



**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. 05 (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. **The participation charges under MAI scheme have been fixed at Rs. 19000/- per sqm. for corner booth and Rs. 17,500/- per sqm. 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 participation charges without subsidy are approximately Rs 34,500/- per sqm. for corner booth and Rs.33,000/- per sqm. for non 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 need 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)

Deputy General Manager

(Krishan Kumar)

Senior Manager



## **Fact –Sheet**

<b>Name of the event</b>	Exhibiting at Artigiano in Fiera represents an exceptional opportunity in terms of market coverage, visibility and presence. The event offers each company the opportunity to enhance their promotional activities, with the aim of consolidating or creating their own valuable market of reference.
<b>Dates &amp; Venue</b>	5th – 13th December 2020,  Fieramilano Rho-Pero. Every day from 10.00am until 10.30pm
<b>Profile</b>	Business to Business (B2B) & Business to-Consumer ( B2C)
<b>Minimum Bookable Space</b>	12 sqm.
<b>Tentative participation charges without the shipment facility i.e exhibitors have to make their own arrangements for sending the products</b>	<p><b>MAI Rentals*</b> Rs. 19,000/- Per sqm for corner booth Rs. 17,500/- per sqm for non corner booth</p> <p><b>*MAI subject to approval from DOC.</b></p> <p><b>Government organizations will be charged Non-MAI Rates and incase 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 incase they receive funds, they are liable to pay the difference.</b></p> <p><b>Non MAI rentals</b> for government agencies/ state departments and exhibitors who do not qualify for MAI rentals will be charged in the vicinity of :</p> <p>Rs. 34,500/- Per sqm corner booth Rs. 33,00/- Per sqm non corner booth</p> <p><b>The above rentals are indicative at this stage and will be finalized on receipt of MAI Grant approval for event. The exhibitors will be charged on actual rental basis.</b></p>
<b>Commitment Fees</b>	Rs.1,00,000/- per 09 sqm booth.
<b>Re-imbursement of Air fare</b>	Economy class air fare maximum up to Rs. 70,000/- only for the Director, Proprietor /Partner may be availed of by the participating company subject to fulfillment of MAI guidelines and approval from Department of Commerce..

	<p>For availing the re-imbursement 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>Members of EPC with exports upto f.o.b. value of Rs. 30 crores in preceding financial year;</li> <li>Members to have completed 12 months of membership and is regularly filing returns with EPC ( not applicable for any ne EPC for a period of 5 years from the date of creation).</li> <li>Permissible only to the regular Director/Partner/Proprietor of the company ( Not admissible to a foreign national)</li> <li>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>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>  <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>
<b>Display Profile</b>	<p>Profile for exhibits includes Arts, Antiques Art, Antiques &amp; Handicrafts, Bags, Cosmetics, Perfumes &amp; Beauty Aids, Crystal ware sets &amp; Wall Coverings, Chandeliers, Fashion wear &amp; Accessories, Frozen &amp; Canned Foods, Furniture, Gifts &amp; Novelties, Glassware &amp; Porcelain, House wares &amp; Kitchen wares, Household &amp; Domestic Appliances, Imitation &amp; Fashion Jewellery, Leather &amp; Leather Products, Lights, Lamps &amp; Fixtures, Sports &amp; Leisure Goods, Textiles &amp; Ready made Garments, Toys, Games &amp; Stationery, Watches &amp; Clock.</p>
<b>Status of India at the Show</b>	<p>National Level Participation</p>
<b>About the show</b>	<p>Artigiano in Fiera is the international industry event that's been celebrating artisans and their creations for more than twenty five. The most important event in the world, transmitting the beauty and goodness of arts and trades. Book your booth now and participate in one of the world's most important arts and crafts events!</p> <p>Exhibiting at Artigiano in Fiera represents an exceptional opportunity in terms of market coverage, visibility and presence. The event offers each company the opportunity to enhance their promotional activities, with the aim of consolidating or creating their own valuable market of reference.</p> <p>As the season's number one wholesale gift and home trade event, AFL Artigiano , Milan ( Italy) Fair showcases amazing brands, new products, compelling retail insight and endless inspiration. Imagine finding all of the home wares, gifts and ideas you need to inspire and delight your customers, all in one place. The fair does just that, bringing visitors and exhibitors together across carefully curated show sectors, under one .</p> <p>Getting to see and touch new product in person, along with making real-life connections with new and exiting suppliers, is an experience that can't be replicated online. Taking place at a pivotal buying time in</p>

	the year (just before Christmas), it's a great opportunity to re-stock, re-connect and re-charge your business for a successful year ahead.
<b>Organizer</b>	GEFI , Viale Achille Papa, 30 20149 Milan (Italy)
<b>Visitor Profile</b>	AFL Milan Fair attracts over one million visitors who are looking for products.. Make sure you're here to meet them.
<b>Stall Booking</b>	<p>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.</p> <p><b>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 on 14.07.2020 will only be considered for ascertaining seniority for booth allocation.</b></p> <p>The application along with the required details and complete in all respect should reach us latest by 30.08.2020.</p>
<b>Bank account details for payment</b>	<p><b>HDFC Bank, New Delhi:</b></p> <p>Name of the Beneficiary : INDIA TRADE PROMOTION ORGANISATION  Name of the Bank : HDFC Bank Ltd  Branch Name : Surya Kiran Building, Connaught Place, New Delhi  Account No. : 00031110005078  Type of Account : Saving  IFSC/NEFT Code : HDFC 0000003  PAN No. Of ITPO : AAATI2955C  GSTIN : 07AAATI2955C1ZX</p>
<b>Project Team</b>	<p><b>Supervisory Officer</b></p> <p><b>Devender Pal</b>  Deputy General Manager  India Trade Promotion Organisation  Pragati Bhawan, Pragati Maidan,  Ph: 011-23379305  Mob: 9810994832  Email: devenderpal@itpo.gov.in</p> <p><b><u>Fair officer</u></b></p> <p><b>Krishan Kumar</b>  Senior Manager  Ph; 91-11-23371337 extn 350  Mob: +919810819924  EMAIL: <a href="mailto:kk@itpo.gov.in">kk@itpo.gov.in</a></p> <p><b><u>Team Member</u></b></p>

	<b>Ashok Kumar</b>
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Dy. Manager

Mob: +919810300913

EMAIL: [ashokkumarfin@itpo.gov.in](mailto:ashokkumarfin@itpo.gov.in)



## INDIA TRADE PROMOTION ORGANISATION

### Application/Catalogue Entry Form

**AFL Artigiano Fiera Milano ( Italy), Dec 05-13, 2020**

1. Name of the Registered Company : .....  
Address : .....  
Phone : ..... Fax (with ISD/STD code): .....  
Mobile No. : ..... E.Mail ..... Website : .....  
PAN No. : ..... GSTIN No. : ..... CIN No. ....
2. Name & Designation of Key Executive: .....  
Mobile No. : ..... E. Mail : .....
3. Director / Proprietor / Partner detail : ..... DIN No. ....
4. Type of Company (Please tick ✓) : Private Limited ☐ Proprietor ☐ Partnership ☐
5. Are you belongs to MSME (Please tick ✓) : Yes ☐ No. ☐
6. Are you a member of EPC / Commodity Board? Please specify : .....
7. Import Export Code No. (mandatory for MAI assistance) (attach photocopy) : .....
8. Are you belongs to : SC ☐ ST ☐ General ☐
9. Number of events participated with MAI support during the current year : .....
10. Whether participated in the same event previously : Yes ☐ No ☐
11. Total turnover of Company : (US\$ / Rs.) .....
12. Export turnover : (US\$ / Rs.) .....
13. Space requirement (in Sq Mtrs.) : ..... (Minimum 9 sq. mtrs. or multiples of 9 sq. mtrs. thereof)
14. Corner booth (Subject to availability) : Yes ☐ No ☐  
Additional requirements on payment, if any: .....
15. Participation charges detail: RTGS / NEFT No : ..... dated ..... Rs.....  
drawn on .....in favour of India Trade Promotion Organisation, New Delhi.
16. Products for display with HS Code : .....  
.....
17. Brief profile of company (not more than 25 words): .....  
.....
18. 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 :

Krishan Kumar, Senior Manager  
India Trade Promotion Organisation  
Pragati Bhawan, Pragati Maidan,  
New Delhi - 110 001  
Mob: 9810819924  
Email : kk@itpo.gov.in



## Bank account details for payment transfer:

### **HDFC Bank, New Delhi:**

Name of the Beneficiary : INDIA TRADE PROMOTION ORGANISATION  
Name of the Bank : HDFC Bank Ltd  
Branch Name : Surya Kiran Building, Connaught Place, New Delhi  
Account No. : 00031110005078  
Type of Account : Saving  
IFSC/NEFT Code : HDFC 0000003  
PAN No. Of ITPO : AAATI2955C  
GSTIN : 07AAATI2955C1ZX

(For terms & condition please see below)

### **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 9/12 sq mtr (and in multiples of 3 thereof) and as per layout plan. Air fare re-imbursement is subject to approval from DOC.

#### **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 financial 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. Undertaking from Government organizations in case of availing of MAI rates**

Government organizations will be charged Non-MAI Rates and incase 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 incase they receive funds, they are liable to pay the difference.

**6. 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 conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

(Signature)

Name & Designation

Date



**INDIA TRADE PROMOTION ORGANISATION**

**Subject: AFL Artigiano Fiera Milano (Italy), Dec 05-13, 2020**

**Details to be provided by the Participating Company.**

Name of the participating Company / Organisation	
Type of company (Private/ Partner/ Limited/ Proprietor)	
PAN Card Number	
CIN Number	
IEC Number	
GST No.	
Name of Director	
Designation	
DIN Number	
HS Code: 6 Digit	
HS Code : 6 Digit	
HS Code: 6 Digit	
HS Code : 6 Digit	
Name of participant	
Passport No.	
Product Items on display	
<b>This is to certify:- (Undertaking on company's letter head)</b> I. That the company is eligible for MAI grant as it has not claimed MAI grant for this event in three financial years. II. That the company has not claim subsidy of any event for a maximum of two MAI events in the financial year 2020-21. III. That the company is eligible for MAI grant as per the prevailing guidelines of Ministry of Commerce, Govt. of India.	

Place :  
Firm  
Date :

Signature of Authorized Representative of the  
  
(Company Seal)

Name.....  
Designation.....

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## **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  
\_\_\_\_\_ (name of Fair) \_\_\_\_\_ (date).
2. That our company will be represented at the exhibition by:  
  
(i) Mr./Ms. \_\_\_\_\_ Designation \_\_\_\_\_ and  
(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) need to apply for Business Visa to  
enter \_\_\_\_\_ (name of country) 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 may also be taken by ITPO.
5. That our company will bear his/her/their cost of air-travel and  
boarding & lodging expenses in \_\_\_\_\_ (name of country).
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)*