

EXH: FS-1/FDH/Home Fair/Bogota/2016-17,

9th December, 2015

23371667

Subject: - Feria Del Hogar/ Home Fair, Bogota (Colombia) from September 1-18, 2016.

Sir

India Trade Promotion Organisation (ITPO) will be organizing India's national level participation in Feria del Hogar/ Home Fair at Bogota (Colombia) from September 1-18, 2016.

Product Profile for exhibit includes Imitation Jewellery, Handicraft, Handloom Product, Textiles & Readymade Garment, Woollen Product, Leather Products, Bags, Footwear, Sport-Goods, Home-Decorative & Home-Furnishing, Giftware, Perfumery and Aromatises etc.

Feria del Hogar/ Home Fair is the largest professional house-wares fair and one of the longest duration (18 days) exhibition in Latin America. Bilateral trade between India and Colombia has increased significantly in the last few years. It has more than doubled from US \$ 561.31 million in 2010-11 to US\$ 1105.5 in year 2014-15.

Visitors Profile includes Buying Groups, Distributors, General Merchandise Buyers, Catalogue Houses, Gift Buyers, Theme/Amusement Park Buyers, Chain Stores, Drug Stores, Premium/Incentive Buyers, Variety Store Owners, Department Stores, Importers/Exporters, Specialty Stores, Wholesalers, Discount Stores, Jewellery Buyers, Supermarket/Grocery Buyers, Boutique Stores and Surplus/Outdoor Stores.

The participation charge is Rs 21,000/- per sqm plus 10 per cent extra for corner stand. The package of services offered by ITPO will include built up stand having wall-to-wall carpet, lighting, fascia, standard available display aids, furniture, and general publicity support. Space will be offered on **first cum first serve basis**. The participants will have to make their own arrangements for dispatch, insurance, and clearance of goods in India and Colombia. In case, you are interested to participate in this important and prestigious Exhibition, kindly confirm by E-mail: np Yadav@itpo.gov.in followed by duly filled in Application Form along with advance participation charge of Rs 50,000.00 by a demand draft in favour of *India Trade Promotion Organization* payable at *New Delhi*.

Please contact the undersigned for any query related to the Fair at **Room no 213, Pragati Bhawan, Pragati Maidan, New Delhi-110001**, Tel: +91 11 23371667, Mobile: +91 98735 99821, Email: np Yadav@itpo.gov.in, Fax No: +91 11 23371459.

Thanking you,

Yours faithfully

(N. P. Yadav)
Manager (Finance)