

FACT SHEET

1.	Name of the event	AF-L' Artigiano in Fiera– 24th International Crafts Selling Exhibition, Fiera Milano, Milan (Italy) – November 30 - December 08, 2019	
2.	Location of India Pavilion	Hall No :10	
3.	Size of the Exhibition	Approx. 3,40,000 Sqm. in 2018 (Largest B2C event in the world), as per organizers of the fair	
4.	Duration of the Fair	09 days	
5.	Status of India at the Show	National Level Participation	
6.	Fair Timings	10 a.m. to 10.30 p.m. everyday	
7.	Products on display	<ul style="list-style-type: none"> • Giftware and fancy goods: Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver • Clothing and accessories: Leather, Woven, Other materials • Furnishings and fittings: Curtains, Carpets and Rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures • Gold and jewellery: Gold and silver, Semi-precious stones, Costume jewellery etc.. • Leather and Leather Products. 	
8.	Local Currency	Euro	
9.	Total No. of Exhibitors	In 2018, more than 3000, as per organizers of the fair	
10.	Countries participated in last event	In 2018, more than 100 Countries from all over the world, as per organizers of the fair.	
11.	No. of Visitors	About 12.00 Lakh in 2018.	
12.	Special Feature	<p>Most popular fair in Italy and South Europe takes place just before Christmas. Very good potential for Indian handicrafts, home furnishing, carpets, leather & leather products and gifts items, etc.</p> <p>Retail sales permitted subject to local rules and regulations.</p>	
13.	Participation Charges	<p>Rentals are under finalization. However, the same will be in the vicinity of Rs. 18,500/- per sqm. (Under MAI scheme) for corner booth. Companies having valid IEC Number, 6-digit HS Code, PAN, GST, etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. The company which has already availed MAI subsidy for any two events in FY 2019-2020 will not be eligible for MAI subsidy.</p> <p>Tentative participation charges for the companies without valid IEC number, 6-digit HS code, PAN, etc. will be Rs. 27,500/- per sqm. for non-corner booth and Rs. 30,000/- per sqm. for corner booth.(Without MAI)</p> <p>ITPO may also consider reimbursement of airfare to first fifty individual exporters subject to approval by DOC and as per relevant provisions of the MAI Scheme, 2018.</p> <p>Booking of space will be on first come first serve basis. Corner booth subject to availability.</p>	
14.	Space Booking	<p>The space booking for participation in this fair has commenced from May 17, 2019 from 10.00 a.m. onwards. The space can be booked by making an advance payment of Rs. 1,00,000/- through RTGS/ NEFT. The seniority for booth booking will be based on the bank statement; as and when the amount is credited in the ITPO's account.</p>	
15.	Booth Size	Stands in size of 12 sqm. and as per availability in the layout plan. Most of corner stands are of 12 sqm. and in multiples thereof	
16.	Contact Person	<p>Devender Pal, Dy. General Manager India Trade Promotion Organisation Pragati Maidan, New Delhi-110001 Email:devenderpal@itpo.gov.in Tel: 011-23379305/9810994832</p>	<p>Abhishek Chauhan, Manager India Trade Promotion Organisation Pragati Maidan, New Delhi-110001 Email: abhishekchauhan@itpo.gov.in Tel: 011-23378940/8505955777</p>