

Sub: Anuga Food Fair – Cologne (Germany) – October 5-9, 2019

Dear Sir/Madam,

We are pleased to convey that India Trade Promotion Organisation (ITPO), a Government of India Enterprise, has again decided to organise India's participation in Anuga Food Fair – Cologne (Germany) – October 5-9, 2019. India Pavilion in the event will be set up with the participation of Indian companies. The detailed list of products which are to be displayed in the India Pavilion may be seen in the enclosed Fact Sheet along with other details like booking amount etc.

ANUGA Food Fair in Cologne is one of the most important platforms in the world for international food business where supply and demand meets each other effectively at a high level of quality. Over the years, ANUGA has confirmed its importance for worldwide trading in the food and beverage sector at national and international levels. Approx. 100 countries regularly participate in this Fair and around 1,60,000 (one lac and sixty thousand) trade visitors visit the Fair, making it the world's biggest event in this sector.

In order to give uniformity to the design of India Pavilion, we will be creating maximum 12 sq.mtr. booths. Hence, we have a very limited booths of 9 sq.mtr.

The exact participation charges are yet to be worked out and will be informed separately. 10% extra will be charged for two-side open stands (subject to availability). The fair is governed by general terms and conditions for participation in international trade fairs organised by ITPO. A copy of the brief rules and regulations for participation in fairs abroad is enclosed.

Please confirm your space requirement immediately through the enclosed application form duly filled in along with an advance payment of Rs. 1,00,000/- (Rupees one lac only) through RTGS/NEFT as per Bank details enclosed. Duly filled in application along with required documents may be sent to the undersigned by speed post or courier. Please note the allotment of stalls are **strictly on first cum first serve basis and booking of stalls will start from 20th December, 2018 at 10.00 am.** Accordingly, seniority will be counted from the date of receipt of payment in ITPO's account

For any clarification or further information, please feel free to contact the undersigned as per details given in the Fact-Sheet.

Thanking you,

Yours faithfully,

Vasu Dev
Manager

FACT – SHEET

ANUGA FOOD FAIR – 2019 – Cologne – October 5-9, 2019

Name of the Fair	ANUGA FOOD FAIR – 2019, COLOGNE (GERMANY) October 5-9, 2019
Venue of the Fair	Hall No. 11.3 – Koelnmesse
Size of the India Pavilion	1300 sq.mtr.
Status of India at the Show	Group Participant
Products on Display	Fine food, drinks, chilled & fresh food, Meat, Frozen food, Dairy products & Bakery products, rice, basmati rice, Hot Beverages, Organic Food, sesame oil, sunflower oil, olive oil, almond, nuts, cereals, meat product, ice-cream, confectionery products etc.
Nature of the Show	Food & beverages event.
Participation fee	Rs. 45,000/- per sq.mtr. (tentative) under shell scheme and Rs. 42,000/- per sq.mtr. (tentative) for bare space Corner booths will attract a premium of 10% extra.
Package of services	The package of services in constructed booth will tentatively include the following: 9sq.mtr. booth: FASCIA, Carpet, Wall/side Panel, One lockable glass top counter, three shelves, three chairs, One dustbin, one Power socket, four spot lights on side panel and one round table (subject to availability) 12sq.mtr. booth: FASCIA, carpet, wall/side panel, one lockable glass top counter, four chairs, one dustbin, one power socket, five spot lights, three shelves on side panel and one round table 15 sq.mtr. booth: FASCIA, carpet, wall/side panel, one lockable glass top counter, five chairs, one dustbin, one power socket, six spot lights, three shelves on side panel and one round table (subject to availability) Decision on the above will be conveyed only after finalisation of the Construction/Decoration Agency. Posters within the stall will have to be arranged and pasted by the participants.
Contact Details	Mr. Vasu Dev, Manager, India Trade Promotion Organisation Pragati Maidan, Pragati Bhawan, Room No. 103 New Delhi Tel: 011-23371144, Fax No. 011-23371292 Email: vasu@itpo.gov.in
Prominent supporters	APEDA, Spices Board, Coffee Board, Tea Board etc.

INDIA TRADE PROMOTION ORGANISATION

APPLICATION FOR PARTICIPATION IN FAIR AND EXHIBITIONS ABROAD

Name of the Fair/Exh.	
Dates of the Fair	
Name of the Company	
Address of the Company	
Telephone No.	
Fax No.	
Mobile	
Email	
Name & Designation of the Key Executive	
Are you a registered exporter (Yes/No), If yes, please attach a copy of the RC, a copy of PAN No. and TIN No. of the Company.	
Are you a registered small scale industry. (If yes please attach attested copy of Regn. Certificate)	
Are you a Member of an EPC. If yes, please mention name of the EPC	
Space requirement in sq.mtr.	
Products for display	
Export Performance (Please attach a chartered accountant's certificate of export performance)	Countries of Exports Commodity Exported during Last three years
Whether participated in this Fair earlier, if so when	
Additional requirement on payment basis like display aids, chairs, telephone, electric power etc.	
Details of token amount deposited towards advance participation charges	

We hereby accept the Rules and Regulations of participation.
(Signature)

Brief Rules and Regulations for Participation in Fair Abroad

- 1. Space Booking:**
Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted within the prescribed date for booking of space. Space is offered in an area of 9/12 sq.m (and in multiples of 3 thereof) and as per layout plan (subject to availability.)
- 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 ITPO.
- 3. Refund of Participation Fee:**
 - (i)** 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.
 - (ii)** 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, only if the space is re-allotted.
 - (iii)** No refund will be considered if the withdrawal request is received less than 3 months before the start of the event.
- 4. Visa:**
 - (i)** 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.
 - (ii)** 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.
 - (iii)** 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., ITPO will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
 - (iv)** 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:**
 - (i)** Only goods of Indian origin will be allowed for display at India Pavilion.
 - (ii)** 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 ITPO. The ITPO shall not be liable for any loss or liability.
 - (iii)** 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.
 - (iv)** 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.
 - (v)** 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.
 - (vi)** The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

(Signature)

Name & Designation

Date

RTGS Details of HDFC Bank Ltd.

NAME OF THE BENEFICIARY	INDIA TRADE PROMOTION ORGANISATION
NAME OF THE BANK	HDFC Bank
BRANCH NAME	G-3/4 SURYAKIRAN BUILDING, 19 KASTURBA GANDHI MARG NEW DELHI – 110001
ACCOUNT NO.	00031110005078
TYPE OF ACCOUNT	SAVING
IFSC/NEFT CODE	HDFC0000003
PAN NO. OF ITPO	AAATI2955C