



Government e Marketplace (GeM) to participate in the 44th India International Trade Fair (IITF) 2025

GeM to offer full-service pavilion with on-the-spot onboarding, ODOP support and live buyer experience

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Government e Marketplace (GeM) will participate in the 44th edition of the India International Trade Fair (IITF) 2025, organised by the India Trade Promotion Organisation (ITPO) from 14–27 November 2025 at Bharat Mandapam, New Delhi.

This year, GeM's focus will be on strengthening market access for One District One Product (ODOP) sellers by curating high-quality catalogues, streamlining onboarding and enabling meaningful opportunities for women entrepreneurs, SC/ST-led MSEs, Self-Help Groups (SHGs), Farmer Producer Organisations (FPOs) and enterprises led by Divyangjan.

GeM will set up a full-service pavilion at the fair, offering on-the-spot seller onboarding, a dedicated ODOP pavilion and a catalogue-shoot zone for ODOP sellers. A live buyer experience and query-resolution desk will also be available where visitors can explore the features of the GeM platform and receive one-to-one support. In addition, networking sessions will be held for under-represented seller groups to guide them on selling through GeM, navigating digital procurement and scaling their businesses.

Exhibitors participating in IITF 2025 will benefit from fast-track listing and increased visibility to thousands of government buyers on the GeM platform, while visitors will have access to live demonstrations and real-time support aimed at improving procurement efficiency.

“Under the banner of Ek Bharat, Shreshtha Bharat, GeM is committed to building a procurement ecosystem that is not just efficient, but deeply inclusive and globally relevant. When buyers and sellers connect on a fair and transparent digital platform, the nation advances together,” said CEO, GeM, Shri Mihir Kumar.

GeM's participation in IITF 2025 represents a continued effort to broaden access to public procurement and enhance opportunities for under-represented seller groups, in alignment with the Government of India's vision of Ek Bharat, Shreshtha Bharat. Stakeholders are encouraged to visit the GeM pavilion, engage with the platform and explore avenues for strengthening an inclusive and transparent procurement ecosystem.

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