

## International Medical trade fairs in India

Trade Fairs or Trade shows have now become an integral part of the urban life style of Indian people .Today's everybody knows very well that International Trade Fairs in India play such a big role in Indian International market. Indian market day by day growing with help of it. Here a question arise that why International Trade Fairs much successful in India?

Indian trades have been legendary (famous) as this was the reason why so many countries in the past tried to establish a trade route with India. Today India has established itself in the commercial market of the world and countries from far and wide find this as a great opportunity to benefit from the continuous boom in the Indian economy. Trade shows are organized in every major city to encourage the locals as well as the multi national companies to come and see the response of the Indian International market towards their products. The main reason of International trade fairs in India is its largest population and due to its large population in India Demand of products always very high. So producers always willing to invest in India. In India some companies that operate on the international level to get in touch with the real end consumers and to understand the needs and also the demand of their product by the consumers. On the other hand consumers can have a direct interface with the new and cheap products in the markets and can also enjoy purchasing and browsing through the new products in the market. By this way Indian market has got the benefit by making its own place in International Market. That's why Indian government invested with very high budgetary outlay. The other main reason is Indian Open Market which proved very much beneficial for Indian market. Now Indian government allows Direct Foreign Investment and also privatized some sectors and these are also the main reason that other countries invest in India because it's easy for them. For this purpose Indian government also has been providing some facilities like reduced import custom duties, declares latest Tax exemption and financial incentives. Now a day's Indian government also simplified imports procedures. So by this way Cost of the Products and services effected. To invest in India is very cost effective than other country. India provides Labors, raw material, other expenses with very cheapest cost which benefited for both to India and other countries. Indian people also get employment by their countries and no doubt economical growth happens. Another main reason is Indian culture. Indian culture is very rich which becomes another important reason to attract the other countries toward India.

Now in India huge number of upcoming Trade fairs falls. Import maximum of products because of large Indian area and largest population. Recently result of some survey shows Indian market has an amazing growth and opportunities.

## About the Author

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