

Dear Sir/ Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise will once again organize India's national level participation at AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from November 30-December 08, 2019.

Italy is India's fifth largest trading partner in the EU and 13th largest foreign investor in India (0.70% of the cumulative total FDIs to India in the period April 2000 – June 2017). Future prospects for investment and trade are encouraging as India is increasingly being seen as an emerging economic power in the world and an important economic partner in Asia, both in terms of trade and investment, and as an alternative to their original interest in Eastern Europe.

The AF-L'Artigiano, since its inception in 1995, has emerged as a centre for the display and trade of handmade products from all over the globe. It is the world's biggest International fair dedicated to arts and crafts. The exhibition helps small and medium arts and crafts business to sell new products directly in Europe, particularly in Italy.

The 2018 edition of the event was organized in an area of 3,40,000 sq.mtr. and attracted over 3000 exhibitors from more than 100 countries. As claimed by the organizers, majority of the participants expressed their willingness to participate again in this event in 2019.

ITPO has been regularly organizing India's national level participation in this event. In the fair held in December 2018, 117 Indian exhibitors, who participated through ITPO, displayed their products in India Pavilion. The participants included constituents of UPEPC, Trade Fair Authority of Haryana, NSIC, Wool & Woollens EPC, Private companies, etc.

For the upcoming 24th edition of the event, booths are available in the modules of 12 sqm. and in multiples thereof. The location of ITPO will be in Hall no. 10 (Asian Hall) in a prominent location. Basic stand construction includes dividing walls, headboard with exhibitor's trading name, carpeting, lighting, 300 watts electric switch, basic furniture and publicity support. As ITPO has got MAI subsidy for participation in this fair, accordingly, the subsidized participation charges are being offered. **Rentals are under finalization. However, the same will be in the vicinity of Rs. 18,500/- per sqm. approximately (Under MAI scheme) for corner booth and Rs. 17,000/- per sqm. (approx.) for non-corner booth. Companies having valid IEC Number, 6-digit HS Code, PAN, GST, DIN etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. The company which has already availed MAI subsidy for any two events in FY 2019-2020 will also not be eligible for MAI subsidy.** The corner booths will preferably be of a minimum size of 12 sqm. Applicants may give their preference of booths (corner/non-corner) in the application form for space booking, which will be provided as per the availability. Since we are receiving good response from trade and industry for participation in this fair, prospective participants are advised to reserve their area by remitting booking amount through RTGS/NEFT.

For companies without IEC number, 6 digit HS Code, PAN, etc., the tentative rentals without subsidy are approximately Rs.27,500/- per sqm. for non-corner booth and Rs.30,000/- per sqm. for corner booth.

Booking of space will be on first-come-first served basis. Corner booth will be subject to availability.

ITPO may also consider reimbursement of airfare to first fifty individual exporter companies subject to approval by DOC, as per relevant provisions of the MAI Scheme, 2018 and subject to fulfilment of necessary requirements.

The eligible participants need to qualify the following conditions for airfare reimbursement consideration:-

1. Members of EPC with exports upto F.O.B. value of Rs.30 crores in preceding financial year.
2. Members to have completed 12 months of Membership and is regularly filing returns with the EPC*.
3. Permissible only to the regular Director / Partner/ Proprietor of the company**.
4. Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India.

** Not applicable for any new EPC for a period of 5 years from date of creation.*

*** Not admissible to a foreign national.*

Reimbursement of airfare will be subject to above eligibility, timely submission of all required documents and approval by Department of Commerce.

The space booking for participation in this fair will open from May 17, 2019 (Friday) from 10.00 a.m. onwards. The space can be booked by making an advance payment of Rs.1,00,000/- only online through NEFT/RTGS in favour of India Trade Promotion Organisation. Bank details of ITPO are annexed. The seniority for booth booking will be based on the bank statement as and when the amount is credited in the ITPO's account. Payment made through any mode before 10.00 a.m. on 17th May, 2019, for participation will not be entertained and the request for space will be rejected.

For any further queries the following officers may be contacted: Sh. Devender Pal, DGM, Email: devenderpal@itpo.gov.in, Mobile: 9810994832, Sh. Abhishek Chauhan, Manager, Email: abhishekchauhan@itpo.gov.in, Mobile: 8505955777.

Thanks & Regards,

(Devender Pal)
Deputy General Manager

(Abhishek Chauhan)
Manager

FACT SHEET

| | | | |
|-----|--------------------------------------|--|---|
| 1. | Name of the event | AF-L' Artigiano in Fiera– 24th International Crafts Selling Exhibition, Fiera Milano, Milan (Italy) – November 30 - December 08, 2019 | |
| 2. | Location of India Pavilion | Hall No :10 | |
| 3. | Size of the Exhibition | Approx. 3,40,000 Sqm. in 2018 (Largest B2C event in the world), as per organizers of the fair | |
| 4. | Duration of the Fair | 09 days | |
| 5. | Status of India at the Show | National Level Participation | |
| 6. | Fair Timings | 10 a.m. to 10.30 p.m. everyday | |
| 7. | Products on display | <ul style="list-style-type: none"> • Giftware and fancy goods: Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver • Clothing and accessories: Leather, Woven, Other materials • Furnishings and fittings: Curtains, Carpets and Rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures • Gold and jewellery: Gold and silver, Semi-precious stones, Costume jewellery etc.. • Leather and Leather Products. | |
| 8. | Local Currency | Euro | |
| 9. | Total No. of Exhibitors | In 2018, more than 3000, as per organizers of the fair | |
| 10. | Countries participated in last event | In 2018, more than 100 Countries from all over the world, as per organizers of the fair. | |
| 11. | No. of Visitors | About 12.00 Lakh in 2018. | |
| 12. | Special Feature | <p>Most popular fair in Italy and South Europe takes place just before Christmas. Very good potential for Indian handicrafts, home furnishing, carpets, leather & leather products and gifts items, etc.</p> <p>Retail sales permitted subject to local rules and regulations.</p> | |
| 13. | Participation Charges | <p>Rentals are under finalization. However, the same will be in the vicinity of Rs. 18,500/- per sqm. (Under MAI scheme) for corner booth. Companies having valid IEC Number, 6-digit HS Code, PAN, GST, etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. The company which has already availed MAI subsidy for any two events in FY 2019-2020 will not be eligible for MAI subsidy.</p> <p>Tentative participation charges for the companies without valid IEC number, 6-digit HS code, PAN, etc. will be Rs. 27,500/- per sqm. for non-corner booth and Rs. 30,000/- per sqm. for corner booth.(Without MAI)</p> <p>ITPO may also consider reimbursement of airfare to first fifty individual exporters subject to approval by DOC and as per relevant provisions of the MAI Scheme, 2018.</p> <p>Booking of space will be on first come first serve basis. Corner booth subject to availability.</p> | |
| 14. | Space Booking | <p>The space booking for participation in this fair will open from May 17, 2019 from 10.00 a.m. onwards. Any advance received before 10.00 a.m. (May 17, 2019) will not be entertained and the request for participation will be rejected. The space can be booked by making an advance payment of Rs. 1,00,000/- through RTGS/ NEFT.</p> <p>The seniority for booth booking will be based on the bank statement; as and when the amount is credited in the ITPO's account.</p> | |
| 15. | Booth Size | Stands in size of 12 sqm. and as per availability in the layout plan. Most of corner stands are of 12 sqm. and in multiples thereof | |
| 16. | Contact Person | <p>Devender Pal, Dy. General Manager India Trade Promotion Organisation Pragati Maidan, New Delhi-110001 Email:devenderpal@itpo.gov.in Tel: 011-23379305/9810994832</p> | <p>Abhishek Chauhan, Manager India Trade Promotion Organisation Pragati Maidan, New Delhi-110001 Email: abhishekchauhan@itpo.gov.in Tel: 011-23378940/8505955777</p> |



Application Form

Name of the Fair/ Exhibition: **AF-L'Artigiano in Fiera - International Crafts Selling Exhibition, Milan (Italy)**

Dates: November 30 - December 08, 2019

ITPO Membership No. _____

Name of the Company: _____

Address _____

Tel: _____ Fax: _____ Email: _____

Website: _____

Name & Designation of Key Executive _____

Are you a registered exporter?
(yes/No) _____

If yes, please **attach a photocopy of Registration certificate**

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify _____

PAN No . _____ GST No _____

IEC No. _____ **(Attach copy of the IEC registration certificate)**

Space requirement (in Sq mtr) _____ Corner/Non-Corner (**Corner booth Subject to availability**): _____

Total turnover of company: _____ US\$ million Export turnover: _____ US\$ Million

Products for display: -----

Brief profile of company (not more than 25 words):

| | | |
|--------------------|----------------------|-----------------------|
| Export Performance | Countries of Exports | Preceding three years |
| Commodity exported | | |

(Please attach a Chartered Accountant's certificate of Export performance)

Whether you have participated in this fair earlier, if so when?

Any other facility including display aids over and above ITPO's shell scheme package:

We hereby accept the Rules & Regulations of participation as per copy enclosed.

Details of RTGs made in favour of India Trade Promotion Organization, New Delhi for INR: _____ being the amount of participation charges.

(Signature of authorized signatory of the Company)
Name _____
Designation _____

Dated: _____

(For terms & condition please see reverse)

Brief Rules & Regulations for participation in AF-L'Artigiano in Fiera - International Crafts Selling Exhibition, Milan (Italy)

1. Space Booking:

Application in prescribed format for participation is to be submitted within the prescribed date for booking of space. Space is offered in an area of 9, 12 and 15 sq mtr. (and in larger size also) and as per availability in layout plan.

2. Allotment of space to the Participants:

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 India Trade Promotion Organisation (ITPO).

3. Refund of Participation Fee:

- a) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- b) 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.
- c) Non refund will be considered if the withdrawal request is received less than 3 months before the start of the event.
- d) Security Deposit (Refundable) equivalent to the TDS deducted (if any deducted by the participant while making payment to ITPO) needs to be deposited by the exhibitor.
- e) The participant owns the full responsibility to deposit the balance payment to ITPO for the space booked in case the participant withdraws from participation and the space booked by him cannot be re-allotted by ITPO.

4. Visa:

- a) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative 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 a representative 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 able 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 on the spot decision can be taken by them.

5. General:

- a) Only goods of Indian origin will be allowed for display at India Pavilion.
- b) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
- c) 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 participant from the future participation in ITPO's event.

- d) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
- e) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
- f) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & Conditions accepted.

Place:-
Date:-

(Signature)
Name & Designation

INDIA TRADE PROMOTION ORGANISATION

Registration form for availing MAI subsidy/ airfare reimbursement in AFL-Artigiano in Fiera, Milan, 30th November, 2019 – 8th December, 2019 at Milan, Italy.

| S. NO. | ITEM DESCRIPTION | | PARTICULARS |
|--|--|-------------------------------------|-------------|
| 1. | Name of participating company | | |
| 2. | Type of company (Private Limited/ Proprietor/Partnership) | | |
| 3. | PAN Number | | |
| 4. | CIN Number | | |
| 5. | IEC Number | | |
| 6. | Director Details | Name of Director/ Proprietor | |
| | | Designation of Director/ Proprietor | |
| | | DIN Number | |
| 7. | Whether belongs to MSME (Yes/ No) | | |
| 8. | Whether belongs to SC/ ST/ General | | |
| 9. | Number of events participated with MAI support during the current year | | |
| 10. | Whether participated in the same event previously (Yes/ No) | | |
| 11. | Person participating in the event | Alphabet Participant Name | |
| | | 8 digit Passport Number | |
| | | Designation | |
| 12. | HS Code:- 6 Digit | | |
| 13. | HS Code:- 6 Digit | | |
| 14. | HS Code:- 6 Digit | | |
| This is to certify the following:- | | | |
| a) That the company is eligible for MAI subsidy as it has not claimed MAI subsidy for three previous participations in the same event. | | | |
| b) That the company is eligible for MAI subsidy as it has not availed MAI subsidy two events in FY 2019-2020. | | | |

(Signature)

(Name & Designation of the authorized signatory)

(Company Name & Stamp)

INDIA TRADE PROMOTION ORGANISATION

Bank Details of ITPO for payment through RTGS/NEFT

| | |
|--------------------------------|---|
| Name of the Beneficiary | INDIA TRADE PROMOTION ORGANISATION |
| Name of the Bank | HDFC BANK LIMITED |
| Branch Address | G-3/4, SURYA KIRAN BUILDING 19, KASTURBA GANDHI MARG NEW DELHI |
| Account No. | 00031110005078 |
| Type of Account | SAVING |
| IFSC Code | HDFC 0000003 |