

Sub.: Iran Agro Food, Tehran (Iran), May 23-26, 2017

Dear Sir,

India Trade Promotion Organisation, Government of India's premier trade promotion organisation is organising national level participation in 24th International Food, Beverages & Hospitality Trade Fair '**Iran Agro Food**' to be held from May 23-26, 2017 at Tehran International Permanent Fair Ground.

Iran Agro Food is one of the most important Food related trade events in Iran. Iran Agrofood comprises of **Iran Agro, Iran Food+Bev tec**, Iran Food ingredients & Iran Food & Hospitality. The last edition witnessed successful participation of **1443 exhibitors** from **49 countries** and was visited by more than **40,000 business professionals**.

The potential of Iranian Food market can safely be said as the prominent emerging market in the entire Middle East as per market indicators. Agro and allied products including processed food is the largest category of India's export to Iran which is more than 40% share followed by metals, chemicals and capital goods. Post sanctioned era is marked with boost in tourism which in turn necessitating the growth of Hospitality industry which include Hotel/Restaurant. Food & Beverage being basic necessity and with growth of Hospitality industry the quality food & beverages would also get accelerated pace. Access to the food and allied products market in Iran is expected to increase following removal of sanctions. Exporters and particular will be benefit on account of greater market access to the Iran market. The product groups represented at the show includes display of bread & bakery, dairy, drinks, frozen good, health food, general food, ice-cream and deep frozen confectionary, meat and meat products, building technology, kitchen technology, coffee machine, refrigeration technology, organic food etc. **In 2017 edition hundred of exhibitors will present their innovations to more than 50,000 business professionals from all over the world.**

This event has been approved under **MAI scheme of Department of Commerce**. Booths are available in module of 6 sqm., 9 sqm. and any further additional requirement will be minimum 3 sqm. or multiples thereof. Built-up booth includes standard furniture & spot lights. In case of any additional requirement of display same can be provided on additional payment in advance. The **proposed tentative rentals (without shipment facility) are:**

Subsidized Rentals	Non-Subsidized Rentals
Rs.30,000/- per sqm + 10% extra for corner stands subject to availability	Rs.42,000/- per sqm + 10% extra for corner stands subject to availability

The allotment will be made on first come first serve basis. Space can be booked with an advance payment of Rs.1,00,000/- by RTGS/NEFT favouring "India Trade Promotion Organisation" payable at New Delhi. However, it may be noted that possession of booth shall be given upon realisation of total participation fee. The details of RTGS are as under:-

1	Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
2	Bank Name	HDFC Bank Limited
	Branch Name and Address	G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001
3	Account Type	Saving
4	Bank Account No.	00031110005078
5	RTGS/IFSC Code	HDFC0000003

Further, your organisation needs to be enrolled with ITPO's membership which will facilitate you to access live trade inquiries and other information available in the BIC and on the Trade Portal of ITPO. For this purpose, an enclosed application form duly filled in along with a Demand Draft for Rs. 3,450/- (Rs. 3,000/- as membership fee and Rs.450/- as service tax @ 15%) drawn in favour of India Trade Promotion Organisation payable at New Delhi towards annual membership fee may also be submitted. The members will be provided with a login ID and a Password, which will enable them to access the trade information.

For further information/ clarification please feel free to contact undersigned at jawahargupta@itpo.gov.in, Phone: 011-23371322, Mobile: 9868145500, Room No. 210 Pragati Bhawan, Pragati Maidan, New Delhi-110001.

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 sincerely,

(Rashmi Pandey)
Manager(ITPO)

INDIA TRADE PROMOTION ORGANISATION**FACT SHEET****Iran Food+ Bev Tec, May 23-26, 2017**

Name of the Fair	24th International food, Beverage & Packaging Technology Trade Fair - Iran Agro Food
Date	May 23-26, 2017
Venue	Tehran International Permanent Fairgrounds, Tehran
Rentals	Subsidized Rental - Rs.30,000/- per sq. mts. (Tentative)+ 10% extra for Corner Stand subject to availability Non-Subsidised Rental - Rs.42,000/- per sq. mts. (Tentative)+ 10% extra for Corner Stand subject to availability
Bookable Area	Minimum bookable area 6 sqm., 9sqm, or multiples of 3 thereof
Package Includes	Fully Furnished booth (9 sq.mtrs. and multiple of 3 thereof) with display aids, lighting, floor covering, furniture
Product Group	Iran Agro Iran food+bev tec Iran food ingredients Iran food + hospitality
Product Profile	Bakery Technology, Basic food Technology, Beverage Technology, Dairy technology, food technology, vegetable and fruit technology, meat processing Technology, Ice-cream Technology, Coffee Machine, frozen food, health food, fresh and chilled food, meat and meat products, organic food, sweets, information and billing systems, kitchen technology, refrigeration technology, health food, general food, sweets, organic food etc.
Visitors Profile	Buyer/Dealers, Retailers/Wholesalers, Importers/Exporters, Distributors, Manufacturers, Government Agencies
Special attractions at the show	Special Show Food Service Equipments
Payment of rentals through RTGS/NEFT	Beneficiary - INDIA TRADE PROMOTION ORGANISATION Bank - HDFC Bank Limited Branch - G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. - 00031110005078 IFSC Code - HDFC0000003
Project Head	Shri J.L. Gupta Deputy General Manager Mobile: +91-9868145500, Phone: 011-23371322 E-Mail: jawahargupta@itpo.gov.in jawhargupta@yahoo.co.uk
Contact person	Mrs. Rashmi Pandey Manager Mobile: +91-9868862101 Phone: 011-23378131 E-mail: rashmipanwar@itpo.gov.in



Application Form

Name of the Fair/ Exhibition: 24th International Food, Beverage & Packaging Technology Trade Fair, Iran Agro 23-26 May 2017

Name of the Company:

Address _____

Tel: _____ Fax: _____ Email: _____

Website: _____ PAN No _____ TAN No _____

TIN No _____

IEC No _____ (attach photocopy) DIN No _____

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: (HS Codes)

We hereby accept the Rules & Regulations of participation as per copy enclosed.

UTR No _____ dated _____ Bank _____ for
Rs. _____ favouring India Trade Promotion Organization, payable at New Delhi 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 6/9/12 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 :

**India Trade Promotion Organisation
Business Information Centre**

Membership Form

1. Name of the Business Entity : _____

2. Chief Executive

(a) Name : _____

(b) Designation: _____

3. Mailing Address (a) : _____

City : _____

Postal Code : _____

State : _____

(b) Phone (s) : _____

Country Code Area Code Phone No.

(c) Fax No. : _____

(d) E-mail : _____

(e) Website URL <http://> _____

(f) Principal Bank Reference: _____

(g) Year of Establishment : _____

(h) PAN Card No. of the Business Entity: _____

4. Type of Business

1. Manufacturer ()

2. Exporter (i) Manufacturer Exporter ()

(ii) Merchant Exporter ()

(a) Export House (EH)

(b) Star Export House (SEH)

(c) Trading House (TH)

(d) Star Trading House (STH)

(e) Premier Trading House (PTH)

(iii) (a) Export Oriented Unit (EOU) ()

(b) Unit located in SEZ/AEZ/EHTP/STP/

BTP ()
(c) Exporter of Services ()

5. Manufacturer- Status: Small () Medium () Large ()

6. Ownership: Proprietorship Firm() Partnership Firm ()

Pvt. Ltd. Company () Public Limited Company ()

State Enterprise () Other (if any), please specify_____

Please attach Certificate of Registration as the business entity in the above category.

Please attach the documents: 1. Manufacturer- Registration with Directorate of Industries.

2. Exporter- (i) IEC Code
(ii) Registration Certificate relating SEZ/EPC/FIEO/STP
(iii) Certificate of being Status
Holder: _____

7. Annual Exports (in Rs. Lakhs): _____

8. Product (s) Description

(a) Product (s) being Manufactured: _____

(b) Items of Export with HS Code (6 digits): _____

(c) Items of Import with HS Code (6 digits): _____

9. Exporting Countries: _____

10. Payment Details:

DD No. _____

Date _____

Amount _____

Issuing Bank _____

City _____

Signature _____

Company Seal _____

Membership Charges: Rs. 2875/- (Rs. 2500/- as Membership fee + Rs. 375/- as Service Tax @ 15%) per year from the month of enrolment.

Services to Members:

(i) Access to www.tradeportalofindia.org

(ii) Access to ITPO's online weekly Indian Export Bulletin containing following information

- Trade Enquiries received across the globe
- Information on ITPO's trade promotion activities, Trade Fairs and Exhibitions organized by ITPO.
- Overseas Market Information
- Overseas Tender Information

(iii) Attending to trade enquiries both across the desk and by post.

(iv) Access to ITC Trade Map containing import/export trade statistics of countries across the globe of all products as per HS Classification.

3. Links to various trade related organizations

4. Interactive global importers / exporters / wholesalers / distributors manufacturers / agents – directory, searchable by product and country (connectivity to KOMPASS) through www.tradeportalofindia.org

Please send Demand Draft of the requisite amount favouring India Trade Promotion Organisation, New Delhi along with duly filled in application form to: