FS-1/ITPO/AFL Milan'2020/01
India Trade Promotion Organisation
Pragati Maidan, Pragati Bhawan
New Delhi-110001

July 06.07.2020

Dear Sir/ Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise be organizing India's national level participation at AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from December 05-13, 2020.

Italy is India's fifth largest trading partner in the EU and 13th largest foreign investor in India (0.70% of the cumulative total FDIs to India in the period April 2000 – June 2017). Future prospects for investment and trade are encouraging as India is increasingly being seen as an emerging economic power in the world and an important economic partner in Asia, both in terms of trade and investment, and as an alternative to their original interest in Eastern Europe.

The AF-L'Artigiano, since its inception in 1995, has emerged as a centre for the display and trade of handmade products from all over the globe. It is the world's biggest International fair dedicated to arts and crafts. The exhibition helps small and medium arts and crafts business to sell new products directly in Europe, particularly in Italy.

The 2018 edition of the event was organized in an area of 3,40,000 sq.mtr. and attracted over 3000 exhibitors from more than 100 countries. As claimed by the organizers, majority of the participants expressed their willingness to participate again in this event in 2020.

ITPO has been regularly organizing India`s national level participation in this event. Around 100 Indian exhibitors, participate in the exhibition regularly. In the 2019 edition 50+ exhibitors participated through ITPO, displayed their products in India Pavilion.

For the upcoming 25th edition of the event, booths are **available in the modules of 12 sqm. and in multiples of three sqm thereof.** The location of ITPO will be in Hall no. 10 (Asian Hall) in a prominent location. Basic stand construction includes

dividing walls, headboard with exhibitor`s trading name, carpeting, lighting, 300 watts electric switch, basic furniture and publicity support. ITPO proposal for MAI has been recommended by Sub Committee and the minutes of Empowered Committee are awaited . Based on the quantum of the subsidy the MAI rentals will be announced later. Accordingly, the subsidized participation charges will be offered. **Rentals are under finalization. However, the tentative participation charges are likely to be in the vicinity of Rs. 21,500/- per sqm. approximately (Under MAI scheme) for corner booth and Rs. 19,500/- per sqm. (approx.) for non-corner booth.**

Companies having valid IEC Number, 6-digit HS Code, PAN, GST, DIN etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. The company which has already availed MAI subsidy for any two events in FY 2020-21 will also not be eligible for MAI subsidy. The corner booths will preferably be of a minimum size of 12 sqm. Applicants may give their preference of booths (corner/non-corner) in the application form for space booking, which will be provided as per the availability. Since we are receiving good response from trade and industry for participation in this fair, prospective participants are advised to reserve their area by remitting booking amount through RTGS/NEFT.

For companies without IEC number, 6 digit HS Code, PAN, and Government organisation, Boards etc. Who are not eligible under MAI scheme, the tentative rentals without subsidy are approximately Rs 31,500/- per sqm. for non-corner booth and Rs.33,500/- per sqm. for corner booth.

Government organizations will be charged Non-MAI Rates and in-case they are availing of MAI rates, an undertaking is mandatory from them that the organization is not receiving any government funds for participation in the event and in-case they receive funds, they are liable to pay the difference.

Booking of space will be on first-come-first served basis. Corner booth will be subject to availability. The space booking will commence from July 14, 2020 , 10.00 am. The priority /seniority of the exhibitors for space allocation will be based on the date/time of advance received in ITPO's bank account maintained in HDFC bank. Exhibitors may please note that the payments received in ITPO's HDFC bank account prior to 10.00 on 14.7.2020 will be rejected. The valid payments i.e. payments received at 10.00 am and onwards will only be considered for ascertaining seniority for booth allocation.

ITPO may also consider reimbursement of airfare to first fifty individual exporter companies subject to approval by DOC, as per relevant provisions of the MAI Scheme, 2018 and subject to fulfilment of necessary requirements.

The eligible participants needs to qualify the following conditions for airfare reimbursement consideration:

1. Members of EPC with exports upto F.O.B. value of Rs.30 crores in preceding financial year.
2. Members to have completed 12 months of Membership and is regularly filing returns with the EPC*.
3. Permissible only to the regular Director / Partner/ Proprietor of the company**.
4. Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India.

** Not applicable for any new EPC for a period of 5 years from date of creation.*
*** Not admissible to a foreign national.*

Reimbursement of airfare will be subject to above eligibility, timely submission of all required documents and approval by Department of Commerce.

The space booking for participation in this fair will be announced shortly after reviewing the COVID -19 pandemic situation in Italy and India and easing of travel restrictions and flight resumption. The space can be booked by making an advance payment of Rs.1,00,000/- only online through NEFT/RTGS in favour of India Trade Promotion Organisation. Bank details of ITPO are annexed. The seniority for booth booking will be based on the bank statement as and when the amount is credited in the ITPO's account.

For any further queries the following officers may be contacted: Sh. Devender Pal, DGM, Email: devenderpal@itpo.gov.in, Mobile: 9810994832, Sh. Krishan Kumar, Senior Manager, Email: kk@itpo.gov.in, Mobile: 9810819924.

Thanks & Regards,

(Devender Pal) (Krishan Kumar)

Deputy General Manager Senior Manager