



**INDIA TRADE PROMOTION ORGANISATION**  
**FIERA DEL LEVANTE, 8-16 SEPTEMBER, 2018**  
**FACT SHEET**

<b>Name of the Fair</b>	<b>FIERA DEL LEVANTE</b>	
<b>Date</b>	8-16 SEPTEMBER, 2018	
<b>Venue</b>	Fiera Del Levante, Bari, Italy	
<b>Rentals</b>	Rs. 17,500/- per square metres	
<b>Bookable Area</b>	Minimum bookable area 12 square metres (sqm)	
<b>Package Includes</b>	Furnished booth 12 sqm with partition walls, floor carpeting, two spot lights, one table with two chairs, a sign as well as a free show case.	
<b>Fair Category</b>	Business to Business (B2B) & Business to Consumer (B2C) Retail sales permitted subject to local rules and regulations	
<b>Product Profile</b>	Gems & Jewellery, Handicrafts, Paintings, Ladies Apparels, Leather products, Silk items, Decorative items etc.	
<b>Visitors Profile</b>	Buyers, Dealers, Retailers, Importers etc.	
<b>Visitors during 81<sup>st</sup> Fiera Del Levante, Bari, Italy</b>	Over 2.30 Lakh visitors as per fair organizers.	
<b>Trade Statistics</b>	<p>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.</p> <p>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.</p> <p>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</p> <p>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.</p> <p>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.</p> <p>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.</p>	
<b>Visa</b>	VISA recommendation letter will be provided to facilitate obtaining Visa for attending the exhibition.	
<b>Payment Terms</b>	Advance Booking Amount - Rs. 1, 00,000/- (Rupees One Lakh only)	
<b>Payment of Rentals through RTGS/NEFT</b>	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	
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