

विकास आयुक्त का कार्यालय
(सूक्ष्म, लघु और मध्यम उद्यम)
सूक्ष्म लघु और मध्यम उद्यम मंत्रालय
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL & MEDIUM ENTERPRISES)
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
Nirman Bhawan, 7th Floor, Maulana Azad Road,
New Delhi - 110 108

Ph. EPABX - 23063800, 23063802, 23063803 FAX - (91-11) 23062315, 23061726, 23061058, e-mail - dcmsmehq@nb.nic.in

No.5 (17)/2017-ITF

Dated: 15.06.2017

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, Gol, in the Fiera del Levante, Bari (Italy), September 09-17, 2017 being organized by India Trade Promotion Organization (ITPO)

Sir/ Madam,

The Office of DC (MSME), M/o MSME is participating in the said fair being organized by the ITPO for a wide range of products.

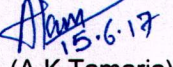
2. The exhibits to be covered in the exhibition are given at annexure I (Section A).
3. The objectives of O/o DC (MSME)'s participation in this fair are to strengthen bilateral trade and to promote the exports of Indian products with the country hosting the fair. The participating MSEs will get the opportunity to acquaint themselves with new technologies available, negotiate with prospective buyers, generate business enquiries, obtain confirmed export orders, etc.
4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having EM II or through Udyog Aadhar Memorandum(UAM) are only eligible. The eligible MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. All categories of units will be provided 100% of economy class air fare subject to maximum Rs.1.25 lakhs or actual air fare paid, whichever is less (for one representative from each participating enterprise). Space would be provided by ITPO on the basis of first come first served & availability of space at Fair/ Exhibition site.
5. The unit may apply at the concerned MSME-DI. It is advised that the MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the fair as mentioned in the subject above. The offer of participation to the unit would be available on the basis of first come first served. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf.
6. The salient points/ terms & conditions as regards participation in the subject fair are given at annexure I (Section B).
7. MSME-Development Institutes will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest **by 14.07.2017**.
8. After approval of DC(MSME), this office will issue a permission letter. On the basis of permission letter, MSEs will submit space rent charges for space booked by them directly to ITPO.
9. The ITPO will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, the issuance of visa to the unit is the sole discretion of the concerned Embassy.
10. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.
11. **"Micro & Small entrepreneurs"** are permitted for availing the benefit under revised MATU scheme guidelines for participation in the International Trade fair only once in a financial year irrespective of the number of units they own. **"However, it may please be noted that one representative cannot represent more than one MSE in a financial year"**.

12. You are requested to assist, motivate and select the manufacturing MSEs as per display product profile as per scheme guidelines.

13. After the participation, the unit can claim the admissible subsidy for space rent and air fare by submitting the claim in prescribed format available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf at concerned MSME-DI within a period of two months from the closing day of the fair failing which it may be presumed that the unit is not interested in the reimbursement.

14. However, the actual participation in the aforesaid fair to be funded by O/o DC (MSME) is subject to the final approval of the competent authority.

Yours faithfully,


15.6.17
(A.K. Tamaria)
Deputy Director

Copy to: ITPO, New Delhi

Section A

Products on Display	Multi-product Show – 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
---------------------	--

Section B

S.No.	Important facts related to the fair	Details												
a.	Name of the Trade Fair	Fiera del Levante, Bari (Italy), September 9-17, 2017												
b.	Name of the Indian Trade Body for the fair	India Trade Promotion Organisation Pragati Maidan, New Delhi-110001												
c.	Coordinating Officer & Contact Details	Mr. D.K. Jain, General Manager, Tel: 23371671, Fax: 23371529 Mobile: 9971096106, 9868512828 Email: dkj@itpo.gov.in												
d.	Minimum booth/ stall size provided by ITPO (MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less)	The cost of booking of one side open 06 sq. mtr. booth/ stall is Rs. 93,000/-. The cost of booking of two side open 06 sq. mtr. booth/ stall is Rs. 99,000/-.												
e.	Mode of payment related details	The details of the bank for RTGS/ NEFT transfers are as under:- <table border="1"> <tr> <td>Name of the Beneficiary</td> <td>India Trade Promotion Organisation</td> </tr> <tr> <td>Name of the Bank</td> <td>HDFC Bank Limited</td> </tr> <tr> <td>Branch Address</td> <td>G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001</td> </tr> <tr> <td>ITPO's Bank Account No</td> <td>00031110005078</td> </tr> <tr> <td>Type of Account</td> <td>Saving</td> </tr> <tr> <td>IFSC Code</td> <td>HDFC0000003</td> </tr> </table>	Name of the Beneficiary	India Trade Promotion Organisation	Name of the Bank	HDFC Bank Limited	Branch Address	G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001	ITPO's Bank Account No	00031110005078	Type of Account	Saving	IFSC Code	HDFC0000003
Name of the Beneficiary	India Trade Promotion Organisation													
Name of the Bank	HDFC Bank Limited													
Branch Address	G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001													
ITPO's Bank Account No	00031110005078													
Type of Account	Saving													
IFSC Code	HDFC0000003													
f.	To whom Demand Draft be submitted	Payment only through RTGS / NEFT												
g.	Closing date for the submission of application by MSEs	<u>07.07.2017</u>												
h.	Other terms and conditions for the participation in the trade fair	Terms and Conditions are attached herewith.												

Terms & Conditions of ITPO for Participation in Fair Abroad

1. Space Booking :

Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted alongwith proof of transfer of amount of participation fee through RTGS / NEFT by the stipulated date for booking of space.

2. Membership of ITPO

Membership of ITPO has been made mandatory for participation in ITPO organized events. Non-members are requested to apply for membership of ITPO. Application form and payment details available at following link (http://indiatrdefair.com/uploads/doc/pdf/membership_renewal.pdf). You are requested to indicate your membership number in the application form for participation to enable us to process the request.

3. Allotment of Space to the Participants :

- a) Selection of participants will preferably be done on first-cum-first served basis / suitability of exports i.e. export turnover, product acceptability etc. subject to payment of full participation charges.
- b) ITPO may make allocation of available space in the show premises at its discretion and its decision in this regard will be final and binding on all.
- c) 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.
- d) 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 immediate 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.

4. Refund of Participation Fee :

Refund of participation fee will be considered in case where:-

- a) The space rent contribution paid by the participant is in excess of the actual amount due to ITPO.
- b) The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the participant can be allowed the refund after deducting 20% of the total amount payable.
- c) There is a change in the venue and date of an event and due to this the participant is unable to participate.
- d) ITPO is not able to participate in the Fair on account of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.

5. Visa :

- a) 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.
- b) ITPO shall not be liable, in case the concerned Mission of the host / transit country denies visa to any / all representative(s) of the participating Company for any reason.
- c) 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.
- d) 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.
- e) The representative would come back to India after the Event / Fair is over and would submit the proof of his / her departure / arrival, wherever asked.

6. General :

- a) 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.
- b) Only goods of Indian origin will be allowed for display in India Pavilion. Participants will be allowed to display only those products which are allowed by the fair organizers and approved by ITPO.
- c) Exhibits of participants whose representatives do not turn up at the Fair / Show will not be displayed.
- d) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be made / borne by the participants in foreign exchange.
- e) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO.

- f) 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.
- g) All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.

7. **Compliance of Fair related/ country related rules and regulations**

- a) Participants will adhere to rules and regulations as may be prescribed by the country in which the show is held and/or laid down by the Fair Organisers in addition to ITPO's terms and conditions. The following is illustrative list of such conditions:
 - 1. In case of inflicting damages to the property, the penalties may be levied on the participant.
 - 2. Storage of exhibits / empty boxes should be done as per the rules of the Fair Organiser.
 - 3. The stand should not remain unattended at any time during the fair. Exhibitor will be responsible for his stand and his belongings on Exhibition Ground; he / she should take the necessary precautions to secure the safety of his / her exhibits. ITPO will not be responsible for any loss / theft of exhibits / other belongings of the participant.
 - 4. If the exhibitor wishes to distribute publicity materials he / she should get prior approval of the Director, India Pavilion / Fair Organiser.
 - 5. The ITPO / Fair Organizer reserve the right to photograph / video coverage of the display in the stands / India Pavilion.
 - 6. It is not allowed to use inflammable items and it is not allowed also to use loudspeakers or DJ inside or outside halls.
 - 7. The participants are required to follow all customs regulations relating to incoming / return exhibits.
 - 8. Sale of exhibits shall be regulated by the rules of the fair organizer. Participants are advised to understand the procedure / rules.
- b) 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.
- c) Any dispute/differences arising out of the participation in the event shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.
- d) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

DECLARATION

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

Place: (Company Seal)
Date:

Signature of the Authorised Representative of MSE
Name:
Designation: