

No.FFD(TIF)/Greece/2017-18

April 24, 2017

Sub: Thessaloniki International Fair, Thessaloniki (Greece) Sept.9-17,2017

Dear Sir/Madam

We are pleased to inform that ITPO is organizing National Level Participation in Thessaloniki International Fair to be held at Thessaloniki (Greece) from Sept. 9-17,2017. This is not only the leading trade fair of Greece but also of the entire region. Thessaloniki (520 km. north of Athens) is the second largest city of Greece and the most important economic, industrial, commercial and political centre of the area ..More than 1000 companies from about **40 countries** participate in this annual event which is organized in an area of 30,000 sq mts (net) and is visited by more than **2,50,000 visitors from Greece and other European countries**. For the past 3 years attendances have been over 200,000. It has been customary for the country's Prime Minister to set out his government's policies for each coming year in a speech at the annual Thessaloniki International Trade Fair, and for this reason the event has political significance in addition to its commercial importance.

India Pavilion is spread over an area of 360 sq. mtrs. (net). The display profile of India Pavilion will include a variety of products/services ranging from Engineering Products, Jewellery, Textiles, Home Furnishings, Processed Food, Spices, Tea, Coffee, Handicrafts, Carpet, Coir Products, Spices, Tourism and other Consumer Products.

Greece's own manufacturing base is narrow and it is heavily dependent on global imports. Thus, the national level participation at the fair will provide an appropriate platform to Indian companies to explore business opportunities not only in Greece but also in neighbouring countries. The volume of bilateral trade between Greece and India for 2015-16 was US \$ 445.23 million.

..2..

ITPO offers booths with a minimum size of 9 sq. mtrs. Larger space can be booked in multiples of 3 thereof. The package of services includes fully constructed stands, wall to wall carpeting, adequate lighting, furniture, standard display aids, services of common interpreter, visa recommendation and general publicity support.

The participation fee is **Rs. 11,000/- per Sq. Mtr** without shipment facility. For two-side open stand, (subject to availability) **10% extra** will be charged. The fair is governed by general terms and conditions for participation in international trade fairs organized by ITPO. Please confirm your space requirement immediately in the enclosed application form duly filled in along with an advance payment of Rs. 50,000/- (Rupees Fifty thousand only) by demand draft in favour of 'India Trade Promotion Organisation'.

Should you need any further information, please feel free to contact the undersigned,
Mobile 9810491688, meenukapur@itpo.gov.in

Thanking you,

Yours faithfully

(Meenu Kapoor)
Manager