

Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise will organize India's national level participation at AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from December 01-09, 2018.

2. The AF-L'Artigiano, since its inception in 1996, has emerged as a centre for the display and trade of handmade products from all over the globe. It is the world's biggest International Fair dedicated to arts and crafts. The exhibition helps small and medium arts and crafts business to sell new products directly in Europe, particularly in Italy.

3. As reported by the organisers, the 2017 edition of the event was organised in an area of 3,10,000 sq.mtr. and attracted over 3000 exhibitors from more than 100 countries. As claimed by the organizers, majority of the participants expressed their willingness to participate again in this event in 2018.

4. ITPO has been regularly organizing national level participation in this event. In the Fair held in December 2017, more than 90 Indian exhibitors, who participated through ITPO, displayed their products in India Pavilion. The participants included constituents of Office of Development Commissioner (MSME), EPCH, UPEPC, MPLUN and Private companies, etc.

5. Booths are available in the modules of 9/12/15/18 sq. mtr. and in multiples thereof and the package of services will include, built up stand with carpet, lighting, fascia, basic furniture (table and chair) and publicity support. **The participation charges for 2018 Fair have been fixed as Rs.28,000/- per sq.mtr. for one side open stand and Rs.31,000/- per sq.mtr. for corner stand.** The corner booths will preferably be of a minimum size of 12/15/18 sq mtr. and in multiples thereof. Applicants may give their preference of booths (corner/non-corner) in the application form for space booking, which will be provided as per the availability of booths. Since we are expecting good demand, like last year, prospective participants are advised to reserve their area by remitting booking amount through RTGs. **Companies possessing IEC Number, PAN, GST No. etc. are eligible for participation.**

6. **This year participation is being organised on self-financing basis.**

7. The space can be booked by making advance payment of **Rs.1,00,000/- only through RTGS/NEFT to enable ITPO to consider the space requirement.** The RTGS details are **attached** with this mail. Corner booth will be allocated on first-come-first served basis and subject to availability.

8. The payment through RTGS/NEFT for booking of space to start on **06th June, 2018 from 10.00 a.m.**

9. In case payment is received in ITPO's account **before 10.00 a.m.** on 06th June, 2018, the same will not be taken into account for seniority and will not be accepted.

10. Seniority for booth booking will be decided based on the bank statement, as and when the amount is credited in the ITPO's account.

11. A company can make the advance payment for its sister concerns/group companies also and will not be allowed to withdraw at later stage. At the time of making booking, it will also be required to send the details like name(s) of the sister concerns/group companies and advance of Rs.1 lakh for each company. For group companies/sister concerns participation charges can be made in one lot at the time of space booking.

Thanks and Regards,

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