

Dear Sir,

India Trade Promotion Organisation (ITPO), a Government of India's premier trade promotion is organising an exclusive Indian Trade Exhibition at Tel Aviv, Israel in February 2020.

India is Israel's tenth largest Trade Partner. The Bilateral trade between India and Israel has blossomed resulting in growth from USD 200 Million to USD 4.16 Billion in 2016.

India's major exports to Israel include Technologies, Innovations, Tools, Instruments, Fasteners, hardware, also estimated that almost 75% of Bilateral Trade in services are now from India to Israel nanotech, new & renewable energy technology, scientific/lab & medical equipment, pharmaceuticals/chemicals & equipment, electrical & electronics, water technology transport equipment, auto spare parts, components, tyre, accessories, food processing machines, construction industry, high-tech & smart manufacturing, Non-Metallic materials like Pearls, precious stones, polymer materials, plastics, rubber and allied products, glues and sealants, glass, ceramics, giftware, consumer goods, artificial jewellery, fashion accessories, wooden furniture, Home furnishing, jute products, leather products, jewellery, handlooms, handicrafts, textiles & apparels, crockery, cotton, silk, wool & woollen, services for industrial enterprises, investments, training and professional development.

The event being B2C and B2B fair as well, will give opportunity to exhibitors to network and increase their products' presence. It will help them to create breakthrough in overseas market. , Government of India is fully supporting the Exhibition through subsidised rentals.

The participant may be entitled to get reimbursement of one economic air ticket for Director/Partner/Proprietor with a ceiling of Rs.70,000/- (Rupees seventy thousand only) under MAI Guidelines subject to approval from DOC. The fair is governed by general terms & conditions for participation in International trade fairs organised by ITPO. The companies participating with MAI support rental shall follow the MAI guidelines available at website of Department of Commerce.

Space can be booked by making advance payment of Rs.50,000/- only by RTGS in favour of India Trade Promotion Organisation payable at Delhi. It may be noted that allotment will be made on first-come-first serve basis and possession of booth shall be given upon deposition of total participation.

The Exhibition at Tel Aviv, Israel will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

For further details, please feel free to forward your queries to [acmkumar@itpo.gov.in](mailto:acmkumar@itpo.gov.in). In,or [sundararaman@itpo.gov.in](mailto:sundararaman@itpo.gov.in) or call at Mr. S. Sundararaman at 9811821612 or Mr.Jit Ram at 9868381185.

Yours faithfully,

(A.C.M. Kumar)  
Deputy General Manager  
Mobile No +919999344423  
Phone No:011-23371782

INDIAN TRADE EXHIBITION, TEL AVIV, ISRAEL

FEBRUARY 2020

**FACT SHEET**

Name of the Fair	Indian Trade Exhibition 2020
Month	February 2020
Venue	TLV Convention Centre, Tel Aviv, Israel
Products Profile	Technologies, Innovations, Tools, Instruments, Fasteners, hardware, also estimated that almost 75% of Bilateral Trade in services are now from India to Israel nanotech, new & renewable energy technology, scientific/lab & medical equipment, pharmaceuticals/chemicals & equipment, electrical & electronics, water technology transport equipment, auto spare parts, components, tyre, accessories, food processing machines, construction industry, high-tech & smart manufacturing, Non-Metallic materials like Pearls, precious stones, polymer materials, plastics, rubber and allied products, glues and sealants, glass, ceramics, giftware, consumer goods, artificial jewellery, fashion accessories, wooden furniture, Home furnishing, jute products, leather products, jewellery, handlooms, handicrafts, textiles & apparels, crockery, cotton, silk, wool & woollen, services for industrial enterprises, investments, training and professional development
MAI Assistance	The participant may be entitled to get reimbursement of one economic air ticket for Director/Partner/Proprietor with a ceiling of Rs.70,000/- (Rupees seventy thousand only) under MAI Guidelines subject to approval from DOC. The fair is governed by general terms & conditions for participation in International trade fairs organised by ITPO. The companies participating with MAI support rental shall follow the MAI guidelines available at website of Department of Commerce.
Minimum Booking amount	Rs.50000/-
Bookable area	Minimum bookable area 9 sqms. Or multiples of 3 Sqms. there of.

Payment of rentals through	RTGS/NEFT ( Bank Detail As Under)
Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
Name of Bank	HDFC Bank Limited
Branch Address	G-3/4, SURYA KIRAN BUILDING 19, KASTURBA GANDHI MARG NEW DELHI 110 001
Account No.	00031110005078
Type of A/c	SAVINGS
IFSC Code	HDFC 0000003
PAN of ITPO	AAAT12955C
Contact Details	Mr. ACM Kumar, Dy. General Manager, Mob:9999344423  Mr. S. Sundararaman, Dy.Manager, Mob:No.9811821612  Mr.Jit Ram, Dy.Manager,Mob:No.9868361185