

No.Exh/ITPO/FS-I/AF-L/2  
August 09, 2016

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 AF-L'Artigiano in Fiera – International Crafts Selling Exhibition to be held at Milan (Italy) from **Dec. 03-11, 2016**.

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 worlds' biggest International fair entirely dedicated to arts and crafts. The exhibition helps every small-medium arts and crafts business to sell new products directly to test market in Europe, particularly in Italy.

The 2015 edition of the event was organised in an area of 1,50,000 sq mtr and attracted over 3000 exhibitors from 110 countries across the world. As claimed by the organizers, 95% of the participants expressed their willingness to participate again in this event.

ITPO has been regularly organizing Indian national participation in this event. In the event to be held in December 2016, nearly 100 Indian exhibitors are expected to display their products in India Pavilion in an area of more than 1000 sq. mts. (approx).

Booths are available in the modules of 9/12/16 sq mtr and the package of services will include built up stand with carpet, lighting, fascia, basic furniture and publicity support. **The participation charges are Rs.24,000/- per sq.mtr. However, two side corner booth will attract a premium of 10% and will be preferably of minimum size of 16 sq mtr.** Applicants may give their preference of booths in their application form for space booking which will be provided as per the availability. Since we are expecting huge demand, prospective participants are advised to reserve their area by remitting booking amount at the earliest.

Please send us your request for participation along with **an advance payment of Rs. 1,00,000/- by way of DEMAND DRAFT OR through RTGs** to enable us to consider the requirement. **Booths will be allocated on first-come-first served basis and depends on the availability.**

Thanking you,

Yours faithfully,

(Devender Pal)  
Senior Manager  
Tel:011-23371909/Fax:23371122  
Email: [devenderpal@itpo.gov.in](mailto:devenderpal@itpo.gov.in)

**Application Form**

Name of the Fair/ Exhibition: **AF-L'Artigiano in Fiera - International Crafts Selling Exhibition, Milan (Italy)**  
**Dates: December 3-11, 2016**

Name of the Company : \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name & Designation of Key Executive \_\_\_\_\_

Are you a registered exporter?

(Yes/No) \_\_\_\_\_

If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify \_\_\_\_\_

Space requirement (in Sq mtr) \_\_\_\_\_ Corner/Non-Corner (Corner booth Subject to availability):

\_\_\_\_\_

Total turnover of company: \_\_\_\_\_ US\$ million Export turnover: \_\_\_\_\_ US\$ Million

Products for display \_\_\_\_\_

\_\_\_\_\_

Brief profile of company (not more than 25 words): \_\_\_\_\_

\_\_\_\_\_

Export Performance \_\_\_\_\_

Countries of Exports \_\_\_\_\_

Preceding three years \_\_\_\_\_

Commodity exported \_\_\_\_\_

(Please attach a Chartered Accountant's certificate of Export performance)

Whether you have participated in this fair earlier, if so when?

Any other facility including display aids over and above ITPO's shell scheme package : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

We hereby accept the Rules & Regulations of participation as per copy enclosed. Crossed demand draft, favoring India Trade Promotion Organization, payable at New Delhi for INR : \_\_\_\_\_ being the amount of participation charges is enclosed.

(Signature of authorized signatory of the Company)

Name \_\_\_\_\_

Designation \_\_\_\_\_

Dated: \_\_\_\_\_

**Brief Rules and Regulations for Participation in Fair Abroad**

1. **Space Booking:** Application in prescribed for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 9, 12, 15 and 16 sq mtr (and in larger size also) and as per availability in layout plan.
2. **Allotment of space to the Participants:** Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
3. **Refund of Participation Fee:**
  - (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
  - (ii) In the event of withdrawal 3 months before the start of the event, 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
  - (iii) Non refund will be considered if the withdrawal request is received less than 3 months before the start of the event.
4. **Visa:**
  - (i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
  - (ii) ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.
  - (iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
  - (iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.
5. **General:**
  - (i) Only goods of Indian origin will be allowed for display at India Pavilion.
  - (ii) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
  - (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.
  - (iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
  - (v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
  - (vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

(Signature)

Name & Designation

Date

