

May 04, 2017

Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise will once again organize India's national level participation at AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from December 02-10, 2017.

2. The AF-L'Artigiano, since its inception in 1996, has emerged as a centre for the display and trade of handmade products from all over the globe. It is the world's biggest International Fair dedicated to arts and crafts. The exhibition helps small and medium arts and crafts business to sell new products directly to test market in Europe, particularly in Italy.

3. The 2016 edition of the event was organised in an area of 3,10,000 sq.mtr. and attracted over 3000 exhibitors from more than 100 countries. As claimed by the organizers, majority of the participants expressed their willingness to participate again in this event in 2017.

4. ITPO has been regularly organizing national level participation in this event. In the Fair held in December 2016, 94 Indian exhibitors, who participated through ITPO, displayed their products in India Pavilion. The participants included constituents of Office of Development Commissioner (MSME), Wool & Woollen EPC, Private, etc.

5. Booths are available in the modules of 9/12/16 sq. mtr. and the package of services will include built up stand with carpet, lighting, fascia, basic furniture and publicity support. **The participation charges are Rs.18,000/- per sq.mtr. for one side open booth.** The corner booths will preferably be of a minimum size of 12/15/16 sq mtr. Applicants may give their preference of booths (corner/non-corner) in the application form for space booking, which will be provided as per the availability. Since we are receiving good response from trade and industry for participation in this fair, prospective participants are advised to reserve their area by remitting booking amount through RTGS/NEFT. As ITPO has got MAI subsidy for participation in this Fair, accordingly, the subsidised **participation charges** are being offered. The subsidy will be extended to those companies which possess IEC number, 6 digit HS Code, DIN, PAN, etc.

6. For companies without IEC number, 6 digit HS Code, PAN, etc., the rentals will be without subsidy, i.e., Rs.24,000/- per sq.mtr. for one side open booth.

7. **The corner booth will attract a premium of 10% extra on the rentals.**

8. **The space can be booked by making advance payment of Rs.1,00,000/- only through RTGS/NEFT to enable ITPO to consider the space requirement.** The RTGS details are **attached** with this mail. Corner booth will be allocated on first-come-first served basis and depending upon the availability.

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8. The booking of space has already been started w.e.f. 19.04.2017 with payment of advance through RTGS/NEFT by the prospective participants.

9. Seniority for booth booking will be decided based on the bank statement as and when the amount is credited in the ITPO's account.

10. **In the first three blocks, a company will be allowed to book a corner booth (with two side open only).**

Thanks and Regards,

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