

Dear Sir,

India Trade Promotion Organisation, Government of India's premier trade promotion organization is organizing **Indian Trade Exhibition in Tel Aviv, Israel** from February 19-22, 2018 at Pavilion 2, TLV Convention Centre.

India enjoys an extensive and strategic relationship with Israel. India is Israel's tenth largest trade partner. The bilateral trade between India and Israel has blossomed resulting in growth from US\$ 200 million to US\$ 4.16 billion in 2016. It is also estimated that almost 75% of bilateral trade in services flow from India to Israel. Major exports from India to Israel includes Precious stone, Metal and Machinery, Plastics, Organic Chemicals, Electronic Equipments, Engines, Pumps, Technical equipments, Handicrafts, & Textiles etc.

Indian Trade exhibition will be organized in a gross area of 2000 sqm. **The focus sectors at the flagship event will be Plastic/Rubber & its articles, Indian Handlooms & Handicrafts, Textiles & RMG, Polyester and Cotton Yarns, Pearls and Precious Stones, Leather, Footwear, Woollen Products, Home Decorative & Home Furnishing, IT & Software, Pharmaceuticals & Wellness Products, Cosmetics, Perfumery & Fragrance, Artificial Jewellery, Fashion accessories, Giftware, Consumer goods, Wooden Furniture, Transport Equipment, Plants and Vegetable products, Chemical & Mineral products, Machinery & Electric Equipment, Pharma & Health, Travel & Tourism, Construction Industry, Automotive Industry, Food & Food technology, Frozen food, Health foods etc.** An extensive publicity campaign through electronic and print media in cooperation with Indian embassy will be undertaken to attract visitor from all around. 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. The tentative rentals under MAI scheme are Rs. **15,000/-** per sqm with shipment facility. Tentative cost of a 9 sqm built-up stand will be **Rs. 1,35,000/- with shipment.**

The event will give opportunity to exhibitors to network and cross fertilize valuable synergies. It will help them to create breakthrough in Israeli market.

Space can be booked by making an advance payment of Rs. 50,000/ by RTGS in favour of India Trade Promotion Organisation. It may be noted that allotment will be made on first-come-first serve basis and possession of booth shall be given upon realisation of total participation fee. For further clarification, please feel free to forward your queries by e-mail to sekaran@itpo.gov.in, kk@itpo.gov.in, gsingh@itpo.gov.in, jseth@itpo.gov.in Tel no 91-11-23371630, 23371337 mobile 9810819924, 9958533880, 9818128369.

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-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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Exhibiting at Indian Trade Exhibition, Tel-Aviv, Israel 2018 will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

Yours faithfully,

**(J. Guna Sekaran)
General Manager**