



## **Participation in Foire International De Marseille, France , September 20-30, 2024**

Dear Sir/Madam,

**We are pleased to inform you that India Trade Promotion Organization (ITPO) under Ministry of Commerce & Industry will organise India Pavilion in Foire International De Marseille from September 20 - 30, 2024 at Parc Chanot Marseille, France.** India and France established a strategic partnership which has since emerged into a close and growing bilateral relationship. There exists a vibrant bilateral cultural linkage with growing people to people contact.

Marseille International Fair was founded in 1924 with the objective of promotion of International art social products, craftsmen and exhibitors from all across the globe. It continues to be one of the most popular events in France for attracting new customers and retaining the old ones. This unique event is spread in 1,00,000 sqm (Indoor and Outdoor) represented by 1000 exhibitors from more than 40 countries and visited by 3,00,000 visitors over a span of 11 days.

It is industry's one- stop- shop destination. Each year, Marseille International Fair brings together all the industry's major players under one roof. It offers a complete range **of Handicrafts & Garments, Handmade Fashion Jewellery, Silver Jewellery, Decorative items, Gift items, Leather goods, Kitchenware, Food & Beverages Coffee, Herbs Beauty products, Furniture & Furnishings Textiles, Home decor, Souvenirs, Fashion accessories, Handmade crafts, Sculptures, Well being Items and many more.**

We invite you to participate in Foire International De Marseille. **The approval has been received for MAI (Market Access Initiative) subsidy from Department of Commerce, Government of India.** The tentative MAI rentals for participation will be Rs. 15,000/ per sqm subject to provisions of MAI guidelines . Tentative Non MAI rentals are Rs. 35,000/ per sqm. Booths are available in modules of 9/12/15sqm and multiples thereof on first come first served basis. **Space can be booked from 6<sup>th</sup> July by making advance payment of Rs. 1,00,000/ in favour of "India Trade Promotion Organisation" by RTGS.** Seniority will be based on the bank statement as and when amount is credited in ITPO's account. **Economy class air fare maximum up to Rs. 90,000/-** can be availed of by the participating company subject to fulfilment of MAI guidelines and approval from Department of Commerce. The show is governed by general terms and conditions for participation in International Trade Fairs.

Please feel free to contact us for any further information you may require. **You may contact Fair services division 1 E-mail [aniket@itpo.gov.in](mailto:aniket@itpo.gov.in) , [amrapalidixit@itpo.gov.in](mailto:amrapalidixit@itpo.gov.in) , [jseth@itpo.gov.in](mailto:jseth@itpo.gov.in).** In view of limited space available you are requested to intimate space requirement of your organisation at the earliest. Your early confirmation will help us in planning the India Pavilion in an effective and efficient manner.

Marseille International Fair will offer the opportunity to globalize your business and reach a broader audience.

Thanking you,

Yours faithfully,  
**ITPO**

## FACT SHEET

99<sup>th</sup> Foire International De Marseille, France, September 20 - 30,2024

Name	Foire International De Marseille, France
Duration	September 20 - 30,2024
Venue	Parc Chanot Marseille
Products at display	Handicrafts,Garments, Handmade Fashion Jewellery, Silver Jewellery,Decorative items, Gift items, crafts, Leather goods, Kitchenware, Food & Beverages, Coffee, Herbs Beauty products, Furniture & Furnishings, Textiles, Home decor, Souvenirs, All types Fashion accessories, Handmade crafts, Sculptures, Household equipments, Well being Items , Tourism etc
Total No. of Exhibitors	1000 participants in 1,00,000 sqm ( Indoor and outdoor)
No. of Visitors	3,00,000
About the Event	<ul style="list-style-type: none"> <li>• <b>It's the second fair in France</b></li> <li>• Such an <b>important cultural event</b> featuring cultural and traditional products from all around the world.</li> <li>• The ideal event to <b>highlight your local territories and tourism activity</b>, etc</li> <li>• <b>Attracting and retaining new customers</b></li> <li>• <b>Stand out from your market</b>, invite your new customers in a privileged setting and present your special operations.</li> <li>• <b>Take advantage of the high profile of the event</b> and its communication campaign to reach new customers.</li> <li>• <b>Test an innovative product or a full-scale service</b> Enjoy the great consumer panel that the Fair provides to start or promote an offer or a new product.</li> <li>• <b>Boost your turnover:</b> It's the largest trade event in south of France. Therefore, it's a vector of dynamism and sales increase.</li> </ul>
What to expect	<p><b>BOOST</b> your turnover</p> <p><b>DEVELOP</b> your client portfolio</p> <p><b>PRESENT</b> your new products</p> <p><b>REACH</b> a large and captive audience</p>
Re- imbursement of	Economy class air fare maximum up to Rs. 90,000/- may be availed of by the participating company subject to fulfilment of MAI guidelines and approval

<b>Airfare</b>	<p>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-No.LLO2O / 9 / 2021- E&amp;MDA is as given below:</p> <ol style="list-style-type: none"> <li>a. Members of EPC with exports from Rs. 50 lakhs to f.o.b. value of Rs. 50 crores in preceding financial year;</li> <li>b. 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>c. Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial Position**of the company ( Not admissible to a foreign national)</li> <li>d. Claims forms duly filled in and completed in all respects must be submitted to ITPOwithin 45 days of return to India.</li> <li>e. The above provision is subject to the other conditions laid down in the MAI Scheme and the guidelines for funding under MAI Scheme.</li> <li>f. Reimbursement of airfare to the companies having nil exports/ start-ups/ new exporters may be allowed up to 10% of the total number of participants, subject to the following conditions: a. The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Scheme guidelines, b. The exporter has been active in the domestic market and has at least annual turnover of ₹10.00 lakh in the preceding financial year.</li> </ol>	
<b>Participation Fee</b>	<p><b>MAI Rental-Rs 15,000/ per sqm ( Tentative )</b>  <b>Non MAI Rentals- Rs35,000/ per sqm ( Tentative)</b>  <b>NO ADDITIONAL CORNER CHARGES ARE APPLICABLE</b></p>	
<b>Package of Services by ITPO</b>	<p>Built- up standardbooth          Visa recommendation letter&amp; support</p>	
<b>Bank account details for payment</b>	<p>INDIA TRADE PROMOTION ORGANISATION          HDFC Bank Ltd          209-214, KAILASH BUILDING, 26, KASTURBA GANDHI MARG,          NEW DELHI-110001          00031110005078          Saving          HDFC 0000003          AAAT12955C</p>	
<b>Fair Team</b>	<p>Mr Aniket          , Mobile: 9891103468          Email aniket@itpo.gov.in</p>	





## INDIA TRADE PROMOTION ORGANISATION

99<sup>th</sup> Foire International De Marseille, France  
September 20– 30, 2024

### Application for participation

1.	Name of the Registered Firm/Company :	
2.	Registered Address :	
3.	Type of Organization : Proprietorship / Company / NGO / Govt. Org/ Pvt Ltd, Partnership/ Cooperative	
4.	Phone :	
5.	Fax (with ISD/STD code) :	
6.	Mobile No. :	
7.	E. Mail :	
8.	Website:	
9.	IEC No	
10.	PAN No. : (please enclose copy of PAN)	
11.	GST Number	
12.	Products on display:	
13.	Space requirement (in Sq M.):	Area in Sqm ..... Shell/Bare ..... Corner.....
14.	CIN No :	
15.	HS Code 6digit:	
16.	Director Name and DIN No :	
17.	Name & Designation and Passport No of the person participating in the event	
18.	Are you registered as small scale industry (MSME/NSIC)? If yes, please attach self	Yes / No

	attested copy of Registration Certificate :	
19	Are you a member of ITPO/EPC/Commodity Board/FIEO or any other ( specify the name with RCMC copy)	
20	Whether belongs to: General/SC/ST /category/ women exporter	
21	Exporters fromMSMEs/Start-ups/ North East Region, J&K, Ladakh and other hill areas and exporters belonging to SC/Women Yes/No)	
22	No of events participated with MAI support during the current year( Pl specify the region)	
23	Whether participated in the same event previously SF/MAI	
24	Total turnover of Company: (US\$ / Rs.) ( CA Certificate)	
25	Export turnover: (US\$ / Rs.)	
26	Participation charges : UTR No. .... Dated ..... Bank Code.....	Rs.....  In words (Rupees .....
27	Brief profile of company (not more than 25 words) :	
28	Would you like to avail MAI airfare subsidy, subject to T&Cs of DoC	Yes/No (Pl. Tick)

We have read the rules & regulations of participation and we agree to abide by the same.

Place :

Signature.....

Date :

(Company Seal)

Name.....

Designation.....



### **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 9/12/15 sqm/sqft & multiples, (subject to availability).
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 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/Director/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.
5. 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 condition of participation shall be subject to the jurisdiction of courts in the State of Delhi.
  - vii) Covid Terms
    - vii) It is the responsibility of the participants to check country and airline regulatory websites for entry/exit /transit eligibility before booking the flight.
    - viii) ITPO will not be liable to refund/ pay/compensate/reimburse for the boarding and lodging expenditure / quarantine expenditure incurred by the participants incase of any emergent

situation in the concerned country due to sudden/unforeseen/unavoidable travel bans or any other restrictions imposed by the local authorities in the concerned country .

- ix) In case of postponement of the event, the exhibitor should be given a choice of participating at the changed dates. In case, the exhibitor does not show any interest in participation at the changed dates, money remitted by him should be refunded. If the exhibitor confirms his willingness to participate on the changed/ new dates, no further refund request to be considered on these grounds until the dates /venue are changed further by the Fair Organizer.
- x) Medical expenditure incurred by the exhibitors in the country in which event is being held during or after the event for any type of medical treatment/ treatment of corona virus is not reimbursable by ITPO. It is advised to take proper medical insurance for the travel period.
- xi) Request for cancellation or withdrawal on grounds of COVID19 to be entertained 45 days prior to the date of commencement of event. Any request received beyond 45 days prior to the commencement of the event is not entitled to refund of participation charges.
- xii) Refund due to COVID 19 beyond period of 45 days is applicable in a situation where the stall is allotted to another company in pipeline.

I hereby, accept the terms & conditions.

(Signature)

Name

Designation

Company

Date