

Dear Sir,

Sub: **India Expo Beurs, Netherlands, March 29 – April 2, 2018**

- 1) **India Trade Promotion Organisation**, the premier trade promotion agency of the govt. of India is organizing India's participation in **India Expo Beurs, Netherlands**, scheduled to be held from **March, 29 to April 2, 2018**. The fair is both a B2B and B2C, multi sector event.
- 2) Netherlands is one of Europe's most stable and prosperous nations and one of the leading European nations in ranking of human development, competitiveness, per capita income, globalization, state of peace and economic freedom.
- 3) Netherlands is a developed country, which has high income market oriented economy characterized by a high level of foreign trade. The imports of Netherlands are amounting to US \$ 398,336 million during the financial year 2016-17. Netherlands has one of the lowest customer tariffs in Europe. Most items are subject to approximately 10% Customs Duty.
- 4) There is a positive demand for Indian products in the Netherlands that has also emerged as a strategic trading partner of India in Europe. Bilateral trade between India and Netherlands stood at US \$ 6965 million in 2017. The major items of export from India to Netherlands are handicraft, machineries, engineering goods including hand-tools, pharmaceuticals, chemicals, plastic and rubber products, textiles, readymade garments, leather goods, carpets, footwear, petroleum and other oils.
- 5) **India Expo Beurs** provides an excellent platform to exporters to showcase their latest offering to buyers. It will help them to create breakthrough in Netherlands market. Participating in **India Expo Beurs** will not only enables exporters/exhibitors to assess the demand for their products and identify local distributors, agents and buyers but also to work on networking opportunities to augment business interest.
- 6) **The display sectors include:** 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.
- 7) **ITPO invites your esteemed organization to participate in the event.** 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. 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/-**. Shipment facility is not being provided by ITPO for exhibits. Custom duties, handling and clearing charges and other applicable local taxes are to be borne by the participants.
- 8) For further information/clarification, please feel free to forward your queries by e-mail to Shri Bharat B. Sharma, Executive at [bharatsharma@itpo.gov.in](mailto:bharatsharma@itpo.gov.in), Phone: 9810735125 or Ms. Meenu Kapoor, Manager at [meenukapoor@itpo.gov.in](mailto:meenukapoor@itpo.gov.in).
- 9) Space can be booked by making an advance payment of Rs. 50,000/- (or in full as per space booked) by RTGS in favour of India Trade Promotion Organisation. It may be noted that

allotment will be made on first-come-first-served basis and possession of booth shall be given upon realization of total participation fee.

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
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10. Your prompt action will help us in planning India pavilion in an effective manner to facilitate your participation..

Thanking you,

Yours faithfully,

(Ashutosh Varma)  
Deputy General Manager