

Sub: 7th East Himalayan Expo in Kanchanjangha Stadium, Bidhan Road, Siliguri, West Bengal, December 5 – 13, 2015

Dear Sir,

After grand success of 6th East Himalayan Expo, India Trade Promotion Organisation (ITPO) will be organizing the 7th edition of East Himalayan Expo in Siliguri in Kanchanjangha Stadium, West Bengal from December 5 to 13, 2015. With the continued support of by North Bengal Development Department, Government of West Bengal, we aim to make the event larger and better than the 2014 edition.

ITPO is aiming to establish this fair as a regular inter regional trade event. This is an endeavor by ITPO to provide an exclusive platform to North Eastern region, for opening up trade & commerce and to showcase the vast inherent potential from this part of the country.

Siliguri is strategically and commercially important city due to its close access to the neighboring countries like Bangladesh, Nepal, Bhutan and China. Therefore, for the promotion of trade and commerce with these countries, we propose to organize the event as an international trade fair, wherein the countries such as Bangladesh, Nepal, China, Myanmar, Thailand shall also be invited for their participation.

The fair shall remain open on all days from 12.00 noon to 8.00 p.m from December 5 to 13, 2015.

Participation charges : (Tentative)

	Shell Scheme	Bare Space	Open Space
National Participants	Rs.4400/- per sq.mtrs.	Rs.3800/-per sq.mtrs.	Rs.2700 per sq.mtrs.
Foreign participants	US \$ 100 per sq.mtrs.	US\$ 90 per sq.mtrs.	US\$ 80 per sq.mtrs.
Service tax 14% extra			

Minimum booking :

(a) *Shell Scheme*: 6 sq.mtrs. with multiples of 3 sq.mtrs.

Inclusions under Shell Scheme: One table, two chairs, fascia writing, 3/ 4 spot lights , one 5 amp & 220 V 3 pin socket, one waste paper basket , 2/3 one meter rack

(b) *Bare / open space*: Minimum Bookable area 18 sq.mtrs.

Advertisement Tariff : (Tentative)

Position	Indian companies (Rs)	Foreign companies (US\$)
Inside page (B/W)	2000/-	45
Inside page (colour)	3000/-	65
2 nd cover, 3 rd cover and 4 th cover (colour)	5000/-	110
Service tax 14%		

The fact sheet, application form etc. are enclosed along with the terms and conditions. The payment will be made in the form of demand draft/cheque in favour of India Trade Promotion Organisation, payable at Kolkata, Delhi, Chennai & Mumbai. For RTGS/ Wire Transfer of participation Fees / Advertisement charges, bank details are given as under:

**State Bank of India,
La Martiniere Branch**

MICR code : 700002058
IFS Code : SBIN0003681
Account No. : 3322801223-2
Account Name : "India Trade Promotion Organisation"

The fair will provide opportunities to display their products and interact with the national and international trade visitors/ buyers. ITPO plans to mount a massive publicity campaign targeting buyers/ distributors of the products from the region. Therefore, we request you to kindly avail this unique opportunity to explore the possibilities of business tie-ups and trade promotion with this part of the country. Retail sales are permissible in the event.

For further details, you may please contact the undersigned (Ph: 033-22825820/2904 fax: 033-22828269 , email: itpocal@cal3.vsnl.net.in (Mobil:9874649720)or Shri Jayanta Das, General Manager/ Mrs Hema Maity, DGM, ITPO, New Delhi (ph; 01123378929/01123381819; fax: 011-23371673: E-mail: jd@itpo.gov.in/jayantadasin@yahoo.com / hemamaity@itpo.gov.in).

We look forward for your confirmation towards participation in the show.

Thanking you,

Yours faithfully,

(Rumela Roy)
Manager
M: 9874649720