

## INDIA TRADE PROMOTION ORGANISATION

### FACT SHEET

1.	Name of the event	AF-L' Artigiano in Fiera,- 20 <sup>th</sup> International Crafts Selling Exhibition, Milan (Italy), <b>Dec. 5-13, 2015</b>
2.	Size of the Exhibition	1,50,000 Sq mtr (Biggest B2C event in Europe)
3.	Duration of the Fair	9 days
4.	Status of India at the Show	National Level Participation
5.	Fair Timings	10 a.m.to 10.30 p.m. Everyday
6.	Products at display	<ul style="list-style-type: none"><li>• <b>Giftware and fancy goods:</b> Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver - <b>Clothing and accessories:</b> Leather, Woven, Other materials – <b>Furnishings and fittings:</b> Furniture, Bibelots, Curtaining, Carpeting and rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures - <b>Gold and jewellery:</b> Gold and silver, Coral, Semi-precious stones – <b>Costume jewellery etc.</b></li> <li>• <b>Tourism Offices from different countries.</b></li></ul>
7.	Local Currency	Euro (One Euro = Rs. 76 apprx.)
8.	Total No. of Exhibitors	More than 3000 from around the world.
9.	Countries participated in last event	110 Countries from all over the world
10.	No. of Visitors	About 20 lakh
11.	Special Feature	Most popular Event in Italy and South Europe. Held just Before Christmas.  Retail sales permitted subject to local rules and regulations  Very Good potential for Indian handicrafts, home furnishing, carpets and gifts items.
12.	Participation Charges	<b>Rs. 22,200 per sq mtr (Corner stand 10% extra)</b>  <b>Booking on first come-first served basis. Corner booth subject to availability</b>
13.	Booth Size	Stands in size of 9/12/16 sq mtr and as per availability in the layout plan. <b>Most of corner stands of 16 sq mts.</b>
14.	Major participants (Likely)	EPCH, WVEPC, WOOLTEXPRO, NSIC, MSME, DC (Handicrafts) along with a number of Handicrafts Manufacturers/ Exporters.
15.	Contact Person	Hitesh Sethi, Manager Mobile: 9810635324 Email: <a href="mailto:hitesh.itpo@gmail.com">hitesh.itpo@gmail.com</a> <a href="mailto:hsethi@itpo.gov.in">hsethi@itpo.gov.in</a>