

**HEMA MAITY**  
General Manager



**India Trade Promotion Organisation**

(A Government of India Enterprise)  
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Phone no. 22371540

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To

Dear Exporter/Exhibitors,

**Sub: request for participation in 27<sup>th</sup> Chinese New Year Shopping Festival and Global Import Show Chengdu City, Sichuan Province, China, 2024 (27<sup>th</sup> January to 4<sup>th</sup> February, 2024)**

We, have pleasure to inform you that India Trade Promotion Organisation is participating in **27<sup>th</sup> Chinese New Year Shopping Festival and Global Import Show in Chengdu City, Sichuan Province, China**. The Exhibition is organised after a gap of 3 years. As apprised by the Fair Authority that due to public demand and its huge success, the 2023-24 edition has been extended to 9 days to cover the Sunday, holiday. The last editions attendance with over 15 lakhs visitors, 10 thousands imported goods from 30 countries, make it one of the largest and best B2B and B2C show.

The Show is held in New Year festive season, in consumer shopping climate before the traditional spring festival, which brings golden opportunities for business. The show is held in commercial hub city of west China, Chengdu city, with commercial influence directly covering a market of 460 million people from 12 provinces of West China.

We have very limited booth. The booth will be given **on first-come-first serve** basis a \*Standard booth includes basic octonorm stand structure, 1 table, 2 chairs, 2 spot lights, fascia with company name. The Tentative cost of 9 sqm booth is 1,30,500/- and for 6 sqm booth is 99,000/- with additional charges of Rs. 5000/ for corner booth.

**EXHIBITS PROFILE:**

HOME PRODUCTS, APPARELS, WOOLLEN APPARELS, STOLES, SCARFS, JAKETS, CHILDREN GARMENTS, WOODEN HANDICRAFTS & METAL HANDICRAFTS, JEWELLERY & FASHION ACCESSORIES, LEATHER GOODS, CARPETS, GIFTS ITEMS, PRECIOUS STONE, SPORTING GOODS.

You are requested to kindly confirm your participation in the **enclosed Registration Form latest by 30 November, 2023** ITPO will provide the recommendation letter for Visa. All exhibitors will have to apply visa on their own. ITPO website may be seen for any clarification or contact to:

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