

FFD/AFL-Artigiano 2014/2014

May 27, 2014

Subject: India Pavilion at 10 days long International Crafts Selling Exhibition, 19th AF-L'Artigiano in Fiera Milan (Italy), Nov. 29 - Dec 8, 2014

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation, a Govt. of India Enterprise will once again organize India's national level participation at 10 days long International Handicraft Selling Exhibition - 19th AF-L'Artigiano in Fiera to be held in Milan (Italy) from Nov. 29 - Dec. 8, 2014.

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 entirely dedicated to arts and crafts. AF-L' helps every small-medium arts and crafts business to sell new products directly to the test market in Europe, particularly in Italy.

The 2013 edition of the event was organised in an area of 1,50,000 sq mtr and attracted over 2900 exhibitors from 113 countries across the world. As claimed by the organizers, 95% of the participants expressed their willingness to participate again in this event. The event attracts about 3 million visitors.

ITPO has been regularly organizing Indian national participation in this event. In the last event held in December 2013, as many as 113 Indian exhibitors displayed their products in India Pavilion in an area of 1250 Sq mt (approx). The participants included members of EPCH, MSME, KVIC, WWEP, NSIC, Govt. of Maharashtra, Development Commissioner (Handicrafts) etc.

Booths are available in the modules of 12/16 sq mtr and the package of services will include built up stand with carpet, lighting, fascia, basic furniture and publicity support. **The participation charges have been fixed at Rs. 23,500/- per sq mtr. Corner booth will attract a premium of 15% and will be minimum of about 15/16 sq mtr. Applicants may give their preference of corner booth in their application form for space booking which will be provided only in the case of availability.**

A fact-sheet along with application form of the event is enclosed herewith. Please send the application form duly filled along with an advance payment of Rs. 1,00,000 to enable us to consider your application. Booths will be allocated on first-come-first served basis and on the basis of area available.

Thanking you,

Yours faithfully,

(Hitesh Sethi)
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