

INDIA TRADE PROMOTION ORGANISATION

FACT SHEET

1.	Name of the event	AF-L' Artigiano in Fiera,– 19 th International Crafts Selling Exhibition, Milan (Italy), Nov 29 – Dec 8, 2014
2.	Size of the Exhibition	1,50,000 Sq mtr (Biggest B2C event in Europe)
3.	Duration of the Fair	10 days
4.	Status of India at the Show	National Level Participation
5.	Fair Timings	10 a.m.to 10.30 p.m. Everyday
6.	Products at display	<ul style="list-style-type: none">• Giftware and fancy goods: Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver - Clothing and accessories: Leather, Woven, Other materials – Furnishings and fittings: Furniture, Bibelots, Curtaining, Carpeting and rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures - Gold and jewellery: Gold and silver, Coral, Semi-precious stones – Costume jewellery etc. • Tourism Offices from different countries.
7.	Local Currency	Euro (One Euro = Rs. 83 apprx.)
8.	Total No. of Exhibitors	More than 2900 from around the world.
9.	Countries participated in last event	113 Countries from all over the world
10.	No. of Visitors	About 30 lakh
11.	Special Feature	Most popular Event in Italy and South Europe. Held just Before Christmas. Retail sales permitted subject to local rules and regulations Very Good potential for Indian handicrafts, home furnishing, carpets and gifts items.
12.	Participation Charges	Rs. 23,500 per sq mtr (Corner stand 15% extra) Booking on first come-first served basis. Corner booth subject to availability
13.	Booth Size	Stands in size of 12/16 sq mtr and as per availability in the layout plan
14.	Registration	To be compulsorily made online on event website www.artigianoinfiera.it on or before Sept 30, 2014, following the automatic instructions, with payment of the deposit to ITPO.
15.	Major participants (Likely)	EPCH, WWPEC, NSIC, MSME, DC (Handicrafts) along with a number of Handicrafts Manufacturers/ Exporters.
16.	Contact Person	Hitesh Sethi, Manager Tel No. 23371540 Ext. 291 Mobile: 9810635324 Email: hitesh.itpo@gmail.com hsethi@itpo.gov.in