



Subject: India Expo Beurs, The Netherlands, February 22 – March 01, 2020

Dear Participants,

- India Trade Promotion Organisation, the premier trade promotion agency of the Govt. of India, is organizing India's 2nd participation in India Expo Beurs, Netherlands, scheduled to be held from February 22 – March 01, 2020. The fair is a B2B and B2C, multi sector event.
- Netherlands is one of Europe's most stable and prosperous nations and one of the leading European nations in ranking of human development, competitiveness, per capita income, globalization, state of peace and economic freedom.
- The Netherlands has the second largest population of people of Indian origin in Europe, next to the UK. A 2,35,000-strong Indian Diaspora (200,000 Surinami-Hindustani community and 35,000 NRIs/PIOs) is an important element that helps foster closer ties with the Netherlands. The diaspora forms an important link between the two countries and facilitates people-to-people contacts.
- Being a developed country and a member of the exclusive European Economic Community (EEC), the Netherlands has high income market oriented economy characterized by a high level of foreign trade. During the Financial Year 2018-2019, the India's Total Export is US\$ 330,078.90 Million. The Netherlands was India's 4th largest trading partner in the EU, after the UK, Germany and Belgium. The Netherlands has one of the lowest customer tariffs in Europe. Most items are subject to approximately 10% Customs Duty.
- There is a positive demand for Indian products in the Netherlands that is one of the strategic trading partners of India in Europe. Bilateral trade between India and Netherlands stood at US \$ 8.77 million in 2018. The major items of export from India to Netherlands are handicraft, machineries, engineering goods including hand-tools, pharmaceuticals, chemicals, plastic and rubber products, textiles, readymade garments, leather goods, carpets, footwear, petroleum and other oils. The main items of Dutch Exports to India were metalliferrous ores and metal scrap, plastics, and general industrial machinery.
- We expect India Expo Beurs to provide an excellent platform to Indian manufacturers/traders/exporters to showcase their offerings to buyers. It will help them to create channels in Netherlands market. Participating in India Expo Beurs will not only enable exporters/exhibitors to assess the demand for their products and identify local distributors, agents and buyers but also to work on networking opportunities to augment business interest.

: 2 :

- The display sectors include: Multi Products: India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; Petroleum and other Oils, Crustaceans, Medicaments, ayurvedic herbal products and Yoga etc.
- Booths will be available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stands with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in visa. The proposed tentative rentals are Rs.18,000/- per sq. mtr. The tentative participation charges for **a 9 sq. mtr. built-up fully furnished booth will be Rs.1,62,000/-**. The proposed tentative rentals for bare space are **Rs.13,000/- per sq. mtr.** The minimum bookable bare space is 9 sq.mtr. and in multiples of 3 sq.mtr. thereof. Shipment facility is not being provided by ITPO for exhibits. Custom duties, handling and clearing charges and other applicable local taxes are to be borne by the participants.
- Space can be booked by making an advance payment of Rs. 50,000/- (or in full as per space booked) by RTGS in favour of India Trade Promotion Organisation. It may be noted that allotment will be made on first-come-first-served basis and possession of booth shall be given upon realization of total participation fee.

Payment of rentals through RTGS/NEFT	India Trade Promotion Organsiation Bank: HDFC Bank Limited Branch: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001 Saving Account No.: 00031110005078 IFSC Code: HDFC0000003
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- We are happy to invite your company's participation at India Expo Beurs, which will be invaluable support to our efforts to promote India and products of Indian origin.
- For further information/clarification, please feel free to forward your queries by e-mail to Shri Bijender Kumar, Dy. Manager at bkumr@itpo.gov.in, (M) 9871762703/9868639483
- Your prompt action will help us in planning India Pavilion in an effective manner and to facilitate your participation.

Thanking you,

(Brij Lal)
Deputy General Manager
Mobile : 9818514779
E-mail: brijlal@itpo.gov.in



India Trade Promotion Organisation

FACT SHEET

INDIA EXPO BEURS (NETHERLANDS)

Name	INDIA EXPO BEURS (NETHERLANDS)
Dates	February 22 – March 01, 2020
Venue	De Broodfabriek Event Zall, Ruswuk/Den Haag, Netherlands
Timings	10.00 AM – 06.00 PM
Fair Organiser	M/s.IDC Group, Netherlands
Organisers of India Pavilion at India Expo Beurs	India Trade Promotion Organisation
Product Profile	Multi Products: India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; Petroleum and other Oils, Crustaceans, Medicaments, ayurvedic herbal products and Yoga etc..
Visitors profile	General public, buying groups, distributors, retailers, general merchandise buyers, importers/exporters, wholesalers, discount stores, manufacturers etc.
Trade Statistics	<ul style="list-style-type: none">• Indian Exports to the Netherlands grew at 14.7%, while Indian Imports grew at 18.2%. During the Financial Year 2018-2019 the India's Total Export is US\$ 330,078.09 million. The Netherlands was India's 4th largest trading partner in the EU, after the UK, Germany and Belgium.• Bilateral trade between India and Netherlands stood at US\$ 8.77 billion (April 2017 – March 2018).
Nature of the Show	Business to Business (B2B)/Business to Consumer (B2C)
Participating Countries	Netherlands, India, Belgium, France, England, Ireland
Package of Services by Fair Organiser M/s. IDC Group	<ul style="list-style-type: none">• Fully furnished booth with display aids, spot lights, carpet, furniture, dustbin, fascia and electric socket• Visitor promotion and publicity support• Assistance in meeting with local buyers and importers• Assistance in Hotel accommodation• Assistance in obtaining Business Visa• Online exhibition directory with details of exhibitors

	<ul style="list-style-type: none"> • Assistance in procuring local prepaid telephone SIM • Assistance in arranging an interpreter
Visitors Promotion/Publicity by the Fair Organiser M/s. IDC Group	<ul style="list-style-type: none"> • Campaign by M/s. M. S. Badhwar, IDC Group to create awareness amongst the Dutch buyers and general public about the "India Expo Beurs • Coverage in local media in Netherlands • Advertisements in Electronic and Print media throughout Netherlands • Hoarding and branding various prominent locations in the city of The Hague. • Press briefing by inviting local trade and associations and concerned Govt. organizations • Invitations and direct mailers to potential importers, professional groups, industry associations and decision makers in Netherlands
Availability of stands	Booths are available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stand with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in obtaining Business Visa.
Participation Fee	The proposed tentative rentals are Rs. 18,000/- per sq. mtr. for a built up booth There will be an additional charge of Rs. 2,000/- per sq. mtr. for a corner booth. Booth allocation will be on first-come-first-served basis. Shipment facility will not be provided by ITPO.
Other charges	<ul style="list-style-type: none"> • Custom duties, handling clearing charges and other applicable local taxes are to be borne by the participants. • There is a general 21% VAT on invoice value to be paid along with approximately 5-13% customs duty on goods imported. This depends on the item being imported and can be more or less. The customs in Netherlands are very efficient and work fast.
Local logistics and customs clearance facilitator	The local logistics and customs clearance with the Netherlands will be handled by – Arieas Logistics B.V., Katendrechtse Lagediik 296, 3083 GL, Rotterdam, The Netherlands Ph: +31621576859, Email: sales@arieas.com
For Commercial invoice and packing list	Consignee: Mr. M. S. Badhwar, 204, Televisiestraat, Den Haag 2525 LV, Netherlands Buyer: (Exhibitor names & address in India along with Indian IEC number), for India Expo Beurs, C/o M. S. Badhwar, Netherlands Delivery address: De Broodfabriek Expo & Event Centre, Volmerlaan 12, 2288GD, Netherlands.
ITPO's Associate in Netherlands	Mr. M. S. Badhwar, IDC Group, Paul Krugerlaan 134, Den Hagg 2571 HM The Netherlands. Phone: +31633466234 E-mail: indiabeursNL@gmail.com
Visa	Recommendation letter to the Netherlands Embassy, New Delhi will be issued by ITPO for the approved participants for obtaining Business Visa to attend the exhibition. Approval or rejection of Business Visa application within the purview of the Netherlands Embassy. ITPO has no jurisdiction over this authority.

<p>Payment of rentals through RTGS/NEFT</p>	<p>India Trade Promotion Organisation Bank: HDFC Bank Limited Branch: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001 Saving Account No.: 00031110005078 IFSC Code: HDFC0000003</p>
<p>Other Attractions (arranged by the organizer)</p>	<ul style="list-style-type: none"> • Indian Food • Cultural Programmes
<p>About Venue</p>	<ul style="list-style-type: none"> • The location venue of the India Expo Beurs is 'De BroodFabriek Event Zaal where there is a sizeable population of people of Indian origin; • Venue is situated in the heart of the region. This is the one and only venue that has a license from the Government of Netherlands to hold B2C and B2B exhibitions with counter/retail sales permission . • Approximately more than 40 thousand visitors are expected to visit the venue during the days of the India Expo Beurs. These will be invited through various and extensive media advertising along with the footfall of other Exhibition events that are taking place in the same venue but different halls, simultaneously. • Venue is accessible by local bus and tram within Den Haag and has free car parking for exhibitors and visitors both. • The driving distance from the city centre of Den Haag is 4.5 KM only. • This venue is also easily accessible by the huge population of PIO and local Dutch customers from the city of Rotterdam which is 15 minutes by road. • Tram number 17 from Den Haag central station and various local buses from the Den Haag central bus station halt right in front of this venue. • The tram and bus stations are named after the venue itself which is 'De Brood Fabriek Expo and Event Centre". • Booths will be made inside the event hall which is covered & protected from weather elements like rain and snow.
<p>FAIR OFFICER FROM INDIA TRADE PROMOTION ORGANISATION (ITPO)</p>	<p>Shri Bijender Kumar, Dy. Manager Mobile No.9871762730 E-mail ID : bkumar@itpo.gov.in</p>



INDIA TRADE PROMOTION ORGANISATION

India Expo Beurs, The Netherlands, February 22 - March 01, 2020
Application form for participation

1. Name of the Registered Company.....
Address:.....
Phone:..... Fax (with ISD/STD code)
E. Mail:
PAN..... GSTIN.....
Director Identification Number(DIN).....

2. Contact Person: Designation
Email No..... Mobile No.....

3. Import Export Code (IEC) No. :
(Attach photocopy) (Mandatory)

4. Annual Exports Turnover:

5. Tentative Participation fee (Shell Scheme) : Rs.18,000/- per sqm.
Tentative Participation fee (Bare Space) : Rs.13,000/- per sqm.

6. Extra for corner booth Rs.2,000/- per sqm.(Minimum both size: 9 sqm. and Multiple of 3 sqm.)

7. a) No. of booths required.....(Minimum sq.mtr).
b) Corner Booth : Yes/No

8. Payment details :

Table with 2 columns: Description, Details. Rows include Participation charges, Corner Charges, Total, Amount Paid.

9. Participation charges / advance payment :
Rs.....(Rupees.....
.....only) deposited through RTGS/NEFT in HDFC Bank in
favour of India Trade Promotion Organisation, New Delhi. UTR No.
date Transferee Bank, transferee A/c. No.
.....
Balance participation charges payable Rs.....(in case of advance
payment).

10. Products to be displayed.....
HS code.....

11. We have read the rules and regulations of participation and we agree to abide by the same

Place : Signature of Authorized Representative of the firm
Date : (Company Seal) Name.....
Designation.....

Please complete and return this form to: Brij Lal
Dy. General Manager
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan, New Delhi - 110001
Tel: 91-11-23370695/9818514779,
Email: brijlal@itpo.gov.in



INDIA TRADE PROMOTION ORGANISATION

RULES AND REGULATIONS FOR PARTICIPATION

IN

INDIA EXPO BEURS, NETHERLANDS, February 22 – March 01, 2020

1. Space Booking :

Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted along with proof of transfer of amount of participation fee through RTGS / NEFT by the stipulated date for booking of space. Space is offered with an area of 9 sq. mtrs. (minimum) and in multiples of 3 sq. mtrs. thereof (subject to availability)

2. Membership of ITPO

Membership of ITPO has been made mandatory for participation in ITPO organized events. Non-members are requested to apply for membership of ITPO. Application form and payment details available at following link (http://indiatradefair.com/uploads/doc/pdf/membership_renewal.pdf). You are requested to indicate your membership number in the application form for participation to enable us to process the request.

3. Allotment of Space to the Participants :

- a) Selection of participants will preferably be done on first-cum-first served basis / suitability of exports i.e. export turnover, product acceptability etc. subject to payment of full participation charges.
- b) ITPO may make allocation of available space in the show premises at its discretion and its decision in this regard will be final and binding on all.
- c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to immediate cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participation from the future participation in ITPO's events.

4. Refund of Participation Fee :

Refund of participation fee will be considered in case where:-

- a) The space rent contribution paid by the participant is in excess of the actual amount due to ITPO.
- b) The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the participant can be allowed the refund after deducting 20% of the total amount payable.
- c) There is a change in the venue and date of an event and due to this the participant is unable to participate.

- d) ITPO is not able to participate in the Fair on account of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- e) In the event of withdrawal 3 months before the start of the event. 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
- f) No refund will be considered, if the withdrawal request is received less than 3 months before the start of the event.

5. Visa :

- a) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
- b) ITPO shall not be liable in case the concerned Mission of the host / transit country denies visa to any / all representative(s) of the participating Company for any reason.
- c) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- d) Visa recommendation letter will be issued only in favour of the Chief Executive / Proprietor / Senior Level Officer dealing with exports of the Company so that decision can be taken on the spot by them.
- e) The representative would come back to India after the Event / Fair is over and would submit the proof of his / her departure / arrival, wherever asked.

6. General :

- a) In the event of postponement / abandonment / cancellation of the Fair/ Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- b) Only goods of Indian origin will be allowed for display in India Pavilion. Participants will be allowed to display only those products which are allowed by the fair organizers and approved by ITPO.
- c) Exhibits of participants whose representatives do not turn up at the Fair / Show will not be displayed.
- d) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be made / borne by the participants in foreign exchange.
- e) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO.
- f) Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- g) All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.

7. Compliance of Fair related/ country related rules and regulations

- a) Participants will adhere to rules and regulations as may be prescribed by the country in which the show is held and/or laid down by the Fair Organisers in addition to ITPO's terms and conditions. The following is illustrative list of such conditions:
 - (i) In case of inflicting damages to the property, the penalties may be levied on the participant.
 - (ii) Storage of exhibits / empty boxes should be done as per the rules of the Fair Organiser.
 - (iii) The stand should not remain unattended at any time during the fair. Exhibitor will be responsible for his stand and his belongings on Exhibition Ground; he / she should take the necessary precautions to secure the safety of his / her exhibits. ITPO will not be responsible for any loss / theft of exhibits / other belongings of the participant.
 - (iv) If the exhibitor wishes to distribute publicity materials he / she should get prior approval of the Director, India Pavilion / Fair Organiser.
 - (v) The ITPO / Fair Organizer reserve the right to photograph / video coverage of the display in the stands / India Pavilion.
 - (vi) It is not allowed to use inflammable items and it is not allowed also to use loudspeakers or DJ inside or outside halls.
 - (vii) The participants are required to follow all customs regulations relating to incoming / return exhibits.
 - (viii) Sale of exhibits shall be regulated by the rules of the fair organizer. Participants are advised to understand the procedure / rules.
- b) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- c) Any dispute/differences arising out of the participation in the event shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.
- d) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

DECLARATION

We have studied the rules and regulations for participation carefully and agree to abide by the same.

.....

Signature of the Authorised Representative

Place: (Company Seal)

Name:

Date:

Designation:

NATIONAL SMALL INDUSTRIES CORPORATION LTD.

FACT SHEET

Only for MSMEs belonging to SC/ST category

Name of the Exhibition	INDIA EXPO BEURS (NETHERLANDS) (B2B/B2C FAIR)																
Duration	February 22 – March 01, 2020																
Venue	De Broodfabriek Event Zall, Ruswuk/Den Haag, Netherlands																
Fair Organizer	India Trade Promotion Organisation (ITPO) Shri Bijender Kumar, Dy. Manager-ITPO Mobile No. 9871762730 E-mail ID : bkumar@itpo.gov.in																
Shell Scheme	<p>The space can be booked under shell scheme for stall of size 9 Sqm @ Rs. 162000/-.</p> <table border="1"><thead><tr><th>Unit Category</th><th>Scheme</th><th>Margin Money incl. GST (Rs.)</th><th>Security Deposit (Rs.) *</th></tr></thead><tbody><tr><td>Micro SC/ST</td><td>SMAS</td><td>-</td><td>30000</td></tr><tr><td>Small SC/ST</td><td>SMAS</td><td>-</td><td>30000</td></tr><tr><td>Medium SC/ST</td><td>SMAS</td><td>14160</td><td>30000</td></tr></tbody></table> <p>* Security Deposit is refundable subject to 1. Participation of approved unit in the fair and submission of feedback form and claim documents as per guidelines. 2. If proposal is not approved or NSIC drops its participation in the fair.</p>	Unit Category	Scheme	Margin Money incl. GST (Rs.)	Security Deposit (Rs.) *	Micro SC/ST	SMAS	-	30000	Small SC/ST	SMAS	-	30000	Medium SC/ST	SMAS	14160	30000
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Micro SC/ST	SMAS	-	30000														
Small SC/ST	SMAS	-	30000														
Medium SC/ST	SMAS	14160	30000														
Exhibit Profile	India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; Petroleum and other Oils, ayurvedic herbal products.																

Note: Before submitting the application, kindly ensure the compliance of the following:

1. "**Guidelines for participation in International exhibitions through NSIC**" and **provisions under Special Marketing Assistance Scheme** should be carefully read and complied to avoid any miscommunication.
2. All requisite documents along with participation fee should be submitted along with **Application Form** at the nearest branch office of NSIC before the cut-off date mentioned below. **No application form will be accepted at Head Office level directly.**
3. Only MSMEs belonging to SC/ST category are eligible to apply for above exhibition under the **Special Marketing Assistance Scheme of National SC/ST Hub.**
4. Last date for submission of application at the nearest NSIC office is **20-12-2019**.
5. **Selection will be on 'first come first serve basis'.**
6. Submission of application for participation does not automatically confer a right for allotment of stall. Approval of application rests with Ministry/NSIC.
7. Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company and belonging to SC/ST category so that on the spot decision can be taken by them.
8. **Participation in the above exhibition through NSIC is subject to approval from Ministry and availability of space from the organizer at the time of booking confirmation.**
9. **The Corporation reserves the right to cancel the event in case of insufficient applications.**

For any queries you may contact:

Nearest NSIC Office

or

Exhibition Division **(for any major clarifications only)**
NSIC Ltd., NSIC Bhawan, Okhla Industrial Estate, Phase-III
New Delhi-110020
E-mail: exhb@nsic.co.in