



## Fact Sheet

Name of the Fair	<b>India Show Mexico 2020</b>
Date	March 18-22, 2020 (10:00 AM TO 18:00 PM )
Venue	Expo Reforma, Mexico City
Booking Date	December 17, 2019 to December 24, 2019
Fair Category	B-2-B & B-2-C
Product Profile	Multi Products
Visitors	Distributors, Retailers, Buying Groups, Distributors, General Merchandise Buyers, Importers/Exporters, Specialty Stores, Wholesalers, Discount Stores, Supermarket/Grocery Buyers, Boutique Stores, General Public etc
Trade Statistics	<ol style="list-style-type: none"><li>1. India and Mexico agreed to work together to elevate their ties from a 'Privileged Partnership' to ' Strategic Partnership' during the Prime Minister's visit to Mexico on 8<sup>th</sup> June, 2019.</li><li>2. The two ways trade during 2018 was USD 10.1 bn (Expots USD 5.2 bn and imports USD 4.9 bn)</li><li>3. Mexico has emerged as the biggest trade partner of India in Latin America and the Caribbean region and 2<sup>nd</sup> in all Americas after USA.</li><li>4. Potential areas for bilateral trade include Software &amp; IT, Pharmaceuticals, Chemicals, Engineering Goods, Renewable Energy, Biotechnology, Auto Parts and Minerals.</li><li>5. According to the IMF, Mexico's economy was ranked 15th in the in 2016 in nominal GDP (only Brazil has a larger GDP among Latin American countries) and 11<sup>th</sup> largest by purchasing power parity.</li></ol>
Government Sponsorship	This event is being organised under <b>MAI scheme</b> of Government of India. MAI will be extended in form of subsidised participation charge subject to submission of a copy of Import-Export Code (IEC). In absence of IEC, participation charge will be levied on actual basis (i.e

	without subsidy). <b><u>Reimbursement of Air-fare may be considered as per MAI guidelines of Govt of India.</u></b>
Organiser	India Trade Promotion Organisation (ITPO) with the support of Embassy of India in Mexico
Rentals	<ol style="list-style-type: none"> <li>1. Participation charges will be Rs 15,000 (Tentatively) per sqm <b>without shipment</b> facility with MAI participation. Without MAI, participation charge will be INR 26,000 per sqm. (Tentatively) without shipment.</li> <li>2. 10 per cent premium for corner stands additional with minimum size of 12 sqm.</li> <li>3. Advance Booking amount is Rs 1,00,000/- to be paid at the time of submission of Application Form.</li> </ol>
Shipment Facility	No
Availability of stands	Stands are available in module of 9 sqm (and in multiples of 3 sqm). Booths will be allotted on the basis of ' <b>Recommendation of ITPO's Committee</b> '. Minimum size for corner stand will be 12 sqm.
Publicity	General publicity campaign through Print, Electronic & Social media for attracting maximum footfall.
VISA	<p>For Business VISA, please visit <a href="https://embamex.sre.gob.mx">https://embamex.sre.gob.mx</a> or write to <a href="mailto:contactoconind@sre.gob.mx">contactoconind@sre.gob.mx</a></p> <p><i>[Persons (of any nationality) holding valid visa of USA, Canada OR Schengen Area do not require visa to enter Mexico for tourism, transit and business purposes. Such persons are, however, required to carry adequate documents to support of their visit to Mexico.]</i></p>
For any query	<p>Write to <a href="mailto:amritchitranshan@itpo.gov.in">amritchitranshan@itpo.gov.in</a></p> <p>Whatsap &amp; Mobile: +91 98734 64940</p>



India Trade Promotion Organisation

**Application Form**

**India Show Mexico**  
March 18-22, 2020, Mexico City (Mexico)

**Name of the Company** \_\_\_\_\_

**IEC Code No.** (Please attach copy) \_\_\_\_\_

**PAN** \_\_\_\_\_

**CIN Number** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

**Bank details** \_\_\_\_\_

**Telephone(s)** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_

**Name and Designation of Key Executive** \_\_\_\_\_

**Director Identification Number (DIN)** (attach copy) \_\_\_\_\_

**Whether belongs to MSME** YES /\_\_/ NO /\_\_/  
(If yes, attach a copy of Registration Certificate)

**Whether belongs** General /\_\_/ SC /\_\_/ ST /\_\_/  
(If yes, attach a copy of Registration Certificate)

**Are you a member of an EPC/ Commodity Board/FIEO/ITPO** YES /\_\_/ NO /\_\_/  
(Please specify & attach RCMC) \_\_\_\_\_

**Space Requirement (in sqm)** \_\_\_\_\_

**Corner** /\_\_/ **Non-Corner** /\_\_/  
(Corner stall subject to availability and premium charges in addition to participation charge)

(Rupees  
lakhs)

<b>Total turnover of your company</b>	2016-17	2017-18	2018-19

(Rupees  
lakhs)

<b>Export turnover of your company</b>	2016-17	2017-18	2018-19

**Number of events participated with MAI  
support during the current year** \_\_\_\_\_

**Products for display (with Six Digit HS code)** \_\_\_\_\_  
*Please attach list*

**Have you participated in this fair before** YES /\_\_ / NO /\_\_ /

If Yes, in which year? \_\_\_\_\_

**Person Participating in the event** \_\_\_\_\_  
(Attach copy of Passport)

Brief write-up on your company ( in not more than 25 words):  
\_\_\_\_\_

<b>Booking Amount Details</b>	RTGS/UTR details & Date	Bank	Amount

**Declaration:**

*We hereby accept the Rules & Regulations of participation as per copy enclosed. Also, please find attached herewith RTGS details, in favour of India Trade Promotion Organisation, payable at New Delhi for an amount of Rs. \_\_\_\_\_ as per particulars given above towards advance/booking amount for India Show to be held during March 18-22, 2020 at Mexico City (Mexico).*

*Signature of authorized signatory of the Company  
with stamp*

Place: \_\_\_\_\_

Name \_\_\_\_\_

Place: \_\_\_\_\_

Designation \_\_\_\_\_

**Annexure-I**

**RTGS details for remittance towards India Show Mexico during March 18-22, 2020**

Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	HDFC Bank
Branch Address	G-3/4, SuryaKiran Building 19 Kasturba Gandhi Marg New Delhi 110001
Account No.	00031110005078
Type of Account	Saving
IFS- Code	HDFC0000003
PAN No.	AAAT12955C
GSTIN	07AAAT12955C1ZX

**(For payment details send Email Id: [amritchitranshan@itpo.gov.in](mailto:amritchitranshan@itpo.gov.in))**



India Trade Promotion Organisation  
**[Rules and Regulations for Participation]**  
India Show, Mexico [March 18-22, 2020]

1. **Policy for booking and allocation of Space** Right for allocation of booths reserved with ITPO however, allotment shall be done after meeting all mandated requirements and upon receipt of full payments only.
2. **Participation Charges:** Per SQM charges for Shell Scheme
  - a. Rs.15, 000/- per sqm (Tentative) under shell scheme without shipment facility.
  - b. Rs. 28,000/- per sqm (Tentative) under Non- MAI scheme without shipment facility.
  - c. Please note: i) All processing and bank charges shall be borne by the applicant ii) No 'charge-back' shall be allowed in case of payments made through debit or credit cards iii) If ITPO allows 'charge-back' in special cases, bank charges , if any, shall be borne by the applicant.
3. **Tax Deduction at Source (TDS)** Applicants will have the option of deducting the TDS by them. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. **In addition, participant will pay security deposit along with payment which is equal to TDS amount deducted.**
4. **Approval Letter** Approval letter for participation in the exhibition shall be issued after fulfilment of following conditions by the applicants: (i) Receipt of duly filled in application (ii) 100% payment towards participation (iii) Documents as specified.
5. **Construction of Booth** (a) Shell Scheme:- For one booth of 9 sqm (tentative) under shell scheme, ITPO will provide Partition Panels, Three Spot Lights, Six Shelves, Floor Covering, Fascia, One Table/Counter, Two Chairs, One Electric Socket and One Waste Paper Basket. (b) Fixing nails, pins, racks, screws, or any such material on the wall panels of the built up stall is not allowed. Any damage to the wall panels by such acts of exhibitors shall be liable for payment of damages by the exhibitor to the stand construction agency/ITPO. (c) No Part/feature/branding/projection/furniture should go beyond 3.0 mtrs.
6. **Cancellation and Refund of Application Money/Space Rent** Requests for refund of amount shall be processed under the rules, after closure of the fair. The refund process may take one month approximately. (A) Full refund is

allowed when: (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate. Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:

- a. Cancellation request made 150 days or less before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
- b. Cancellation request made before 151 days or more 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.

7. **Arbitration** All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Except where otherwise provided in the contract, all questions and disputes relating to the meaning of the specifications, design, drawings here-in before mentioned as to the quality of workmanship or materials used on the work or as to any other question, claim, right, matter or thing whatsoever in any way arising out of or relating to the contract, designs, drawings, specifications, estimates, instructions, orders of these conditions or otherwise concerning the works or the execution or failure to execute the same whether arising during the progress of the work or after the cancellation, termination, completion or abandonment thereof shall be dealt with as mentioned hereinafter within the jurisdiction of New Delhi. Both the parties (i.e. ITPO and the applicant) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising out of the participation/application (except as to matters, the decision to which is specifically provided under this Terms and Conditions document) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties. The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator shall be paid equally by both the parties.

8. **Terms and conditions** : -

- a. Dispute Regarding Quality Problems etc.: ITPO shall not be a party to any disputes arising out of quality problems.
- b. In case ITPO is put to any loss for any act of omission and/ or commission of / by the participant, ITPO shall be made indemnified by such participant.
- c. Unauthorized Occupation of Space: Unauthorized occupation of any space- inside the hall including passages or outside the halls shall

attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO.

- d. Deviation in Display Profile: The display of products other than that mentioned in their application shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.
- e. Stall Alteration: No alteration of the size or position of an exhibitor's stall is permitted. ITPO, however, reserves the right to modify the layouts of stall sites and gangways.
- f. Passage: Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Noncompliance shall attract penalty.
- g. Temporary Staff: ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/ hostesses by the participants.
- h. Attendance at the stand: No stand should be left unattended during the exhibition hours. The participants will not carry out any activity, which in the opinion of ITPO amounts to nuisance or annoyance. ITPO shall have the right to take remedial action as deemed fit, in such cases.
- i. Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- j. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participation from the future participation in ITPO's events.

#### 9. Visa :

- a) A **Notarized Affidavit (executed on a stamp paper of Rs100/-)** as per **Annexure-III** is required before issuing Visa Recommendatory letter.
- b) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- c) Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who can take on the spot decision. **Income Tax Return for last two years and Bank Statement for last six months are required to be submitted along with legible copy of passport(s).**
- d) ITPO shall not be liable, in case the concerned Mission of the host/transit country denies visa to a representative of the participating Company for any reason.



- e) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- f) Applicant is requested to apply for visa well in time.

**10. General :**

- a. Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- c. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.
- d. Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- e. All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.
- f. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers.
- g. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- h. In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- i. ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

**DECLARATION**

We have studied and understood the rules and regulations for participation carefully and agree to abide by the same.

Signature of the Authorized Representative(s)

Name : .....

Designation:.....

Place: .....

Date: .....

**AFFIDAVIT**

I, .....son/daughter/wife of  
.....Resident of (address)  
..... That I am the  
proprietor/partner of the (name of the entity / company)  
..... having its office at  
..... do solemnly affirm and declare as  
under :

1. That our company M/s .....is participating at India Show at Mexico City, Mexico from March, 2020.
2. That our company will be represented at the exhibition by
  - (i) Mr./Ms.....Designation .....
  - (ii) Mr./Ms ..... Designation .....

Who has / have good background in the field of products being displayed by our company.

3. That the above official(s) needs to apply for Business visa to enter PERU as per governing law of the land. You are requested to issue the Business Visa recommendation letter accordingly.
4. That the above named official (s) will return to India after the conclusion of the fair and submit a proof of his/her arrival. We agree that if the representative (s) don't return to India, the company may be blacklisted by ITPO and appropriate legal action including lodging of FIR with the police may also be taken by ITPO.
5. That our company will bear his/her /their cost of air-travel and boarding & lodging expenses in Mexico.
6. That our company will adhere to all the rules and regulations of fair authorities as well as ITPO for smooth participation in the above fair.

**DEPONENT**

**VERIFICATION**

Verified at New Delhi on this .....day of .....2020 that the contents of the above said affidavit are true and correct to the best of my knowledge and belief.

**DEPONENT**

*(To be executed on stamp paper of Rs. 100 and attested by Notary)*