



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन
India Trade Promotion Organisation

भारत सरकार का उद्यम
A Government of India Enterprise

संदर्भ
Reference : ITPO/FS-I/Foodex/Japan/2020

दिनांक
Date :

October 30, 2019

फोन
Phone :

Sub: 45th Edition of FOODEX Japan, March 10-13, 2020

Dear Sir/Madam,

We are pleased to inform you that ITPO will be organising the participation of Indian trade and Industry in the 45th edition of FOODEX Japan, March 10-13, 2020. FOODEX is Asia's largest exhibition of the Food and Beverages (F&B) industry, which draws more than 80,000 buyers, visitors and professionals from various constituents of the F&B industry, including Food Service, Trading, Manufacturing and Retail.

The recently concluded 44th edition of the exhibition had participation from more than 3300 exhibitors from 94 countries and regions. The exhibits in the show cover a broad spectrum of products ranging from agricultural products, meat, dairy, seafood, tea, coffee, oils, seasonings and spices to confectionery, spreads, desserts and organic and health-oriented food. The exhibition offers an excellent opportunity for Indian exhibitors to showcase their superior quality products and diversify into the East Asian markets.

We shall be delighted to have you as an exhibitor in the next edition of the event. The minimum booth size being offered by ITPO is 9 sq.mtr., however larger booth can also be booked in the multiples of 3 sq.mtr thereafter. ITPO's package of services consists of standard display aids, furniture, visa recommendation and the services of a common interpreter.

The participation charges for built-up stalls are under finalisation and shall be communicated to you very soon. Meanwhile, we request you to send the area requirement for your organisation to Shri Praful S. Nair, Manager, Mob. 8375045884 email: prafalnair@itpo.gov.in, so that a prominent area within the pavilion is reserved for you.

An early confirmation shall be highly appreciated.

Yours sincerely,


(Vikas Malhotra)

Fact Sheet

FOODEX JAPAN

(The 45th International Food and Beverage Exhibition)

(March 10-13, 2020)

Name of the Exhibition	FOODEX JAPAN
Dates and Timings of the Exhibition	10 (Tue) – 13 (Fri) March 2020 10:00 to 17:00 (16:30 on the last day)
Venue	Makuhari Messe, Japan
Size of the Exhibition	More than 33,600 sq.mt.
Products at display	Food, Processed Food, Tea, Coffee, Water, Grains, Organic Food, Sugar, Marine Products, Seasoning & Ingredient Products, Etc.
Total No. of Exhibitors	More than 3300 exhibitors from over 94 countries and regions
Number of Visitors	80,426 Buyers/visitors
Local Currency	Yen
Nature of the Show	Business to Business (B2B)
Participation Fee	Rs. 39,800/- per sq.mtr. (Subsidised rentals for MAI-eligible companies) Rs. 53,500/- per sq.mtr. (Rentals for other companies) A premium of 10% will be charged for corner (two-side open) booths, subject to availability.
Other Benefits	Eligible companies may avail reimbursement of a maximum of Rs. 70,000/- for one Director / Partner / Proprietor of the company subject to fulfilment of the conditions laid out in the MAI Scheme.
Other Participating Countries	Argentina, Australia (Victoria State), Austria, Belarus, Belgium (Wallonia), Belgium (Brussels), Belgium (Flanders), Canada, Chile, China, Cyprus, Czech Republic, Ecuador, Egypt, Finland, France, Georgia, Germany, Greece, Hungary, Indonesia, Iran, Italy, Japan, Korea, Lithuania, Malaysia, Mexico, Netherlands, Paraguay, Peru, Philippines, Portugal, Singapore, South Africa, Spain, Sri Lanka, Taiwan, Thailand, Tunisia, Turkey, U.K., Uruguay, U.S.A., Vietnam
Package of Services by ITPO (included in participation fee)	Fully Built-up booth with standard display aids and furniture, services of common interpreter, Visa recommendation.
Contact Details for Space Booking	Mr. Praful S. Nair, Manager India Trade Promotion Organisation (ITPO) Pragati Bhawan, Pragati Maidan, New Delhi – 110001 Mobile: +91 8375045884 , Email: prafulnair@itpo.gov.in



India Trade Promotion Organisation

Foodex Japan
March 10 - 13, 2020

Application form for Participation in India Pavilion

1.	Name of the Company	
2.	ITPO Membership No.	
3.	Type of Organisation: (Proprietorship / Partnership / LLP / Private Limited / Public Limited / Cooperative Society / Government Agency / Department	
3.	Registered Address	
4.	Address for Communication	
5.	Phone and Fax	
6.	Mobile No.	
7.	Email	
8.	Website	
9.	PAN No. (Please attach copy)	
10.	GSTIN: (Please attach copy)	
11.	Name and Designation of Key Executive:	
12.	DIN:	
13.	Are you registered as small scale industry (MSME/NSIC)? If yes, please attach self attested copy of Registration Certificate :	
14.	Membership of EPC / Commodity Board, if yes, indicate name :	
15.	Import Export Code No. : (Please enclose copy of IEC)	
16.	Total turnover of Company: (US\$ /Rs.)	
17.	Export turnover: (US\$ / Rs.)	



18.	Name(s) of MAI event participated in 2018-19 and 2019-20	
19.	Whether participated in this fair before? If yes, please state the year otherwise write N.A.	
20.	Space requirement (in Sq M.):	
21.	Corner booth (Subject to availability and payment of additional 10% corner charges):	Yes / No
22.	Additional display facilities, if any (on payment basis) including provision of extra electricity load / power point / sockets etc.) :	
23.	Participation charges : UTR No. Dated Bank Code.....	Rs. (in words)
24.	Products for display including HS code (up to 6 digits) for the product:	
25.	Brief profile of company (not more than 25 words) :	

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

Place :

Signature.....

Date :

(Company Seal)

Name.....

Designation.....

.....



India Trade Promotion Organisation

Foodex Japan
March 10 - 13, 2020

Rules and Regulations for Participation

1. **Policy for booking and allocation of Space:** ITPO reserves the right for allocation of booths however; allotment shall be done after meeting all mandated requirements and upon receipt of full payments only.
2. **Participation Charges:** Per SQM charges for Shell Scheme
 - a. Will be communicated shortly.
 - b. Please note: i) All processing and bank charges shall be borne by the applicant
ii) No 'charge-back' shall be allowed in case of payments made through debit or credit cards
iii) If ITPO allows 'charge-back' in special cases, bank charges, if any, shall be borne by the applicant.
3. **Tax Deduction at Source (TDS):** Applicants will have the option of deducting the TDS by them. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. In addition, participant will pay security deposit along with payment which is equal to TDS amount deducted.
4. **Approval Letter:** Approval letter for participation in the exhibition shall be issued after fulfilment of following conditions by the applicants: (i) Receipt of duly filled in application (ii) 100% payment towards participation (iii) Documents as specified.
5. **Cancellation and Refund of Application Money/Space Rent:** Requests for refund of amount shall be processed under the rules, after closure of the fair. The refund process may take one month approximately.
(A) Full refund is allowed when: (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate. Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:
 - a. Cancellation request made 150 days or less before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
 - b. Cancellation request made before 151 days or more 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.
6. **Arbitration:** All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Except where otherwise provided in the contract, all questions and disputes relating to the meaning of the specifications,



design, drawings here-in before mentioned as to the quality of workmanship or materials used on the work or as to any other question, claim, right, matter or thing whatsoever in any way arising out of or relating to the contract, designs, drawings, specifications, estimates, instructions, orders of these conditions or otherwise concerning the works or the execution or failure to execute the same whether arising during the progress of the work or after the cancellation, termination, completion or abandonment thereof shall be dealt with as mentioned hereinafter within the jurisdiction of New Delhi. Both the parties (i.e. ITPO and the applicant) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising out of the participation/application (except as to matters, the decision to which is specifically provided under this Terms and Conditions document) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties. The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator shall be paid equally by both the parties.

7. Terms and conditions:

- a. Dispute Regarding Quality Problems, etc.: ITPO shall not be a party to any disputes arising out of quality problems.
- b. In case ITPO is put to any loss for any act of omission and/ or commission of / by the participant, ITPO shall be made indemnified by such participant.
- c. Unauthorized Occupation of Space: Unauthorized occupation of any space- inside the hall including passages or outside the halls shall attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO.
- d. Deviation in Display Profile: The display of products other than that mentioned in their application shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.
- e. Stall Alteration: No alteration of the size or position of an exhibitor's stall is permitted. ITPO, however, reserves the right to modify the layouts of stall sites and gangways.
- f. Passage: Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Noncompliance shall attract penalty.
- g. Temporary Staff: ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/hostesses by the participants.
- h. Attendance at the stand: No stand should be left unattended during the exhibition hours. The participants will not carry out any activity, which in the opinion of ITPO amounts to nuisance or annoyance. ITPO shall have the right to take remedial action as deemed fit, in such cases.
- i. 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.
- j. 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 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.

8. Visa:

- a. A Notarized Affidavit (executed on a stamp paper of Rs.50/-) as per Annexure-III is required before issuing Visa Recommendatory letter.
- b. ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- c. Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who can take on the spot decision.
- d. ITPO shall not be liable, in case the concerned Mission of the host/transit country denies visa to a representative of the participating Company for any reason.
- e. Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by 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.
- f. Applicant is requested to apply for visa well in time.

9. General:

- a. Only goods of Indian origin will be allowed for display in Indian Pavilion.
- b. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- c. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- d. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.
- e. 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.
- f. e. All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.
- g. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers.
- h. 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.



- i. 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.
- j. ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

DECLARATION

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

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Signature of the Authorized Representative(s)

Name: Designation:

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Place: Date: (Company Seal)