

Dear Sir,

Sub: Fiera Del Levante, Bari, Italy, September 8-16, 2018.

India Trade Promotion Organisation (ITPO), the premier trade promotion agency of the govt. of India is organizing India's participation in Fiera Del Levante, Bari, Italy, scheduled to be held from September 8-16, 2018. The fair is B2B and B2C, Multi Product event.

India is Italy's fifth largest trading partner in the European Union (EU). Through a series of trade delegations and government-led trade initiatives, the Italian authorities have succeeded in establishing a dynamic relationship with India predicated on political, economic and scientific cooperation.

Bilateral trade between both nations witnessed a strong growth until 2007. With new economic reforms taking place in both the countries, bilateral trade is showing new signs of growth.

In the year 2016 financial year (FY), trade between India and Italy rose to approximately US\$8.80 billion. In 2016, Italian exports into India amounted to US\$3.9 billion dollars; Indian exports into Italy accounted for US\$4.9 billion dollars. Italian businesses see India as an increasingly attractive trading partner

Italian businesses are becoming increasingly aware of the vast opportunities offered by the Indian market. Indeed, trade between Italy and India is rising at a growth rate of 30 percent.

The thrust areas of India's exports to Italy are iron, cast iron, steel and ferrous-alloys, organic basic chemicals, refined petroleum products, plants for the production of beverages, footwear, tanned leather, vehicles, fish, crustaceans and molluscs (processed and preserved), jewellery and related items, plastics in primary forms, dyes and pigments, parts and accessories for vehicles, Ornamental and building stone.

Future Prospects for investment and trade are encouraging, as India is increasingly being seen as an emerging economic power in the world and an important economic partner in Asia, both in terms of trade and investment.

Fiera Del Levante, Bari provides an excellent platform to exporters to showcase their latest offering to buyers. It will help them to create breakthrough in Italian market. Participating in Fiera Del Levante, Bari will not only enable 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.

The display sectors include Gems & Jewellery, Handicrafts, Paintings, Ladies Apparels, Leather Products, Silk items, Decorative items etc.

ITPO invites your esteemed organization to participate in the event. Booths are available in the modules of 12 square metres (sqm). The package of services will include fully built up stands with partition walls, floor carpeting, two spot lights, one table with two chairs, a sign as well as a free show case besides assistance in visa. The proposed tentative rentals are Rs. 17,500/- per sqm. 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.



For further information/clarification, please feel free to forward your queries by e-mail to Sh. Abhishek Chauhan, Manager at abhishekchauhan@itpo.gov.in, phone: +91-8505955777.

Space can be booked by making an advance payment of Rs. 1,00,000/- (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 India Trade Promotion Organisation	Beneficiary: INDIA TRADE PROMOTION ORGANISATION
	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

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

Thanking you,

Yours sincerely,



R.K. Thakur
Deputy General Manager