

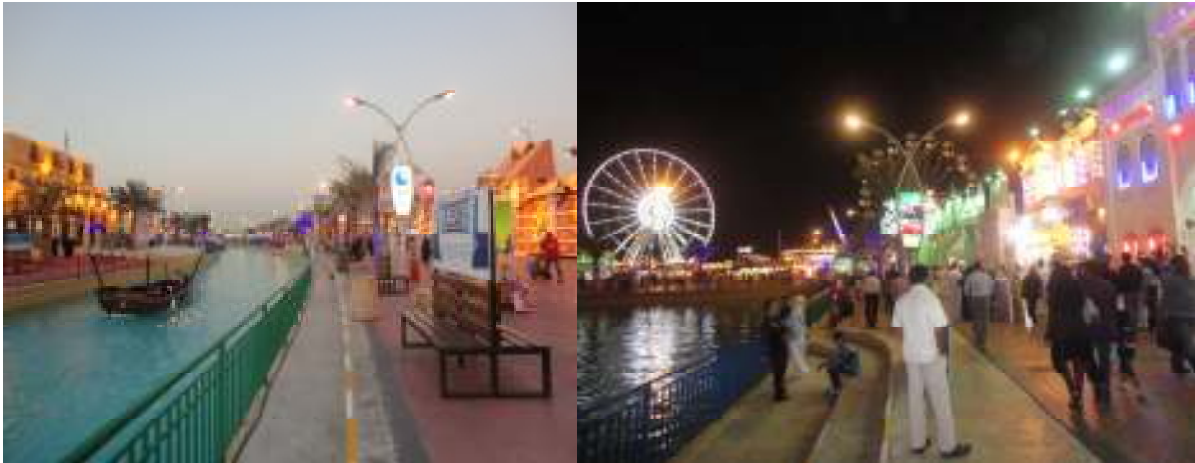


DUBAI SHOPPING FESTIVAL 2012

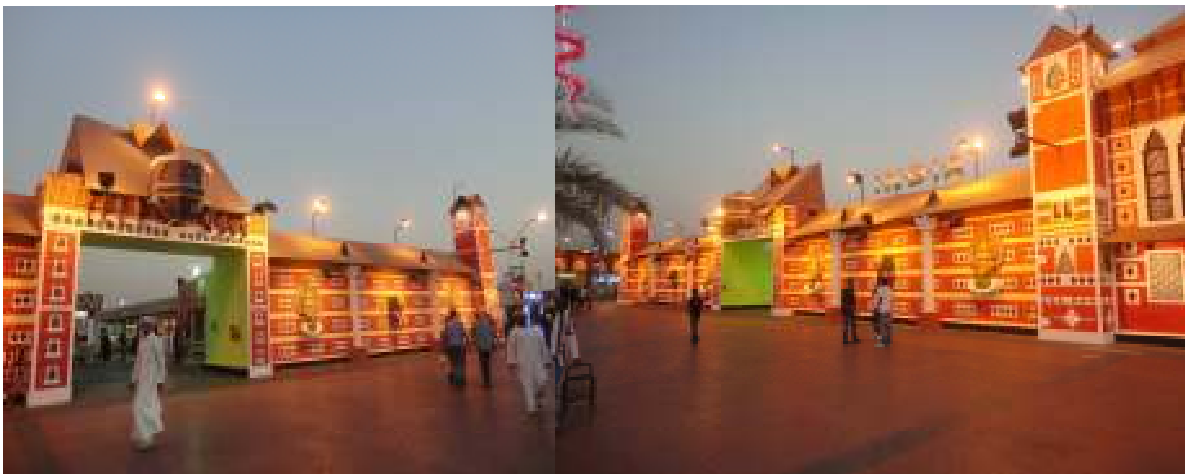
January 5 to February 5, 2012

Dubailand, Dubai

The Dubai Shopping Festival 2012 (DSF), a month long festival was held at Dubai, United Arab Emirates from January 5 to February 5, 2012. Concurrent to the DSF, the Global Village Dubai, *the International Trade & Consumer Show* was held from November 1, 2011 to March 5, 2012 at Dubailand with participation from several Countries.



The Global Village was organised by the Government of Dubai, which provided a unique platform to promote arts and crafts, culture and cuisine, products and technology from various Countries around the world. About 34 countries participated in the Global Village for DSF 2012.



The India Pavilion in the Global Village was one of the largest Country Pavilions. The area of India Pavilion was approximately 11,500 sq. mts. with about 325 stalls. The India Pavilion had participation from various States in India, displaying and selling their products and technologies.

Kerala State participated as Partner State in the India Pavilion of Global Village of Dubai Shopping Festival 2012. The Department of Industries & Commerce, the

Department of Tourism and the Department of Cultural Affairs took the lead role in ensuring the successful participation of the State in the Event.



An exclusive Industries & Commerce Department pavilion was set up in the Event, which highlighted the various initiatives taken by the Government for promoting the industrial sector of the State. The various schemes / incentives provided by the Department were also disseminated through the Pavilion. The Department of Cultural Affairs sponsored cultural troupes for DSF. The Department of Tourism highlighted the Kerala Culture / architecture in the India pavilion

The following Directorates / Government organisations also participated in DSF 2012.

- Directorate of Industries & Commerce
- Directorate of Handlooms & Textiles
- Kerala State Industrial Development Corporation (KSIDC)
- Kerala Industrial Infrastructure Development Corporation (KINFRA)
- Kerala Bureau of Industrial Promotion (K-BIP)
- Grand Kerala Shopping Festival (GKSF)
- Infrastructure Kerala Ltd. (INKEL)



Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of the Department of Industries & Commerce. K-BIP facilitated participation of SME units from the State in the Event. Stall space was provided, free of cost, to the participating SME Units from Kerala to display and sales of their products and technologies in the DSF.



The following SME units from Kerala participated in DSF 2012.

- Zandra Wardrobe Solutions, Kochi
- Manjilas Foods (Double Horse), Thrissur
- Nikasu Frozen Foods International, Kochi
- Diamond Foods, Kollam
- Adithi Handicrafts, Aaranmulam
- Vinod Textiles, Kannur
- Priya Instant Foods, Malappuram
- Pavizham Rice, Ernakulam
- Good Buy Soaps & Cosmetics Pvt. Ltd, Palakkad
- Ayur Research Centre, Ernakulam