

PRESS RELEASE

CANADIAN BUSINESSES CAN SIEZE GLOBAL OPPORTUNITIES IN INDIA

**“Discover the Best of India—An Invitation to Participate in a
Sponsored Trade Mission to India!”**

March 10-13, 2006, New Delhi, India

Delhi, India: Global sourcing for Canadian buyers and importers continues to attract attention after the successful launch of the opening of the India Expo Centre & Mart this past January. Over 100 delegates participated in the first sponsored trade mission and the response from Canadian delegates was extremely positive. Many echoed what Jason Zanatta, Director of Comfy Covers, Surrey, B.C., had to say about the first trade mission: “We made some excellent contacts for our business that will prove to be fantastic sources for growing our line of products we offer to our retail and contract customers, and offering us a competitive edge.”

Rakesh Kumar, Managing Director, India Expo Center extends the invitation to other Canadians to participate in the excitement of discovering India’s finest, “We are pleased to invite even more Canadian businesses to participate in the second sponsored trade mission to Asia’s largest Exposition Center, and a great facility for international trade.” Modeled after the world’s leading international marts, the India Expo Center features over 2 million square feet of exhibition space in addition to a large number of showrooms. Located in Noida, on the outskirts of New Delhi, the new building is a state-of-the-art facility.

The Center will launch the first b2b Indian Furniture Show which will feature furniture for homes, gardens, offices, hotels in a variety of designs by over 500 leading manufacturers-exporters from all over India. “The purpose behind the India Expo Centre and Mart is to bring the world to India, and to bring Indian products to the world,” says Barbara Mowat, President, Impact

Communications Ltd., Abbotsford, BC, whose firm was hired to help build awareness of the Center with Canadian retailers. “Every aspect of the Center and its markets is being devised to make it easy, efficient, and cost-effective for buyers to travel to India and see the full scope of furniture, gifts, textiles, and decorative furnishings across the board, all under one roof.”

The concept for India Expo Center grew out of the activities of the Export Promotion Council for Handicrafts (EPCH), a division of the Indian government’s Ministry of Textiles. EPCH coordinates and promotes the export of handicrafts from India, and also organizes trade shows including the Indian Handicrafts & Gift Fair, as well as buyer-seller meetings, conferences, and study tours to keep Indian exporters abreast of the latest trends in the markets worldwide.

Navratan Samdaria, Chairman of the India Expo Centre, is enthusiastic about the Centre, “It is one of the finest exposition and business centers ever to take shape in India. Everything in this state-of-art complex has been created with a single purpose—to be the preferred destination for international business, exhibitions, trade fairs and buyer-seller meets in India. We want to make buying Indian products both simple and profitable for retailers of any size.” Open year-round, the India Expo Centre and Mart will be home to more than 1,500 vendors showcasing thousands of unique products and designs – many never shown in U.S.A. and Canadian markets.

What’s more, the India Expo Center is offering a wealth of services and amenities designed to make a trip to India even more attractive and profitable for retailers. The facility itself houses a business center, conference rooms, and bank outlets, as well as multi-cuisine restaurants and extensive parking facilities. Transportation is provided to and from nearby hotels; and on-site lodging is planned in the near future.

“We were so excited with the caliber of Canadian delegates that attended the January trade mission, and we welcome other qualified buyers from Canada to apply for subsidized travel for the upcoming Furniture Show,” Mowat notes. “Most important, the India Expo Center will offer a host of logistics services – so that once buyers discover the fresh designs and exciting lines they want for their store, they can expedite their shipment easily and cost-effectively. As an

extra bonus the selected Canadians, after attending the fair, will have the opportunity to visit the Taj Mahal!”

For more information about the mart, or to fill out an application for subsidized travel by February 28th, please visit:

http://www.impactcommunicationsltd.com/Global_Linkages/Global_Linkages_Main.htm or

contact Brittany.Mowat@ImpactCommunicationsLtd.com Tel: 1-800-672-0103 xt:228

####