DELIVERABLES



DELIVERABLES

Company Video	1 Video
Product - Photo / Brochure / video /Write-up	4 Nos
Banners for Product / Company Visual	2 Banner
Chat Option with Buyer / Visitor	Yes
Video chat option with Buyer / Visitor	Yes
Receiving Enquiry though Email / SMS	Yes
Feature to add Company's Social Media Handles	Yes
Feature to add Company's Logo on the Booth	Yes
Duration of the Virtual Exhibition	1 Month

Join as Delegate/Visitor

No Fee. Register Now using link: <https://www.ciihive.in/GIF/>

FOR STALL BOOKING & SPONSORSHIP OPPORTUNITY, CONTACT US

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