



## India Trade Promotion Organisation

### FACT SHEET

#### INDIA EXPO BEURS (NETHERLANDS)

Name	<b>INDIA EXPO BEURS (NETHERLANDS)</b>
Dates	February 22 – March 01, 2020
Venue	De Broodfabriek Event Zall, Ruswuk/Den Haag, Netherlands
Timings	10.00 AM – 06.00 PM
Fair Organiser	M/s.IDC Group, Netherlands
Organisers of India Pavilion at India Expo Beurs	India Trade Promotion Organisation
Product Profile	Multi Products: India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; Petroleum and other Oils, Crustaceans, Medicaments, ayurvedic herbal products and Yoga etc..
Visitors profile	General public, buying groups, distributors, retailers, general merchandise buyers, importers/exporters, wholesalers, discount stores, manufacturers etc.
Trade Statistics	<ul style="list-style-type: none"><li>• <b>Indian Exports to the Netherlands grew at 14.7%, while Indian Imports grew at 18.2%. During the Financial Year 2018-2019 the India's Total Export is US\$ 330,078.09 million. The Netherlands was India's 4th largest trading partner in the EU, after the UK, Germany and Belgium.</b></li><li>• <b>Bilateral trade between India and Netherlands stood at US\$ 8.77 billion (April 2017 – March 2018).</b></li></ul>
Nature of the Show	Business to Business (B2B)/Business to Consumer (B2C)
Participating Countries	Netherlands, India, Belgium, France, England, Ireland
Package of Services by Fair Organiser M/s. IDC Group	<ul style="list-style-type: none"><li>• Fully furnished booth with display aids, spot lights, carpet, furniture, dustbin, fascia and electric socket</li><li>• Visitor promotion and publicity support</li><li>• Assistance in meeting with local buyers and importers</li><li>• Assistance in Hotel accommodation</li><li>• Assistance in obtaining Business Visa</li><li>• Online exhibition directory with details of exhibitors</li></ul>

	<ul style="list-style-type: none"> <li>• Assistance in procuring local prepaid telephone SIM</li> <li>• Assistance in arranging an interpreter</li> </ul>
Visitors Promotion/Publicity by the Fair Organiser M/s. IDC Group	<ul style="list-style-type: none"> <li>• Campaign by M/s. M. S. Badhwar, IDC Group to create awareness amongst the Dutch buyers and general public about the "India Expo Beurs</li> <li>• Coverage in local media in Netherlands</li> <li>• Advertisements in Electronic and Print media throughout Netherlands</li> <li>• Hoarding and branding various prominent locations in the city of The Hague.</li> <li>• Press briefing by inviting local trade and associations and concerned Govt. organizations</li> <li>• Invitations and direct mailers to potential importers, professional groups, industry associations and decision makers in Netherlands</li> </ul>
Availability of stands	Booths are available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stand with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in obtaining Business Visa.
Participation Fee	The proposed tentative rentals are Rs. 18,000/- per sq. mtr. for a built up booth There will be an additional charge of Rs. 2,000/- per sq. mtr. for a corner booth. Booth allocation will be on first-come-first-served basis. Shipment facility will not be provided by ITPO.
Other charges	<ul style="list-style-type: none"> <li>• Custom duties, handling clearing charges and other applicable local taxes are to be borne by the participants.</li> <li>• There is a general 21% VAT on invoice value to be paid along with approximately 5-13% customs duty on goods imported. This depends on the item being imported and can be more or less. The customs in Netherlands are very efficient and work fast.</li> </ul>
Local logistics and customs clearance facilitator	The local logistics and customs clearance with the Netherlands will be handled by – <b>Arieas Logistics B.V.,</b> <b>Katendrechtse Lagediik 296,</b> <b>3083 GL, Rotterdam, The Netherlands</b> <b>Ph: +31621576859, Email: <a href="mailto:sales@arieas.com">sales@arieas.com</a></b>
For Commercial invoice and packing list	Consignee: Mr. M. S. Badhwar, 204, Televisiestraat, Den Haag 2525 LV, Netherlands Buyer: (Exhibitor names & address in India along with Indian IEC number), for India Expo Beurs, C/o M. S. Badhwar, Netherlands Delivery address: De Broodfabriek Expo & Event Centre, Volmerlaan 12, 2288GD, Netherlands.
ITPO's Associate in Netherlands	Mr. M. S. Badhwar, IDC Group, Paul Krugerlaan 134, Den Hagg 2571 HM The Netherlands. Phone: +31633466234 E-mail: <a href="mailto:indiabeursNL@gmail.com">indiabeursNL@gmail.com</a>
Visa	Recommendation letter to the Netherlands Embassy, New Delhi will be issued by ITPO for the approved participants for obtaining Business Visa to attend the exhibition. Approval or rejection of Business Visa application within the purview of the Netherlands Embassy. ITPO has no jurisdiction over this authority.

Payment of rentals through RTGS/NEFT	India Trade Promotion Organisation Bank: HDFC Bank Limited Branch: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001 Saving Account No.: 00031110005078 IFSC Code: HDFC0000003
Other Attractions (arranged by the organizer)	<ul style="list-style-type: none"> <li>• Indian Food</li> <li>• Cultural Programmes</li> </ul>
About Venue	<ul style="list-style-type: none"> <li>• The location venue of the India Expo Beurs is 'De BroodFabriek Event Zaal where there is a sizeable population of people of Indian origin;</li> <li>• Venue is situated in the heart of the region. This is the one and only venue that has a license from the Government of Netherlands to hold B2C and B2B exhibitions with counter/retail sales permission .</li> <li>• Approximately more than 40 thousand visitors are expected to visit the venue during the days of the India Expo Beurs. These will be invited through various and extensive media advertising along with the footfall of other Exhibition events that are taking place in the same venue but different halls, simultaneously.</li> <li>• Venue is accessible by local bus and tram within Den Haag and has free car parking for exhibitors and visitors both.</li> <li>• The driving distance from the city centre of Den Haag is 4.5 KM only.</li> <li>• This venue is also easily accessible by the huge population of PIO and local Dutch customers from the city of Rotterdam which is 15 minutes by road.</li> <li>• Tram number 17 from Den Haag central station and various local buses from the Den Haag central bus station halt right in front of this venue.</li> <li>• The tram and bus stations are named after the venue itself which is 'De Brood Fabriek Expo and Event Centre".</li> <li>• Booths will be made inside the event hall which is covered &amp; protected from weather elements like rain and snow.</li> </ul>
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