

Subject: **MUBA, Basel (Switzerland) Consumer Goods Fair, February 6-15,2015**

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Dear Sir/Madam,

It gives us great pleasure to inform you that India Trade Promotion Organisation(ITPO) is once again considering India's participation in forthcoming MUBA Fair scheduled to be held at Basel (Switzerland) from February 6-15, 2015.

The MUBA is a consumer show and takes place in Basel every year. It gives a platform to cultivate existing contacts, make new contacts and to present products and services effectively and to sell. The MUBA will take place for ten days from 6-15 February 2015. It is an exhibition that show cases an incredible varieties of goods on living, building, garden, household, fashion, multi-media, health, sports, travel & culture. Food & drink, and be inspired by unusual attraction and presentation. It gives an excellent platform for boosting the retails of the products from Indian manufacturing units.

MUBA in Swtizerland 's oldest and biggest Consumer Fair which was launched first time in 1917. Over a surface of 75000 sq.mrs., about 1000 exhibitors from different countries present their products, trends & innovations to more than 3,00,000 visitors from Switzerland and neighbouring countries.

The product profile for this event includes **Arts & Handicrafts, Culture, Jewellery & Watches, Stationery, IT products, Fashion Apparel, Toys & Gifts, Household Products, Food & Agriculture, Leatherware, Textile & Furnishing, Cosmetics & Personal Care products, Education, Financial Services, Furniture, Electronic Products, Automotive spare parts & accessories and Tourism.**

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ITPO is planning to organize participation in this prestigious show at a prominent location. Switzerland being a very prosperous and modern market economy with one of the highest per capita income, the event would definitely provide an excellent platform to Indian trade & industry to promote their business in this high potential market.

ITPO would be offering well-furnished booth with a standard size of 9 sq.mtrs. Larger space can be booked in multiples thereof. The package of services would include a fully-constructed stand with wall to wall carpet, adequate lighting, furniture, standard display aids, fascia and general publicity support.

The participation charges are being worked out and would be communicated to you in due course. In the meantime, we would request you to send us your space requirement in the enclosed application form along with advance participation charges of Rs.50,000/- by Demand Draft/Pay Order in favour of India Trade Promotion Organisation, New Delhi enabling us to reserve and confirm a suitable space for you.

Should you need any further information, please feel free to contact the undersigned at my mobile no.09811444166 / LL no.23371672 and e.mail id: sangeetasharma@itpo.gov.in or sangscool@gmail.com.

Looking forward to an early response.

Yours faithfully,

(SANGEETA SHARMA)
Senior Manager