

**INDIA TRADE PROMOTION ORGANISATION**

**FACT SHEET**

1.	Name of the event	<b>AF-L' Artigiano in Fiera– 22nd International Crafts Selling Exhibition, Milan (Italy) December 02-10, 2017</b>		
2.	Size of the Exhibition	3,10,000 Sq mtr (Largest B2C event in the world)		
3.	Duration of the Fair	09 days		
4.	Status of India at the Show	National Level Participation		
5.	Fair Timings	<b>10 a.m. to 10.30 p.m. everyday</b>		
6.	Products on display	<ul style="list-style-type: none"> <li>• <b>Giftware and fancy goods:</b> Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver</li> <li>• <b>Clothing and accessories:</b> Leather, Woven, Other materials</li> <li>• <b>Furnishings and fittings:</b> Furniture, Bibelots, Curtains, Carpets and Rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures</li> <li>• <b>Gold and jewellery:</b> Gold and silver, Coral, Semi-precious stones, <b>Costume jewellery etc..</b></li> <li>• <b>Leather and Leather Products.</b></li> </ul>		
7.	Local Currency	Euro (One Euro = Rs. 73.00 apprx.)		
8.	Total No. of Exhibitors	More than 3000.		
9.	Countries participated in last event	More than 100 Countries from all over the world		
10.	No. of Visitors	About 16.70 lakhs		
11.	Special Feature	Most popular Fair in Italy and South Europe takes place just before Christmas. Very good potential for Indian handicrafts, home furnishing, carpets, leather & leather products and gifts items. <b>Retail sales permitted subject to local rules and regulations.</b>		
12.	Participation Charges	<p><b>Participation charges are Rs.18,000/- per sq.mtr. for one side open booth. Two side open booth will attract a premium of 10%. Companies having IEC Number, 6-digit HS Code, PAN, etc. are eligible for MAI subsidy.</b></p> <p><b>Participation charges for the companies without IEC number, 6-digit HS code, PAN, etc. will be Rs.24,000/- per sq.mtr. (without MAI) and two side corner booth will attract a premium of 10%.</b></p> <p><b>Booking on first come first serve basis. Corner booth subject to availability.</b></p>		
13.	Space Booking	<p><b>The space booking for participation in this Fair is already open from April 19th 2017 onwards. The space can be booked by making an advance payment through RTGs of Rs.1,00,000/-. RTGs details are attached.</b></p> <p><b>The seniority for booth booking will be based on the bank statement as and when the amount is credited in the ITPO's account.</b></p>		
14.	Booth Size	Stands in size of 9/12/15/16 sq mtr and as per availability in the layout plan. <b>Most of corner stands are of 12/15/16 sq mts. and in multiples thereof</b>		
15.	Contact Person	<table border="0"> <tr> <td>Devender Pal, Senior Manager ITPO, Pragati Bhawan, Pragati Maidan, New Delhi 110001 <a href="tel:011-23371909">Tel:011-23371909</a>/ <a href="tel:011-23371122">Fax : 011-23371122</a> Email: <a href="mailto:devenderpal@itpo.gov.in">devenderpal@itpo.gov.in</a></td> <td>A.K. Batra Manager Mobile: 09911351959 Email: <a href="mailto:akbatra@itpo.gov.in">akbatra@itpo.gov.in</a></td> </tr> </table>	Devender Pal, Senior Manager ITPO, Pragati Bhawan, Pragati Maidan, New Delhi 110001 <a href="tel:011-23371909">Tel:011-23371909</a> / <a href="tel:011-23371122">Fax : 011-23371122</a> Email: <a href="mailto:devenderpal@itpo.gov.in">devenderpal@itpo.gov.in</a>	A.K. Batra Manager Mobile: 09911351959 Email: <a href="mailto:akbatra@itpo.gov.in">akbatra@itpo.gov.in</a>
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