

Dear Sir,

India Trade Promotion Organisation, Government of India's premier trade promotion organization is organizing **Indian Trade Exhibition in Tel Aviv, Israel** from February 19-22, 2018 at Pavilion 2, TLV Convention Centre.

India enjoys an extensive and strategic relationship with Israel. India is Israel's tenth largest trade partner. The bilateral trade between India and Israel has blossomed resulting in growth from US\$ 200 million to US\$ 4.16 billion in 2016. It is also estimated that almost 75% of bilateral trade in services flow from India to Israel. Major exports from India to Israel includes Precious stone, Metal and Machinery, Plastics, Organic Chemicals, Electronic Equipments, Engines, Pumps, Technical equipments, Handicrafts, & Textiles etc.

Indian Trade exhibition will be organized in a gross area of 2000 sqm. **The focus sectors at the flagship event will be Plastic/Rubber & its articles, Indian Handlooms & Handicrafts, Textiles & RMG, Polyester and Cotton Yarns, Pearls and Precious Stones, Leather, Footwear, Woollen Products, Home Decorative & Home Furnishing, IT & Software, Pharmaceuticals & Wellness Products, Cosmetics, Perfumery & Fragrance, Artificial Jewellery, Fashion accessories, Giftware, Consumer goods, Wooden Furniture, Transport Equipment, Plants and Vegetable products, Chemical & Mineral products, Machinery & Electric Equipment, Pharma & Health, Travel & Tourism, Construction Industry, Automotive Industry, Food & Food technology, Frozen food, Health foods etc.** An extensive publicity campaign through electronic and print media in cooperation with Indian embassy will be undertaken to attract visitor from all around. Booths are available in the modules of 9 sqm and large booths in multiples of 3 sqm each. The package of services will include fully built up stands with carpet, lighting fascia, furniture, display aids and publicity support besides, assistance in visa. The tentative rentals under MAI scheme are Rs. **15,000/-** per sqm with shipment facility. Tentative cost of a 9 sqm built-up stand will be **Rs. 1,35,000/- with shipment.**

The event will give opportunity to exhibitors to network and cross fertilize valuable synergies. It will help them to create breakthrough in Israeli market.

Space can be booked by making an advance payment of Rs. 50,000/ by RTGS in favour of India Trade Promotion Organisation. It may be noted that allotment will be made on first-come-first serve basis and possession of booth shall be given upon realisation of total participation fee. For further clarification, please feel free to forward your queries by e-mail to [sekaran@itpo.gov.in](mailto:sekaran@itpo.gov.in), [kk@itpo.gov.in](mailto:kk@itpo.gov.in), [gsingh@itpo.gov.in](mailto:gsingh@itpo.gov.in), [jseth@itpo.gov.in](mailto:jseth@itpo.gov.in) Tel no 91-11-23371630, 23371337 mobile 9810819924, 9958533880, 9818128369.

<b>Payment of rentals through RTGS/NEFT</b>	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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Exhibiting at Indian Trade Exhibition, Tel-Aviv, Israel 2018 will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

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,**

**(J. Guna Sekaran)  
General Manager**

## **FACT SHEET**

<b>Name of the Fair</b>	<b>Indian Trade Exhibition 2018</b>
<b>Date</b>	February 19-22,2018
<b>Venue</b>	Pavilion 2, TLV Convention Centre, Israel
<b>Fair Category</b>	B-2-B & B-2-C
<b>Product Profile</b>	Plastic/Rubber & its articles, Indian Handlooms & Handicrafts, Textiles & RMG, Polyester and Cotton Yarns, Pearls and Precious Stones, Leather, Footwear, Woollen Products, Home Decorative & Home Furnishing, IT & Software, Pharmaceuticals & Wellness Products, Cosmetics, Perfumery and Fragrance, Artificial Jewellery, Fashion accessories, Giftware, Consumer goods, Wooden Furniture, Transport Equipment, Plants and Vegetable products, Chemical & Mineral products, Machinery & Electric Equipment, Pharma & Health, Travel & Tourism, Construction Industry, Automotive Industry, Food & Food technology, Frozen food, Health foods etc.
<b>Visitors Profile</b>	Distributors, Retailers, General Public, Buying Groups, Distributors, General Merchandise Buyers, Importers/Exporters, Specialty Stores, Wholesalers, Discount Stores, Supermarket Buyers, Boutique Stores, Manufacturers, Government Agencies etc
<b>Location</b>	The state of Israel, in the centre of Middle East, is bordered by Lebanon in North, Syria and Jordan in the east and Egypt in the South.
<b>Trade Statistics</b>	<ol style="list-style-type: none"> <li>1. Bilateral trade and economic relations progressed rapidly, from US\$ 200 million in 1992 and reached USD 4.16 billion (excluding defence) in 2016.</li> <li>2. India continues to be a 'Focus' country for Israeli Government's increased trade efforts.</li> <li>3. Israel ranks in the top 20 nations in the world allowing the country to enjoy a high standard of living.</li> <li>4. Major export from India to Israel include pearls, precious stones, chemicals and mineral products, machinery, Textiles and Textile articles, plastic, rubber, plants, transport equipment, handicrafts etc</li> </ol>
<b>Government Sponsorship</b>	This event is being organised with MAI support of Department of Commerce.
<b>Organiser</b>	India Trade Promotion Organisation (ITPO) in association with Embassy of India at Tel Aviv
<b>Rentals</b>	<ol style="list-style-type: none"> <li>1. Tentative participation charges with MAI subsidy will be Rs 15,000/ per sqm with shipment facility</li> <li>2. 10 % premium charges for corner stand.</li> </ol>

<b>Shipment Facility</b>	Subject to Weight/Volume ceiling under booth package.
<b>Availability of stands</b>	Stands are available in module of 9 sqm (and in multiples of 3 sqm). Booths will be allotted on the basis of 'First Come First Serve basis Minimum size of a corner stand will be 12 sqm.
<b>Publicity</b>	General publicity campaign through Print, Electronic & Social media for attracting maximum footfall.
<b>VISA</b>	VISA Invitation letter will be provided for getting paper visa to attend the exhibition.
<b>Payment of rentals through RTGS/NEFT</b>	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
<b>Project Head</b>	Shri J. Guna Sekaran General Manager India Trade Promotion Organisation (A Govt of India Enterprise) Pragati Bhawan, Pragati Maidan New Delhi 110001 (India) Tel: +91 11 23371829 Fax:+91 11 23371916 Mobile/Whatsapp: +91 9990309000 Email: <a href="mailto:sekaran@itpo.gov.in">sekaran@itpo.gov.in</a> Web-site: <a href="http://www.indiatradefair.com">www.indiatradefair.com</a>

# India Trade Promotion Organisation

## Application Form

**India Trade Exhibition 2018**  
February 19-22, 2018, Tel Aviv (Israel)

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

ITPO Membership No. \_\_\_\_\_

IEC Code No. (Please attach copy) \_\_\_\_\_

PAN \_\_\_\_\_

TAN/TIN \_\_\_\_\_

Address \_\_\_\_\_

Telephone(s) \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Name and Designation of  
Key Executive \_\_\_\_\_

Director Identification  
Number (DIN) (attach copy) \_\_\_\_\_

6- digit HS Code of Products on  
display -----

Are you a registered exporter YES /\_\_\_/ NO /\_\_\_/  
(If yes, attach a copy of Registration Certificate)

Are you registered as small scale industry YES /\_\_\_/ NO /\_\_\_/  
(If yes, attach a copy of Registration Certificate)

Are you a member of an EPC/  
Commodity Board/FIEO? YES /\_\_\_/ NO /\_\_\_/  
(If yes, please specify & attach RCMC) \_\_\_\_\_

Space Requirement (in sqm) \_\_\_\_\_

Corner /\_\_/ Non-Corner /\_\_/  
(Corner stall subject to availability and premium charges in addition to participation)

Whether Shipment facility is required YES /\_\_/ NO /\_\_/

(Rupees lakhs)

Total turnover of your company	2014-15	2015-16	2016-17

(Rupees lakhs)

Export turnover of your company	2014-15	2015-16	2016-17

Have you participated in this fair before? YES /\_\_/ NO /\_\_/

if Yes, in which year? \_\_\_\_\_

Brief write-up on your company ( in not more than 25 words):

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Additional display aid requirement(s) over and above Shell Scheme Package (on payment basis)

Booking Details	Amount	RTGS details & Date	Bank	Amount

**Declaration:**

*We hereby accept the Rules & Regulations of participation as per copy enclosed. Also, please find attached herewith crossed Demand draft/ RTGS details, in favour of India Trade Promotion Organisation, payable at New Delhi for an amount of Rs. \_\_\_\_\_ as per particulars given above towards advance/booking amount for India Trade Exhibition to be held in the month of February 2018.*

\_\_\_\_\_  
Signature of authorized signatory of the Company  
with stamp

Place: \_\_\_\_\_  
Place: \_\_\_\_\_

Name \_\_\_\_\_  
Designation \_\_\_\_\_

## Brief Rules and Regulations for Participation in Fair

1. **Space Booking:** Application in prescribed proforma for participation in India Sourcing Fair, Chile is to be submitted for stands of 9 sq mtr (and in multiples of 3 sq. mtrs.)
2. **Allotment of space to the Participants: Booking of stands with advance payment of Rs. 50,000 through RTGS in ITPO's bank account needs to be made.** The RTGS details are given in the application form. Booths will be allotted on **first-come-first-serve** basis for which the criterion of RTGS payment of Rs. 50,000 in ITPO's bank account is being adopted. The stands will be allotted only upon receipt of full payments for the space rent. Submission of application for booking of space does not automatically confer a right to allotment of space. Approval of application for stands 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 to some other company, No refund will be made if the withdrawal request is received less than 3 months before the event
4. **Visa Recommendation:**
  - I. ITPO will provide necessary assistance to the representatives of the participating company by way of issuance of recommendation letter to the concerned diplomatic mission for grant of visa,
  - 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, would have already committed certain financial expenditure by way of booking of space, construction/decoration of stands, catalogue entries, 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 decisions can be taken by them.
5. **General Terms & Conditions:**
  - I. Only goods of Indian origin will be allowed for display at India Sourcing Fair,
  - II. In the event of postponement/abandonment/cancellation of the Fair 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. **Subletting of space is not permissible.** Violation of this clause may lead to cancellation of space, forfeiting of space rent, security deposit etc. paid to ITPO and debarring the participant from future participation in ITPO's events,
  - IV. 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,
  - V. The terms and conditions of participation shall be subject to the jurisdiction of courts in Delhi.

Terms & Conditions accepted

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Signature of authorized Signatory

