

Dear Sir/ Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise will once again organize India's national level participation at AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from November 30-December 08, 2019.

Italy is India's fifth largest trading partner in the EU and 13th largest foreign investor in India (0.70% of the cumulative total FDIs to India in the period April 2000 – June 2017). Future prospects for investment and trade are encouraging as India is increasingly being seen as an emerging economic power in the world and an important economic partner in Asia, both in terms of trade and investment, and as an alternative to their original interest in Eastern Europe.

The AF-L'Artigiano, since its inception in 1995, has emerged as a centre for the display and trade of handmade products from all over the globe. It is the world's biggest International fair dedicated to arts and crafts. The exhibition helps small and medium arts and crafts business to sell new products directly in Europe, particularly in Italy.

The 2018 edition of the event was organized in an area of 3,40,000 sq.mtr. and attracted over 3000 exhibitors from more than 100 countries. As claimed by the organizers, majority of the participants expressed their willingness to participate again in this event in 2019.

ITPO has been regularly organizing India's national level participation in this event. In the fair held in December 2018, 117 Indian exhibitors, who participated through ITPO, displayed their products in India Pavilion. The participants included constituents of UPEPC, Trade Fair Authority of Haryana, NSIC, Wool & Woollens EPC, Private companies, etc.

For the upcoming 24th edition of the event, booths are available in the modules of 12 sqm. and in multiples thereof. The location of ITPO will be in Hall no. 10 (Asian Hall) in a prominent location. Basic stand construction includes dividing walls, headboard with exhibitor's trading name, carpeting, lighting, 300 watts electric switch, basic furniture and publicity support. As ITPO has got MAI subsidy for participation in this fair, accordingly, the subsidized participation charges are being offered. **Rentals are under finalization. However, the same will be in the vicinity of Rs. 18,500/- per sqm. approximately (Under MAI scheme) for corner booth and Rs. 17,000/- per sqm. (approx.) for non-corner booth. Companies having valid IEC Number, 6-digit HS Code, PAN, GST, DIN etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. The company which has already availed MAI subsidy for any two events in FY 2019-2020 will also not be eligible for MAI subsidy.** The corner booths will preferably be of a minimum size of 12 sqm. Applicants may give their preference of booths (corner/non-corner) in the application form for space booking, which will be provided as per the availability. Since we are receiving good response from trade and industry for participation in this fair, prospective participants are advised to reserve their area by remitting booking amount through RTGS/NEFT.

For companies without IEC number, 6 digit HS Code, PAN, etc., the tentative rentals without subsidy are approximately Rs.27,500/- per sqm. for non-corner booth and Rs.30,000/- per sqm. for corner booth.

Booking of space will be on first-come-first served basis. Corner booth will be subject to availability.

ITPO may also consider reimbursement of airfare to first fifty individual exporter companies subject to approval by DOC, as per relevant provisions of the MAI Scheme, 2018 and subject to fulfilment of necessary requirements.

The eligible participants need to qualify the following conditions for airfare reimbursement consideration:-

1. Members of EPC with exports upto F.O.B. value of Rs.30 crores in preceding financial year.
2. Members to have completed 12 months of Membership and is regularly filing returns with the EPC*.
3. Permissible only to the regular Director / Partner/ Proprietor of the company**.
4. Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India.

** Not applicable for any new EPC for a period of 5 years from date of creation.*

*** Not admissible to a foreign national.*

Reimbursement of airfare will be subject to above eligibility, timely submission of all required documents and approval by Department of Commerce.

The space booking for participation in this fair has commenced from May 17, 2019 (Friday) from 10.00 a.m. onwards. The space can be booked by making an advance payment of Rs.1,00,000/- only online through NEFT/RTGS in favour of India Trade Promotion Organisation. Bank details of ITPO are annexed. The seniority for booth booking will be based on the bank statement as and when the amount is credited in the ITPO's account.

For any further queries the following officers may be contacted: Sh. Devender Pal, DGM, Email: devenderpal@itpo.gov.in, Mobile: 9810994832, Sh. Abhishek Chauhan, Manager, Email: abhishekchauhan@itpo.gov.in, Mobile: 8505955777.

Thanks & Regards,

(Devender Pal)
Deputy General Manager

(Abhishek Chauhan)
Manager