



संदर्भ

Reference : Exh/Fiera Del Levante/(1)/2017

दिनांक

Date :

16<sup>th</sup> May, 2017

फोन

Phone : 23371671

**Sub:- Fiera del Levante, Bari (Italy), September, 9-17, 2017**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) is organizing India's national level participation in Fiera del Levante, Bari (Italy) from September 9 to 17, 2017. ITPO has been participating in this event in a regular manner.

The Fair in its 81<sup>st</sup> edition this year is regarded as one of the biggest fairs in Italy. The Fair attracts excellent visitor ship, exhibitors turn out and international business visitors. Fiera del Levante fair is a well publicised event through promotion campaigns done by the Fair organisers in various media channels which augur well for conducting business at the event.

The Fair showcases a wide range of handicrafts, handloom, garments, floor covering, furniture, home decoration, woollen products, leather goods, shoes, jewellery, artificial jewellery, personal accessories, fashion items, general gifts, furnishing, fabrics and accessories, both in classic and contemporary style. Last year, the show attracted more than 3 lakh visitors.

The participation charges are Rs.15,500/- per sq.mtr. for standard booth. The charges for corner / two side open booth are Rs.16,500/- per sq.mtr. The stands are available in the modules of 12 sq. mtrs. and 16 sq. mtrs. or in multiples of four sq.mtrs. The package of services offered by ITPO will include built up stand, lighting, floor carpet, standard available display aids, furniture and general publicity support. Space will be offered on first cum first serve basis on receipt of full payment. The participants will have to make their own arrangements for dispatch, insurance and clearance of goods in India and Bari (Italy) including other costs.

Ministry of Micro, Small and Medium Enterprises (MSME) has already confirmed participation. The registered members / firms may directly forward their applications alongwith full payment to ITPO under intimation to MSME as per prevailing policy. MSME's decision shall be final and binding on their members regarding approval of their participation.

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In case you are interested to participate in this important and prestigious event, you are requested to kindly confirm your space requirement immediately followed by a completed application form alongwith advance participation charges of Rs.50,000/- through RTGS / NEFT in favour of India Trade Promotion Organization payable at New Delhi. The full participation charges may be made before 31<sup>st</sup> July, 2017 to enable us to take action relating to complete the formalities at our end. The payments are accepted only through RTGS / NEFT, the details of the same is as under:

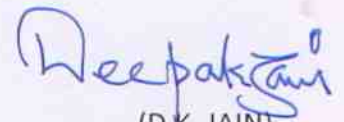
1. Name of Beneficiary : INDIA TRADE PROMOTION ORGANISATION
2. Name of the Bank : HDFC BANK LIMITED
3. Branch Address : G-3/4, SURYA KIRAN BUILDING  
19, KASTURBA GANDHI MARG  
NEW DELHI -110001
4. Account No. : 00031110005078
5. Type of Account : SAVING
6. IFSC Code : HDFC 0000003

Your prompt action will help us in setting up India Pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

For further clarification, please feel free to contact the undersigned on Tel. No. 91-11-23371671 / 23371529 or mobile no. 9971096106, 9868512828 fax no. 91-11-23371529, e-mail [dkj@itpo.gov.in](mailto:dkj@itpo.gov.in) .

Thanking you,

Yours faithfully,

  
(D.K. JAIN)

GENERAL MANAGER

