

Dear Sir,

The India Trade Promotion Organisation (ITPO) is the premier Government of India Enterprise under the administrative control of Department of Commerce, Government of India, working with the mandate of promoting trade. ITPO is committed to showcase excellence achieved by the country in diverse fields and to promote, facilitate and coordinate various activities to enhance India's share of export through trade in goods and services with the financial support from Department of Commerce under MAI Scheme.

We are pleased to inform you that ITPO will be organizing the maiden **India Show**, International Centre, Mississauga, Canada from October 10-13, 2019. India and Canada enjoys a prosperous trading relationship. Bilateral trade between India and Canada was worth US\$ 6.36 billion in 2018-19. India's exports to Canada during this period were US\$ 2.85 billion. Total trade between the two countries has grown steadily over the past five years.

Canada and India are currently holding negotiations on the Comprehensive Economic Partnership Agreement (CEPA) and Bilateral Investment Promotion and Partnership Agreement (BIPPA/FIPA) to improve the trade relations between the two countries. These developments are expected to create a conducive ecosystem for further expansion of trade and commerce between the two countries.

Presently, the major items exported from India to Canada include light engineering goods, iron & steel articles, gems, jewellery and precious stones, pharmaceutical products, readymade garments, textiles, organic chemicals etc. There is huge potential for Indian exports which can be achieved through exposure to the Canadian markets.

The focus in the show will be to provide support and opportunity to the Indian companies specially to MSME & SMEs to display their products so as to project brand India and showcase the initiatives of "Make in India" campaign.

The India Show, Canada will offer the right platform to the Indian industry, especially Micro, Small and Medium Enterprises (MSMEs), to assess the market and diversify their businesses. ITPO invites participation from Indian companies from the Information Technology, Power, Automobile, Apparel and clothing, Light engineering, Pharmaceutical, Food, Handicrafts, Tourism and Hospitality industries, etc. The response from the industry has been overwhelming and participation has already started pouring in.

ITPO is targeting about 70-80 Indian companies for participation in this event. 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. Shipment/Air freight and clearance of exhibits will be the responsibility of individual exhibitor.

**However, ITPO will be charging approx. Rs. 16,500/- per sqm under subsidized MAI scheme and the non MAI rates will be approx. Rs. 26,000/-**

**per sqm.** corner booths will be charged 10% extra. To reserve the space, kindly send us the filled in application form along with a commitment charges of Rs.1,00,000/-by NEFT/RTGS as per details in application form. For further details and any clarification, please contact Mr. Rakesh Kumar, Manager(BDD) Fair Officer contact no. 7678395151, E-mail: [rpanwar@itpo.gov.in](mailto:rpanwar@itpo.gov.in) and Mrs. Sunita Batra, Team Member: 9868256835 E-mail: [sunitabatra@itpo.gov.in](mailto:sunitabatra@itpo.gov.in), All the details of participation rules and regulations are enclosed as under below. The details of RTGS are as under:-

<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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Thanking you,

Yours faithfully,

( HEMA MAITY)  
General Manager

# India Trade Promotion Organisation

## Application Form

### **India Show 2019, Canada**

October 10-13, International Centre, Mississauga, Canada

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

Type of Company \_\_\_\_\_  
(Pvt. Ltd./Prop./Partnership)

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

PAN \_\_\_\_\_

CIN

GST NO.

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) \_\_\_\_\_

Whether belongs to MSME \_\_\_\_\_

Whether belongs to SC/ST/GENERAL \_\_\_\_\_

Number of events participated with MAI support during the financial year \_\_\_\_\_

Whether participated in the same event previously \_\_\_\_\_

Space Requirement (in sqm)

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

(Rupees lakhs)

Total turnover of your company	2016-17	2017-18	2018-19

(Rupees lakhs)

Export turnover of your company	2016-17	2017-18	2018-19

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Booking Amount Details	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 participation in India Show, Canada, October 2019.*

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

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

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

## **Brief Rules and Regulations for Participation in Fair**

1. **Space Booking:** Application in prescribed proforma for participation in India Show, Canada 2019, is to be submitted for stands of 9 sq.mtrs. (and in multiple of 3 sq.mtrs.)
2. **Allotment of space to the Participants: Booking of stands with advance payment of Rs. 1,00000 through RTGS in ITPO's bank account needs to be made.** The RTGS details are given in the application form. 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 2 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 2 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. All expenses for travel to & fro and stay abroad including boarding, lodging, medical treatment, insurance etc. will be borne by the participants themselves.
  - VI. Refundable amount, if any, to the participant does not attract interest of any kind.
  - VII. 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



## INDIA TRADE PROMOTION ORGANISATION

### FACT SHEET INDIA SHOW, MISSISSAUGA, CANADA 2019

<b>Name of the Fair</b>	<b>INDIA SHOW, CANADA 2019</b>
<b>Date &amp; Venue</b>	October 10-13, 2019, International Centre, Mississauga, Ontario
<b>Type of Fair</b>	<b>B2B &amp; B2C</b>
<b>Rentals under MAI &amp; Self Financing</b>	<b>Subsidized rentals are Rs. 1,48,500 for 9 sq.mtrs. (tentative) under MAI with shell scheme. (without shipment) Rs. 2,52,000 for 9 sq. mtrs. (tentative) on Self Financing basis under shell scheme. (without shipment)</b>
<b>Bookable Area</b>	Minimum bookable area 6 sqm., 9sqm, or multiples of 3 thereof
<b>Package Includes</b>	Fully Furnished booth with display aids, lighting, floor covering, furniture under shell scheme
<b>Re-imbusement of Air fare</b>	<p>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> <p>For availing the re-imbusement 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: Members of EPC with exports upto f.o.b. value of Rs. 30 crores in preceding financial year; 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). Permissible only to the regular Director/Partner/Proprietor of the company ( Not admissible to a foreign national) 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. The above provision is subject to the other conditions laid down in the MAI Scheme and the guidelines for funding under MAI Scheme.</p> <p>The link for MAI guidelines is <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>Additional Features</b>	<b>Cultural Programmes/Indian Cuisines</b>

<b>Visitors Profile</b>	<b>End Users, Distributers/Wholesalers, Service Providers, Manufacturers, Import &amp;Export</b>
<b>Payment of rentals through RTGS/NEFT</b>	<b>Beneficiary - INDIA TRADE PROMOTION ORGANISATION</b> <b>Bank - HDFC Bank Limited</b> <b>Branch - G-3/4, Surya Kiran Building, 19, KG Marg,N.Delhi</b> <b>Saving Account No. - 00031110005078</b> <b>IFSC Code - HDFC0000003</b>
<b>Project Head</b>	<b>Ms. Hema Maity</b> <b>General Manager (HOD)</b> <b>Phone: 011-23371819</b> <b>E-mail: hemamaity@itpo.gov.in</b>
<b>Contact person</b>	<b>Mr. Rakesh Kumar</b> <b>Manager (Fair Officer)</b> <b>Mobile: +91- 7678395151</b> <b>E-mail: rpanwar@itpo.gov.in</b>  <b>Mrs. Sunita Batra</b> <b>Team Member</b> <b>Mobile: +91-9868256835</b> <b>E-mail: sunitabatra@itpo.gov.in</b>

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