



FS-1/ITPO/autumnfair2019/01
India Trade Promotion Organisation
Pragati Maidan, Pragati Bhawan
New Delhi-110001

Dear Executive,

India Trade Promotion Organisation (ITPO) is a premier trade promotion agency of Ministry of Commerce and Industry (Govt. of India), is committed to showcase excellence achieved by the country in diverse field especially Trade and Commerce. ITPO provide a wide spectrum of service to Trade and Industry. It assists buyers seeking information relating to sourcing products from India and providing opportunity for India's trade and investment.

ITPO organises national level participation in major overseas trade fairs and exclusive India Sourcing Fairs showcasing the best of India globally.

In continuation, ITPO is organising a Business to Business(B2B) National Level Participation at **Autumn Fair 2019 from 01-04 September 2019 at NEC, Birmingham (United Kingdom)** with the financial support from Department of Commerce under MAI Scheme.

The focus in the show will be to provide support and opportunity to the Indian companies specially to MSME & SMEs to display their products so as to project brand India and showcase the initiatives of "Make in India" campaign

Event Details:

As the season's number one wholesale gift and home trade event, Autumn Fair showcases amazing brands, new products, compelling retail insight and endless inspiration. Imagine finding all of the home wares, gifts and ideas you need to inspire and delight your customers, all in one place. Autumn Fair does just that, bringing visitors and exhibitors together across 14 carefully curated show sectors, under one (rather large) roof at the NEC.

Getting to see and touch new products in person, along with making real-life connections with new and existing suppliers, is an experience that can't be replicated online. Taking place at a pivotal buying time in the year (just before Christmas), it's a great opportunity to re-stock, re-connect and re-charge your business for a successful year ahead.

Why Exhibit:

The most crucial home and gift marketplace of the season.

Bringing together the right suppliers with thousands of UK and international retailers and buyers to discover the best new products, freshest ideas and trend-led inspiration heading in to the busy festive period between Christmas all the way up until Easter.

Whether you have a new or established brand, make your own products, licence a brand or in the wholesale trade, we have just the right spot for you to showcase your offering.

BRAND EXPOSURE

The marketplace is a great way to get your brand out there and meet retail buyers that can put your products in some of the biggest (and most selective) stores in the world.

MEET NEW CUSTOMERS

It might be a bit of a stretch to meet all 24,000+ visitors across four days, but you'll be in the right place to meet the right contacts for your business.

BE AT THE CENTRE OF THE UK RETAIL TRADE

As the season's number one gathering of gift and home suppliers in the UK, this is where you'll meet new customers, new collaborators, new suppliers (and even a few new friends).

SHARE YOUR PRODUCTS WITH THE INDUSTRY

Autumn Fair is where retailers from all over the UK and abroad come to find a diverse selection of the best, most innovative and exciting new gift and home products.

Perfectly timed within the trading year, Autumn Fair is the chance to showcase your collections, launch new products, build on old relationships and spark new ones.

ITPO invites applications from the potential exhibitors for participation in Autumn Fair'2019, during 01-04 Sept.2019,NEC,Birmingham (UK). The direct participation cost is around Rs.38,400/-per sqm. (413 GBP x Rs.93). **However, ITPO**

will be charging around Rs. 17,000/- per sqm under MAI scheme and the non MAI rates will be around Rs. 32,500/- per sqm.

To reserve the space, kindly send us the filled in application form along with a commitment charges of Rs.1,00,000/-by NEFT/RTGS as per details in application form latest by June 30,2019. For further clarification /assistance please feel free to contact undersigned or Mr. Moses P S Guria, Manager, Mob.+918178822124,Email-psmoses@itpo.gov.in. All the details of participation rules and regulations are enclosed as under below:-

Thanking You,

Yours Faithfully

(Krishan Kumar)
Senior Manager
Email: kk@itpo.gov.in



Fact –Sheet

Name of the event	Autumn Fair 2019
Dates & Venue	September 1-4, 2019 NEC, Birmingham(United Kingdom)
Profile	Business to Business (B2B)
Minimum Bookable Space	9 sqm. The direct participation cost is GBP 413 per sqm. However, ITPO will be charging around Rs. 17,000/- per sqm (tentative participation charges) without shipment facility under MAI Scheme . The non MAI rates will be around Rs. 32,500/- per sqm (tentative).
Commitment Fees	Rs.1,00,000/-
Re-imburement of Air fare	<p>Economy class air fare maximum up to Rs. 70,000/- only for the Director, Proprietor /Partner may be availed of by the participating company subject to fulfillment of MAI guidelines and approval from Department of Commerce..</p> <p>For availing the re-imburement of air fare eligibility criteria laid down by Ministry of Commerce as per circular no K-11011/4/2018-E&MDA dt 17.01.2019 is as given below:</p> <ol style="list-style-type: none">Members of EPC with exports upto f.o.b. value of Rs. 30 crores in preceding financial year;Members to have completed 12 months of membership and is regularly filing returns with EPC (not applicable for any ne EPC for a period of 5 years from the date of creation).Permissible only to the regular Director/Partner/Proprietor of the company (Not admissible to a foreign national)Claims forms duly filled in and completed in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India.The above provision is subject to the other conditions laid down in the MAI Scheme and the

	<p>guidelines for funding under MAI Scheme.</p> <p>The link for MAI guidelines is https://commerce.gov.in/writereaddata/UploadedFile/MOC_636546562_282394611_Market_Access_Initiative%20Scheme_2018.pdf</p>
Display Profile	Profile for exhibits includes Arts, Antiques Art, Antiques & Handicrafts, Bags, Cosmetics, Perfumes & Beauty Aids, Crystal ware sets & Wall Coverings, Chandeliers, Fashion wear & Accessories, Frozen & Canned Foods, Furniture, Gifts & Novelties, Glassware & Porcelain, House wares & Kitchen wares, Household & Domestic Appliances, Imitation & Fashion Jewellery, Leather & Leather Products, Lights, Lamps & Fixtures, Sports & Leisure Goods, Textiles & Ready made Garments, Toys, Games & Stationery, Watches & Clock.
Status of India at the Show	National Level Participation
About the show	<p>As the season's number one wholesale gift and home trade event, Autumn Fair showcases amazing brands, new products, compelling retail insight and endless inspiration. Imagine finding all of the home wares, gifts and ideas you need to inspire and delight your customers, all in one place. Autumn Fair does just that, bringing visitors and exhibitors together across 13 carefully curated show sectors, under one (rather large) roof at NEC.</p> <p>Getting to see and touch new product in person, along with making real-life connections with new and exiting suppliers, is an experience that can't be replicated online. Taking place at a pivotal buying time in the year (just before Christmas), it's a great opportunity to re-stock, re- connect and re-charge your business for a successful year ahead.</p>
Organizer	ITE Events Ltd, NEC- BIRMINGHAM (United Kingdom)

Visitor Profile	Autumn Fair attracts over 22,000 visitors who are looking for products to drive sales in the Golden Quarter. Buyers from retail businesses across independents, multi(s) and online, plus interior designers, contractors, hotel owners, restaurateurs, garden centre owners and more – they come to see, touch and experience new products in person. New business relationships, meeting the people presenting their products to the market are what they hope to leave with. Make sure you're here to meet them.
Stall Booking	<p>First come-first served basis</p> <p>The application along with the required details should reach us latest by 30.06.2019.</p>

Bank account details for payment	HDFC Bank, New Delhi: Name of the Beneficiary : INDIA TRADE PROMOTION ORGANISATION Name of the Bank : HDFC Bank Ltd Branch Name : Surya Kiran Building, Connaught Place, New Delhi Account No. : 00031110005078 Type of Account : Saving IFSC/NEFT Code : HDFC 0000003 PAN No. Of ITPO : AAATI2955C GSTIN : 07AAATI2955C1ZX
Project Team	<u>Fair officer</u> Krishan Kumar Senior Manager India Trade Promotion Organisation Pragati Bhawan,Pragati Maidan, New Delhi-110001 PH; 91-11-23371337 extn 350 Mob: +919810819924 EMAIL: kk@itpo.gov.in <u>Team Member</u> Moses P S Guria Manager India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan, New Delhi-110001 PH; 91-11-23371675 extn 463 Mob: +918178822124 EMAIL: psmoses@itpo.gov.in/guriamoses@gmail.com