



Subject: India Expo Beurs, The Netherlands, February 22 – March 01, 2020

Dear Participants,

- India Trade Promotion Organisation, the premier trade promotion agency of the Govt. of India, is organizing India's 2nd participation in India Expo Beurs, Netherlands, scheduled to be held from February 22 – March 01, 2020. The fair is a B2B and B2C, multi sector event.
- Netherlands is one of Europe's most stable and prosperous nations and one of the leading European nations in ranking of human development, competitiveness, per capita income, globalization, state of peace and economic freedom.
- The Netherlands has the second largest population of people of Indian origin in Europe, next to the UK. A 2,35,000-strong Indian Diaspora (200,000 Surinami-Hindustani community and 35,000 NRIs/PIOs) is an important element that helps foster closer ties with the Netherlands. The diaspora forms an important link between the two countries and facilitates people-to-people contacts.
- Being a developed country and a member of the exclusive European Economic Community (EEC), the Netherlands has high income market oriented economy characterized by a high level of foreign trade. During the Financial Year 2018-2019, the India's Total Export is US\$ 330,078.90 Million. The Netherlands was India's 4th largest trading partner in the EU, after the UK, Germany and Belgium. The Netherlands has one of the lowest customer tariffs in Europe. Most items are subject to approximately 10% Customs Duty.
- There is a positive demand for Indian products in the Netherlands that is one of the strategic trading partners of India in Europe. Bilateral trade between India and Netherlands stood at US \$ 8.77 million in 2018. The major items of export from India to Netherlands are handicraft, machineries, engineering goods including hand-tools, pharmaceuticals, chemicals, plastic and rubber products, textiles, readymade garments, leather goods, carpets, footwear, petroleum and other oils. The main items of Dutch Exports to India were metalliferrous ores and metal scrap, plastics, and general industrial machinery.
- We expect India Expo Beurs to provide an excellent platform to Indian manufacturers/traders/exporters to showcase their offerings to buyers. It will help them to create channels in Netherlands market. Participating in India Expo Beurs will not only enable exporters/exhibitors to assess the demand for their products and identify local distributors, agents and buyers but also to work on networking opportunities to augment business interest.

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- The display sectors include: Multi Products: India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; Petroleum and other Oils, Crustaceans, Medicaments, ayurvedic herbal products and Yoga etc.
- Booths will be available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. 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 proposed tentative rentals are Rs.18,000/- per sq. mtr. The tentative participation charges for **a 9 sq. mtr. built-up fully furnished booth will be Rs.1,62,000/-**. The proposed tentative rentals for bare space are **Rs.13,000/- per sq. mtr.** The minimum bookable bare space is 9 sq.mtr. and in multiples of 3 sq.mtr. thereof. Shipment facility is not being provided by ITPO for exhibits. Custom duties, handling and clearing charges and other applicable local taxes are to be borne by the participants.
- Space can be booked by making an advance payment of Rs. 50,000/- (or in full as per space booked) by RTGS in favour of India Trade Promotion Organisation. It may be noted that allotment will be made on first-come-first-served basis and possession of booth shall be given upon realization of total participation fee.

Payment of rentals through RTGS/NEFT	India Trade Promotion Organsiation Bank: HDFC Bank Limited Branch: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001 Saving Account No.: 00031110005078 IFSC Code: HDFC0000003
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- We are happy to invite your company's participation at India Expo Beurs, which will be invaluable support to our efforts to promote India and products of Indian origin.
- For further information/clarification, please feel free to forward your queries by e-mail to Shri Bijender Kumar, Dy. Manager at bkumr@itpo.gov.in, (M) 9871762703/9868639483
- Your prompt action will help us in planning India Pavilion in an effective manner and to facilitate your participation.

Thanking you,

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