

FACT SHEET

INDIA EXPO BEURS (NETHERLANDS)

Name	INDIA EXPO BEURS (NETHERLANDS)
Dates	March 29 – April 2, 2018
Venue	De Broodfabriek Event Zall, Ruswuk/Den Haag, Netherlands
Organisers	India Trade Promotion Organisation
Product Profile	Automobile and auto parts; engineering goods including hand tools; information technology and telecommunications; textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gem & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; plastic and rubber products; food and beverages; space technology; earth sciences, ayurvedic, herbal products and Yoga.
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"> • The imports of Netherlands are amounting to US \$ 398,336 million during the financial year 2016-17. • Bilateral trade between India and Netherlands stood at US \$ 6965 million in 2017
Nature of the Show	Business to Business (B2B)/Business to Consumers (B2C)
Participating Countries	Netherlands, India, Belgium, France, England, Ireland
Package of Services by Fair Organiser	<ul style="list-style-type: none"> • Fully furnished booth with display aids, spot lights, carpet, furniture, dustbin, fascia and electric socket • Visitor promotion and publicity support • Assistance in meeting with local buyers and importers • Assistance in Hotel accommodation • Assistance in obtaining visa • Online exhibition directory with details of exhibitors • Local pre paid telephone sim

Visitors Promotion/Publicity by the Organiser of India Expo Beurs	<ul style="list-style-type: none"> • A comprehensive publicity campaign to create awareness amongst the Dutch buyers and general public about the India Export Bazaar by way of coverage in National Media by advertisements in electronic and print media throughout Netherlands • Hoarding and branding various prominent locations in the city of Hague. • Press briefing by inviting local trade and associations and concerned Govt. organizations • Invitations and direct mailers to potential importers, professional groups, industry associations and decision makers in Netherlands
Participation Fee	The proposed tentative rentals are Rs. 15,500/- per sq. mtr. The participation charges for a 9 sq. mtr. built up fully furnished booth will be Rs. 1,39,500/- . ITPO is not providing shipment facility to participants
Other charges	Custom duties, handling clearing charges and other applicable local taxes are to be borne by the participants.
Availability of stands	Booths are available in the modules of 9 sq. mtr. and large booths in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stands with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in visa.
Visa	Visa invitation letter will be provided for getting visa to attend the exhibition
Payment of rentals through RTGS/NEFT	India Trade Promotion Organsiation 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"> • Indian Food • Cultural Programmes