

INDIA TRADE PROMOTION ORGANISATION

**FACT SHEET**

**India Show - Peru**

<b>India Show - Peru</b>	
Name of the Fair	India Show - Peru
Date	11-15 March, 2020 (Tentative)
Venue	Lima
Grant/Subsidy	The exhibition is approved under MAI Scheme, Govt. of India and subsidy / grant will be extended to the eligible participants as per rules. Grantee organisations will not be covered under this scheme.
Participation fee (shell scheme)	Rs. 12000/- per sq mt. under shell scheme without shipment facility for <b>MAI</b> eligible participants.  Rs. 28000/- per sq mt. under shell scheme without shipment facility for <b>Non - MAI</b> eligible participants.
Bookable Area	9 sqm or as requested.
Package Includes	Constructed carpeted booth with adequate lighting and chairs with table/counter
<b>Re-imburement of Air fare</b>	<p>Economy class air fare maximum up to Rs. 1,00,000/- only for the Director, Proprietor /Partner may be availed of by the participating company subject to fulfilment of MAI guidelines and approval from Department of Commerce.</p> <p>For availing the re-imburement of air fare eligibility criteria laid down by Ministry of Commerce as per circular no K-11011/4/2018-E&amp;MDA dt 17.01.2019 is as given below:</p> <ol style="list-style-type: none"> <li>a. Members of EPC with exports upto f.o.b. value of Rs. 30 crores in preceding financial year;</li> <li>b. Members to have completed 12 months of membership and is regularly filing returns with EPC ( not applicable for any new EPC for a period of 5 years from the date of creation).</li> <li>c. Permissible only to the regular Director/Partner/Proprietor of the company ( Not admissible to a foreign national)</li> <li>d. Claims forms duly filled in and completed in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India.</li> <li>e. The above provision is subject to the other conditions laid down in the MAI Scheme and the guidelines for funding under MAI Scheme.</li> </ol> <p><b>The link for MAI guidelines is</b></p> <p><a href="https://commerce.gov.in/writereaddata/UploadedFile/MOC_636546562282394611_Market_Access_Initiative%20Scheme_2018.pdf">https://commerce.gov.in/writereaddata/UploadedFile/MOC_636546562282394611_Market_Access_Initiative%20Scheme_2018.pdf</a></p>

Number of visitors 2019	The India Show attracts a diverse global audience of 33323 total industry professionals, including attendees and exhibitors.
Website of exhibition	www.indiatradefair.com
Display Profile	<ul style="list-style-type: none"> <li>❖ Iron &amp; Steel products</li> <li>❖ Auto Components</li> <li>❖ Oil &amp; Gas Industry</li> <li>❖ Motorcycles &amp; Three-Wheelers</li> <li>❖ Beauty care products</li> <li>❖ Pharmaceuticals</li> <li>❖ Information Technology</li> <li>❖ Indian Handicrafts &amp; Handlooms</li> <li>❖ Textiles &amp; RMG</li> <li>❖ Home Furnishing &amp; Decoratives</li> <li>❖ Wooden Furniture</li> <li>❖ Wool &amp; Woolen Products</li> <li>❖ Footwear &amp; Leather Products</li> <li>❖ Kitchenware &amp; Utensils</li> <li>❖ Fashion Jewellery</li> </ul>

#### About the Show:

This is 4<sup>th</sup> edition of an exclusive brand 'India Show' at Lima, Peru. Last three editions were organised with great splendour and grandeur. The Embassy of India at Lima and leading chambers of Commerce are extending their full support and will arrange large participation and visitor-ship of the leaders of industry and Peruvian buyers/sellers/investors to the show. Indian Cultural Program and Indian Cuisine during the currency of event will be additional attraction for 'India Show'.

#### About Lima (Peru) :

Lima, the capital of Peru, lies on the country's arid pacific coast and is a bustling metropolis with a municipal population of around 88.52 lakh. Lima is the industrial and financial centre of Peru and one of the largest cities of South America. It accounts for more than two thirds of Peru's industrial production.

#### Commercial Relations

Trade between India and Peru is growing, with trade crossing the US \$1 billion mark for last four years. During 2014-15, the total trade was US \$ 1.41 billion. **Indo-Peruvian Trade (US \$ Million)**

	2014-15	2015-16	2016-17	2017-18 (up to May 2017)
India's Exports	819.858	703.122	699.05	107.906
India's imports	590.395	820.222	1076.694	386.527
<b>Total Trade</b>	1410.253	1523.344	1775.744	386.527

<b>Bank Details</b>		
Payment of Rentals through RTGS/N EFT	Name of 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-110001.
	Account No.	00031110005078
	Type of Account	SAVING
	IFSC Code	HDFC 0000003
Contact Details	<p>Mr. A K Vashist, General Manager Email : - <a href="mailto:Avashist@itpo.gov.in">Avashist@itpo.gov.in</a>, Mob : - 8800102563</p> <p>Mr. Ravi Prakash Pareek, Senior Manager Mobile:9810237371 Email: <a href="mailto:ravipareek@itpo.gov.in">ravipareek@itpo.gov.in</a></p> <p>India Trade Promotion Organisation Pragati Bhavan, Pragati Maidan, New Delhi.</p>	

**INDIA TRADE PROMOTION ORGANISATION**

India Show, Peru  
March, 11-15, 2020

**Application for participation**

1.	Name of the Registered Firm/Company :	
2.	ITPO Membership No.	
3.	Registered Address :	
4.	Type of Organization : Proprietorship / Company / NGO / Govt. Org	
5.	Phone :	
6.	Fax (with ISD/STD code) :	
7.	Mobile No. :	
8.	E. Mail :	
9.	Website :	
10.	Bank Details with cancel cheque:	
11.	PAN No. : (please enclose copy of PAN)	
12.	GSTIN. :	
13.	DIN :	
14.	Name & Designation of Key Executive:	
15.	Are you registered as small scale industry (MSME/NSIC)? If yes, please attach self attested copy of Registration Certificate :	Yes / No
16.	Membership of EPC / Commodity Board, if yes, indicate name :	
17.	Import Export Code No. : (please enclose copy of IEC)	
18.	Total turnover of Company: (US\$ / Rs.)	
19.	Export turnover: (US\$ / Rs.)	
20.	Name(s) of MAI event participated in 2018-19	
21.	Whether participated in this fair before? <i>If yes, please state the year otherwise write N.A</i>	

22.	Space requirement (in Sq M.):	
23.	Corner booth (Subject to availability and payment of additional 10% corner charges):	Yes / No
24.	Additional display facilities, if any (on payment basis) including provision of extra electricity load / power point / sockets etc.) :	
25.	Participation charges : UTR No. .... Dated ..... Bank Code.....	Rs.....  In words (Rupees .....
26.	Products for display including HS code (up to 6 digits) for the product:	
27.	Brief profile of company (not more than 25 words) :	

We have read the rules & regulations of participation and we agree to abide by the same.

Place :

Signature.....

Date :

(Company Seal)

Name.....

Designation.....

---

Please complete and return this form to :Mr. Ravi Prakash Pareek, Senior Manager  
India Trade Promotion Organisation  
Pragati Bhawan, Pragati Maidan,  
New Delhi – 110 001.  
Mobile Tel : 9810237371 / Fax : 91-11-  
23371492  
Email : [ravipareek@itpo.gov.in](mailto:ravipareek@itpo.gov.in)



India Trade Promotion Organisation  
**Rules and Regulations for Participation**

India Show, Peru  
March, 11-15, 2020

Uploaded on: [www.indiatradefair.com](http://www.indiatradefair.com)

1. **Policy for booking and allocation of Space** Right for allocation of booths reserved with ITPO however, allotment shall be done after meeting all mandated requirements and upon receipt of full payments only.
2. **Participation Charges:** Per SQM charges for Shell Scheme
  - a. Rs.12,000/- per sqm under shell scheme without shipment facility.
  - b. Rs. 28,000/- per sqm under Non MAI scheme without shipment facility.
  - c. Please note: i) All processing and bank charges shall be borne by the applicant ii) No 'charge-back' shall be allowed in case of payments made through debit or credit cards iii) If ITPO allows 'charge-back' in special cases, bank charges , if any, shall be borne by the applicant.
3. **Tax Deduction at Source (TDS)** Applicants will have the option of deducting the TDS by them. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. **In addition, participant will pay security deposit along with payment which is equal to TDS amount deducted.**
4. **Approval Letter** Approval letter for participation in the exhibition shall be issued after fulfilment of following conditions by the applicants: (i) Receipt of duly filled in application (ii) 100% payment towards participation (iii) Documents as specified.
5. **Construction of Booth** (a) Shell Scheme:- For one booth of 9 sqm (tentative) under shell scheme, ITPO will provide Partition Panels, Three Spot Lights, Six Shelves, Floor Covering, Fascia, One Table/Counter, Two Chairs, One Electric Socket and One Waste Paper Basket. (b) Fixing nails, pins, racks, screws, or any such material on the wall panels of the built up stall is not allowed. Any damage to the wall panels by such acts of exhibitors shall be liable for payment of damages by the exhibitor to the stand construction agency/ITPO. (c) No Part/feature/branding/projection/furniture should go beyond 3.0 mtrs.
6. **Cancellation and Refund of Application Money/Space Rent** Requests for refund of amount shall be processed under the rules, after closure of the fair. The refund process may take one month approximately. (A) Full refund is allowed when: (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate. Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:

- a. Cancellation request made 150 days or less before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
- b. Cancellation request made before 151 days or more 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.

7. **Arbitration** All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Except where otherwise provided in the contract, all questions and disputes relating to the meaning of the specifications, design, drawings here-in before mentioned as to the quality of workmanship or materials used on the work or as to any other question, claim, right, matter or thing whatsoever in any way arising out of or relating to the contract, designs, drawings, specifications, estimates, instructions, orders of these conditions or otherwise concerning the works or the execution or failure to execute the same whether arising during the progress of the work or after the cancellation, termination, completion or abandonment thereof shall be dealt with as mentioned hereinafter within the jurisdiction of New Delhi. Both the parties (i.e. ITPO and the applicant) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising out of the participation/application (except as to matters, the decision to which is specifically provided under this Terms and Conditions document) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties. The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator shall be paid equally by both the parties.

8. **Terms and conditions : -**

- a. Dispute Regarding Quality Problems etc.: ITPO shall not be a party to any disputes arising out of quality problems.
- b. In case ITPO is put to any loss for any act of omission and/ or commission of / by the participant, ITPO shall be made indemnified by such participant.
- c. Unauthorized Occupation of Space: Unauthorized occupation of any space- inside the hall including passages or outside the halls shall attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO.
- d. Deviation in Display Profile: The display of products other than that mentioned in their application shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.

- e. Stall Alteration: No alteration of the size or position of an exhibitor's stall is permitted. ITPO, however, reserves the right to modify the layouts of stall sites and gangways.
- f. Passage: Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Noncompliance shall attract penalty.
- g. Temporary Staff: ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/ hostesses by the participants.
- h. Attendance at the stand: No stand should be left unattended during the exhibition hours. The participants will not carry out any activity, which in the opinion of ITPO amounts to nuisance or annoyance. ITPO shall have the right to take remedial action as deemed fit, in such cases.
- i. 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.
- j. 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 participation from the future participation in ITPO's events.

**9. Visa :**

- a) A Notarized Affidavit (executed on a stamp paper of Rs.50/-) as per Annexure-III is required before issuing Visa Recommendatory letter.
- b) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- c) Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who can take on the spot decision.
- d) 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.
- e) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- f) Applicant is requested to apply for visa well in time.

**10. General :**

- a. Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- c. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.
- d. Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- e. All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.
- f. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers.
- g. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- h. In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- i. ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

**DECLARATION**

We have studied and understood the rules and regulations for participation carefully and agree to abide by the same.

.....

Signature of the Authorized Representative(s)

Name : .....

Designation:

.....

Place: .....

Date: .....

(Company Seal) .....

**AFFIDAVIT**

I, .....son/daughter/wife of  
.....Resident of (address)  
..... That I am the  
proprietor/partner of the (name of the entity / company)  
..... having its office at  
..... do solemnly affirm and declare as  
under :

1. That our company M/s .....is participating at India Show at Peru from 11-15 March, 2020.
2. That our company will be represented at the exhibition by
  - (i) Mr./Ms.....Designation .....
  - (ii) Mr./Ms ..... Designation .....

Who has / have good background in the field of products being displayed by our company.

3. That the above official(s) needs to apply for Business visa to enter PERU as per governing law of the land. You are requested to issue the Business Visa recommendation letter accordingly.
4. That the above named official (s) will return to India after the conclusion of the fair and submit a proof of his/her arrival. We agree that if the representative (s) don't return to India, the company may be blacklisted by ITPO and appropriate legal action including lodging of FIR with the police may also be taken by ITPO.
5. That our company will bear his/her /their cost of air-travel and boarding & lodging expenses in PERU.
6. That our company will adhere to all the rules and regulations of fair authorities as well as ITPO for smooth participation in the above fair.

**DEPONENT**

**VERIFICATION**

Verified at New Delhi on this .....day of .....2020  
that the contents of the above said affidavit are true and correct to the best of  
my knowledge and belief.

**DEPONENT**

*(To be executed on stamp paper of Rs. 50 and attested by Notary)*