



**India Trade Promotion Organisation  
Pragati Maidan, Pragati Bhawan  
New Delhi – 110 001**

**Sub:- Beautyworld Middle East,Dubai,UAE, April 15-17, 2019**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) will be organizing India's national level participation in Beauty World Middle East, Dubai to be held from April 15-17, 2019.

The largest International Trade fair for Beauty products, hair, fragrances and wellness - being in the Middle East will take place at Dubai International Convention and Exhibition Centre, UAE from April 15-17, 2019. This B2B exhibition spread in an area of 61,072 sqm has evolved steadily into a one stop representation of the global beauty fragrances and wellness industry and has played a pivotal role in their growth and development.

Beauty World 2018 had presence of more than 1738 exhibitors and more than 36,394 business visitors visited the event. It is a leading trade show for cosmetics, Beauty products, Fragrances, Wellness and SPAs industry in the Middle East region.

Dubai today is a very essential regional hub between Asia, Europe and Gulf. Traditionally it has been a popular base for many enterprising Indian businessmen and traders. Beauty and personal care is a massive market in Middle East particularly for international cosmetics and toiletries manufacturers with UAE and Saudi Arabia in the Gulf leading the way in terms of market size. This is the only exhibition for trade which attracts business visitors from the Gulf Cooperation Council and other Middle East countries. Dubai continues to be the India's trading partner, The beauty and personal care market in UAE, and Middle East, in general, is characterized by the international brands, youthful population, substantial disposable income and expanding retail landscape. Beautyworld Middle East offers a horizon to meet new business partners, find new market, enhance market and sales share and cultivate new business opportunities.

The product groups represented at the show include Hair nail accessories, cosmetics, shampoos, hair drying attire, nail care accessories, skin care products, nail design, anti-aging products, facial care makeup, slimming treatment, incense sticks, perfumed candles, fragrance oil, room fragrances, tanning products, dental whitening products, bottles, jars, sprays, caps , aerosols, dispensers, label, packaging machinery, wrapping material, essential oil, UV filters, thickeners, emulsifiers, machines for spa, fixture fittings, ear piercing, massage beds, machines and accessories etc.

The Middle East and Africa region is currently the world's fastest growing market for fragrances, hair care, colour cosmetics, skin care, men's grooming spa and wellness and its overall beauty and personal care market is expected to be worth US \$ 34.7 billion by 2020.

The stands are available in the modules of 9 sqm and multiples thereof. The participation charges for a booth of 9sqm (shell scheme with display aids and spot lights) will be tentatively, Rs.4,23,000/- (@ Rs 47,000 per sq.mtrs.) **plus** 15% Corner Charges, The corners will be offered on first come first served basis, At present, the event is being organised on self-financing basis, i.e., without MAI support from Govt. Of India, however, in case, we get financial support from the Govt., the participation charges will be revised accordingly. But, in that case, the benefit of support will be provided to only those companies, who fulfil the criteria / guidelines for obtaining MAI support by the Department of Commerce, Govt. Of India.

In case, you are interested to participate in this important and prestigious international trade fair in Dubai you are requested to kindly confirm your space requirement along with a duly filled in application form and advance participation charges of Rs 1,00,000/-(non-refundable) by RTGS/NEFT in favour of India Trade promotion Organisation payable at New Delhi. Further, as per the policy decision, it has been decided that in case any company deduct the TDS, the same amount has to be deposited as Security Deposit, which will be refunded on receipt of TDS Certificate. This is mandatory and has to be adhered to by all the participants.

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 – 110 001
ACCOUNT NUMBER	:	00031110005078
TYPE OF ACCOUNT	:	SAVING
IFSC CODE	:	HDFC 0000003

For further clarification, please feel free to forward your queries by e-mail to the undersigned [dbatra@itpo.gov.in](mailto:dbatra@itpo.gov.in) ; mobile : 91-11-23371995/ 9818856611; and /or to Project Head : Sh. Deepak Kumar Jain, General Manager at his email id: [dkj@itpo.gov.in](mailto:dkj@itpo.gov.in) tel no 91-11-23371671 or mobile no. 9971096106.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

Yours faithfully,

(Mrs. Durgesh Nandni)  
Manager



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Application Form

Name of the Fair/ Exhibition : Beautyworld Middle East , Dubai, April 15-17, 2019

Name of the Company: \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ PAN No \_\_\_\_\_

TAN \_\_\_\_\_

TIN \_\_\_\_\_ IEC No \_\_\_\_\_ ( attach photocopy)

DIN No \_\_\_\_\_

Name & Designation of Key  
\_\_\_\_\_

Are you a registered exporter?

(yes/No) \_\_\_\_\_

If yes please attach a photocopy of Registration certificate

Space requirement (in sq mtr) \_\_\_\_\_ Corner/Non-Corner (Subject to availability):

Total turnover of company: \_\_\_\_\_ US\$ million

Export turnover: \_\_\_\_\_ US\$ Million

Products for display: ( HS Codes) : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

The payment of participation charges / advance has been made , as per details of UTR No \_\_\_\_\_ dated \_\_\_\_\_ Bank \_\_\_\_\_ for Rs \_\_\_\_\_ favouring India Trade Promotion Organization.

(Signature of authorized signatory of the Company)

Name \_\_\_\_\_

Designation \_\_\_\_\_

Dated: \_\_\_\_\_

**RTGS Details for making payment of participation charges to ITPO**

Name of the Beneficiary	:	INDIA TRADE PROMOTION ORGANISATION
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TYPE OF ACCOUNT	:	SAVING
IFSC CODE	:	HDFC 0000003

## **Brief Rules and Regulations for Participation in Fair Abroad**

### **1. Space Booking:**

Application is prescribed for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 9/12 sq mtrs and in multiples of 3 thereof (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, 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., it 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 the ITPO, it 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. Sub-letting 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