

**Sub: Participate in MEDICA, Dusseldorf, Germany, Nov. 14-17, 2016**

**Dear Sir,**

India Trade Promotion Organisation (ITPO), under the Ministry of Commerce and Industry, Govt. of India, is participating in MEDICA 2016, Dusseldorf (Germany), Nov. 14 – 17, 2016. MEDICA is amongst the top medical shows in the world. It attracts large number of top decision makers. MEDICA 2015 had 4977 exhibitors & over 130,000 specialised trade visitors from over 120 countries. MEDICA Show is the forum for suppliers to display medical technology & product innovations. During 2015, India Pavilion was set up in Electro Medical Section & Disposable Section. MEDICA 2015 had nearly 120 exhibitors from India.

ITPO has applied for space with Messe Dusseldorf - Electro Medical Section - Hall 16, Disposable Section - Halls 5 & 7 Complex, Lab Equipment/Diagnostics Section - Hall Nos. 1 /2 / 3, Orthopedic / Physiotherapy Eqpt. - Halls 4 /5. The rentals for participation – shell scheme, are fixed at Rs.33,500/- per sq. mtr. for ground floor and Rs.28,000/- per sq. mtr. for upper floor.

We invite you to participate in MEDICA 2016, Dusseldorf. Kindly fill in the Application Form (enclosed) along with the products you propose to display & the section relevant to your products. Application money is payable @ Rs. 1.00 lakh for area booking upto 12 sqm and Rs. 1.50 lakhs for area above 12 sqm. Payment is acceptable through NEFT / RTGS only. Booking is open now.

Allocation will be done inter-alia on the following basis:-

1. 60% weightage for receipt of payment on first come first served basis i.e. max. 60 points for booking say in the 2nd week of March and thereafter on a reducing scale.
2. 20% weightage for size of booth i.e. for area booked 40 sqm. or above – maximum 20 points & proportionately reduced thereafter,
3. 20% weightage for participation in Medica 2015 through ITPO.

Please feel free to contact us for any further information you may require.

Thanking you,

Yours faithfully,

(DK Nangia)  
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**PS: Please also see the Application Form & Terms and Conditions of Participation**