

**Sub: - Beautyworld Middle East ,27th May-29<sup>th</sup> May,2014**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) after successful participation in last year edition of Beautyworld Middle East will be once again organizing India's national level participation in Beautyworld Middle East , Dubai to be held from May 27-29,2014..

19<sup>th</sup> edition of the largest International Trade fair for Beauty products, hair, fragrances and well being in the Middle East will take place at Dubai International convention and exhibition centre, UAE from May 27-29,2014. This B2B exhibition spread in an area of 23,120 sqm has evolved steadily into a one stop representation of the global beauty fragrances and wellness industry and has played a pivotal role in their growth and development.

Beautyworld 2013 had presence of more than 1000 exhibitors from 50 countries and more than 25,732 business visitors from 113 countries.

Dubai today is a very essential regional hub between Asia, Europe and Gulf. Traditionally it has been a popular base for many enterprising Indian businessmen and traders. Beauty and personal care is a massive market in Middle East particularly for international cosmetics and toiletries manufacturers with UAE and Saudi Arabia in the Gulf leading the way in terms of market size. This is the only exhibition for trade which attracts business visitors from the Gulf cooperation council and other Middle East countries. Dubai continues to be the India's trading partner, Beautyworld Middle East offers a horizon to meet new business partners, find new market, enhance market and sales share and cultivate new business opportunities.

The products groups represented at the show include Hair nail accessories, cosmetics, shampoos, hair drying attire, nail care accessories, skin care products, nail design, antiaging products, facial care makeup, slimming treatment, incense sticks, perfumed candles, fragrance oil, room fragrances, tanning products, dental whitening products, bottles, jars, sprays, caps , aerosols, dispensers, label, packaging machinery, wrapping material, essential oil, UV filters, thickeners, emulsifiers, machines for spa, fixture fittings, ear piercing, massage beds, machines and accessories etc.

The show highlights would include walk of Beauty, Nail it, Face it, tone it, hair education by salon educators, spa and salon management summit and workshop on natural and organic cosmetics.

The stands are available in the form of bare space and modules of 9 sqm and multiples thereof. Proposed rentals for a booth of 9sqm (shell scheme) would be between Rs 2.50 - 3.00 Lacs (approximately). Space will be offered on first come first served basis under MDA scheme. In case you are interested to participate in this important and prestigious international trade fair in Dubai you are requested to kindly confirm your space requirement alongwith a duly filled in application form alongwith advance participation charges of Rs 50,000/ by demand draft drawn in favour of India Trade promotion Organisation payable at New Delhi. For further clarification , please feel free to forward your queries by e-mail to [jseth@itpo.gov.in](mailto:jseth@itpo.gov.in) , [jasdeepseth@gmail.com](mailto:jasdeepseth@gmail.com) tel no 91-11-23371330 or mobile no. 9818128369.

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,

(Jasdeep Kaur)  
Deputy Manager



**Application Form**

Name of the Fair/ Exhibition: **Beautyworld Middle East , Dubai, May 27-29,2014**

Name of the Company:

\_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website:

\_\_\_\_\_

Name & Designation of Key  
Executive \_\_\_\_\_

Are you a registered exporter?  
(yes/No) \_\_\_\_\_

If yes please attach a photocopy of Registration certificate

Space requirement (in sq mtr) \_\_\_\_\_ Corner/Non-Corner (Subject to availability):  
\_\_\_\_\_

Total turnover of company: \_\_\_\_\_ US\$ million      Export turnover: \_\_\_\_\_ US\$  
Million

Products for display:

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We hereby accept the Rules & Regulations of participation as per copy enclosed. Crossed demand draft, favouring India Trade Promotion Organization, payable at New Delhi FOR Rs. \_\_\_\_\_ being advance participation charges

(Signature of authorized signatory of the Company)

Name \_\_\_\_\_

Designation \_\_\_\_\_

Dated: \_\_\_\_\_



## **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 sq mtrs and in multiples of 3 thereof (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 financial 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/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 conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

(Signature)

Name & Designation

Date