



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन
India Trade Promotion Organisation

भारत सरकार का उद्यम
A Government of India Enterprise

संदर्भ

Reference : No.ITPO/SIAL Food Canada/1/2020

दिनांक

Date :

6th September, 2019

फोन

Phone :

Subject: SIAL, Canada, April 15-17,2020 (17TH Edition)

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) under Ministry of Commerce & Industry will organise India Pavilion in **SIAL, Montreal, Canada** for second time in a row after the success of SIAL, in Toronto from April 15-17, 2020 at Palaisdes Congres , Montreal, Canada. The last edition held in Toronto recorded a boast opportunities in a B2B environment. It is the only trade show that offers a complete range of Food Products under one roof to meet the customers expectations.

The 17th edition of the gala event of the biggest food innovation is an annual feature. The previous edition was a record setting event which was visited by over 18,000 plus professionals. It is industry's one- stop- shop destination. Each year, SIAL, Canada brings together all the industry's major players under one roof. It is spread in an area of 2,80,000 sqft area exhibited by 1000 exhibitors from more than 50 countries and visited by 25,000 professional visitors. It offers a complete range of Food products and Food related equipment and technologies.

Products on display

Beverages

Water, juice, fresh juices, coffee, tea, hot beverage, cocktail, ingredients, dealcoholized beverages, wine and spirits.

The Market Fresh

Sea food, Deli meat, poultry, baked goods, dairy products, ready to eat, frozen food and vegetables, eggs.

Grocery

Grains and cereals, spices, fruit based products, vegetable products, coffee & tea, sweets & snacks, oil & fat based products, vinegar, food supplements, pet food, ingredients, additives, sugar sweetening products, Non-alcoholics beverages.

Cheese & Microbrewery(All type of Milk)

Fancy cheese, Ciders, Ingredients related to cheese, Hygiene and sanitation, packaging, equipment and process, Technical consultants, financial services.

SET

Restaurant, hotel equipment, Kitchen furniture, uniform storage equipment, refrigeration, Packaging & containers, Hygiene solutions, Information Tech

पंजीकृत कार्यालय : प्रगति भवन, प्रगति मैदान, नई दिल्ली-110001 टेलीफोन : 23371540, 23371491 फ़ैक्स : 91-11-23371492

Registered Office : Pragati Bhawan, Pragati Maidan, New Delhi-110001 Tel : 23371540, 23371491 Fax : 91-11-23371492

ई-मेल/E-mail : info@itpo.gov.in वेबसाइट/Website : www.inditradeFair.com


We invite you to participate in SIAL, Canada. The tentative rentals for participation are Rs. 4,350 per sqft approx) and 10% additional for corner booths. Booths are available in modules of 100 sqft. & multiples thereof on first come first served basis. Space can be booked by making advance payment of Rs.65,000/- in favour of India Trade Promotion Organisation by RTGS .

The space booking in the Fair will start from 11th September 2019 from 10.00 am onwards and seniority of participants will be counted accordingly. The payment received in ITPO's account prior to 10.00 am will not be accepted . Seniority will be based on the bank statement as and when amount is credited in ITPO's account.

Please feel free to contact us for any further information you may require. You may contact Mrs Meenu Kapoor, Senior Manager, E-mail: meenukapur@itpo.gov.in Mobile Number 9810491688 or Ms. Jasdeep Seth, Deputy Manager on 9818128369, E-mail : jseth@itpo.gov.in from Fair Services Division –I

Your expression of interest will help us in planning the India Pavilion in an effective and efficient manner.

Thanking you,

Yours faithfully,

(Vikas Malhotra)
General Manager

FACT SHEET

THE ONLY SHOW WITH ITS EYES ON THE MARKET AND CURRENT TRENDS

Name of the fair	SIAL, CANADA
Date	April 15-17,2020
Venue	Palais des Congres, Montreal, Canada
Profile	B2B
Timings	10.00 am to 6.00 pm(April 15 &16) 10.00 am to 4.00 pm (April 17)
Tentative Rentals	Rs. 4350 per sqft (Tentative) Cost of 100 sqft = Rs. 4,35,000 Additional Corner Charges – 10%
Bookable Area	Minimum bookable area 100 sqft (furnished booth)
Package Include	Hard walls, carpet, general lighting , melamine shelves waste paper basket, table and chairs
Visa Facilities	ITPO gives full assistance by providing, visa invitation letter
Product Profile	Beverages, Organic Agri Food Products Cheese , Grocery, Fresh Products, Ethnic Products, SET Supply Chain, SET Packaging & processing , SET HRI
Visitors Profile	Importer/Exporter, suppliers, Food service, Retailer, Media, Health Professional
Key Figures 2018	Exhibitors 841 from 50 countries Visitors 18500 from 67 countries 91% exhibitors are satisfied 93% visitors are coming back to SIAL, Montreal, 2020
Top Reasons to visit	Find new Products Staying aware of market Trends Discover new buyers
Project Head	Shri Vikas Malhotra, General Manager India Trade Promotion Organisation (A Govt of India Enterprise) New Delhi 110001 (India) Tel: +91 -11-23371868 Fax: +91 11 23379646 Email: vikas@itpo.gov.in

HURRY! THE BEST SPOTS WILL GET BOOKED FAST!

APPLICATION FORM

Name of the Fair/Exhibition: **SIAL, CANADA, APRIL 15 - 17, 2020**

Name of the Company: _____

Address _____

Tel: _____ Fax: _____ E-mail: _____

Website: _____ Pan No. _____ GST No. _____

TAN _____ TIN _____ IEC No. _____ (attach photocopy)

DIN No. _____ HS Code (6 digit) _____

Name & Designation of Key Executive _____

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: _____

Products for display (HS Codes) _____

We hereby accept the Rules & Regulations of participation as per copy enclosed. UTR No. _____

Dated _____ Bank _____ for Rs. _____ favouring India
Trade Promotion Organization, payable at New Delhi FOR Rs. _____ being advance
participation charge

Payment of rentals Through RTGS/NEFT	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi- 110001. Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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(Signature of authorized signatory of the Company)

Name: _____

Designation: _____

Dated: _____

Brief Rules and Regulations for participation in Fair Abroad:-

1. Space Booking: Application in 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 100 sqft. & multiples, (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) Non 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 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. 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 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 condition of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & Conditions accepted.

(Signature)

Name _____
Designation _____

Date: _____