

April 8, 2015 | 6:21 hrs



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Gwalior Trade Fair exhibitors sees introduction of new sector

by EVENTFAQS Bureau | Corporate/Brand Marketing | March 5, 2012

The M.P. Export Facilitation Centre at Gwalior consists of a state-of-the-art exhibition hall with facilities that enable exporters and importers to showcase their brands. Ascent Brand Communications managed the Gwalior Trade Fair (GTF) 2012, which commenced mid-Jan and culminated on Feb. 20.

The property, in its 104th edition, is a part of the Gwalior Mela and is spread over 104 acres. Over 30 lakh visitors witnessed the cultural and corporate activities. More than 75 brands participated from various industries including the telecom industry, mobile handset manufactures, automobiles, durables and home appliances. The automobile sector was a new introduction in the trade fair this year.

Commenting on how the event was bigger in terms of participation said: "There has been an upsurge in the participation from market reality which was the new category to participate this year. Besides,

Speaking about their association with the property, Pradeep Yadav Ascent Brand Communications said: "We have been associated with towards the venture have not only managed to reap great appreciation

The event was not supported by any sponsors as this event has promoters mailers.

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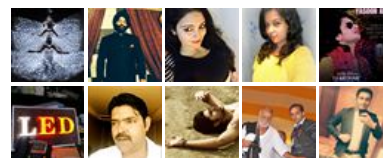
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