

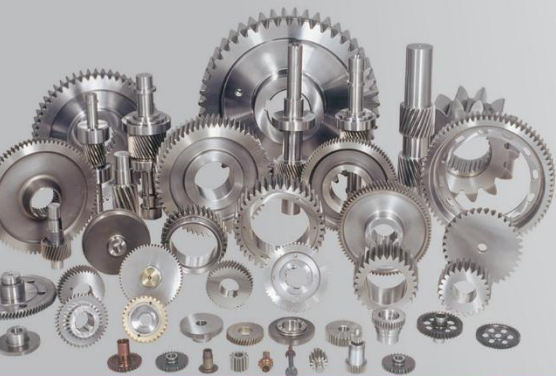
Dear Sir/Madam,

Sub: **India Expo Beurs, The Netherlands, February 16-24, 2019**

- **India Trade Promotion Organisation**, the premier trade promotion agency of the Govt. of India, is organizing India's maiden participation in **India Expo Beurs, Netherlands**, scheduled to be held from February 16-24, 2019. The fair is both a B2B and B2C, multi sector event.
- Netherlands is one of Europe's most stable and prosperous nations and one of the leading European nations in ranking of human development, competitiveness, per capita income, globalization, state of peace and economic freedom.
- The Netherlands has the second largest population of people of Indian origin in Europe, next only to the UK. A 235,000-strong Indian Diaspora (200,000 Surinami-Hindustani community and 35,000 NRIs/PIOs) is an important element that helps foster closer ties with the Netherlands. The diaspora forms an important link between the two countries and facilitates people-to-people contacts.
- Being a developed country and a member of the exclusive European Economic Community (EEC), the Netherlands has high income market oriented economy characterized by a high level of foreign trade. The imports of Netherlands amounted to US \$ 398,336 million during the financial year 2016-17. The Netherlands has one of the lowest customer
- There is a positive demand for Indian products in the Netherlands that is one of the strategic trading partners of India in Europe. Bilateral trade between India and Netherlands stood at US \$ 6965 million in 2017. The major items of export from India to Netherlands are handicraft, machineries, engineering goods including hand-tools, pharmaceuticals, chemicals, plastic and rubber products, textiles, readymade garments, leather goods, carpets, footwear, petroleum and other oils. The main items of Dutch Exports to India were metalliferrous ores and metal scrap, plastics, and general industrial machinery.
- We expect **India Expo Beurs** to provide an excellent platform to Indian manufacturers/traders/exporters to showcase their offerings to buyers. It will help them to create channels in Netherlands market. Participating in **India Expo Beurs** 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.



BluePurple



- **The display sectors include:** India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; ayurvedic and herbal products.
- Booths will be available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stands with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in visa. The proposed tentative rentals are Rs. 17,500/- per sq. mtr. The tentative participation charges for a **9 sq. mtr. built-up fully furnished booth will be Rs. 1,57,500/-**. 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.
- Space can be booked by making an advance payment of Rs. 50,000/- (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 RTGS/NEFT

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

- We are happy to invite your company's esteemed participation at India Expo Beurs, which will be invaluable support to our efforts to promote India and products of Indian origin and manufacture in the world.
- For further information/clarification, please feel free to forward your queries by e-mail to Shri Bharat B. Sharma, Deputy Manager at bharatsharma@itpo.gov.in, Phone: 9810735125.
- Your prompt action will help us in planning India Pavilion in an effective manner and to facilitate your participation.

Thanking you

Yours faithfully,

Ashutosh Varma
 General Manager



FACT SHEET

INDIA EXPO BEURS (NETHERLANDS)

Name	INDIA EXPO BEURS (NETHERLANDS)
Dates	February 16-24, 2019
Venue	De Broodfabriek Event Zall, Ruswuk/Den Haag, Netherlands
Timings	10.00 AM – 07.00 PM
Fair Organiser	M/s.IDC Group, Netherlands
Organisers of India Pavilion at India Expo Beurs	India Trade Promotion Organisation
Product Profile	Multi Products: India's ethnic products, textiles including readymade garments and accessories; home furnishing including fabrics and home décor; carpets and floor coverings; handicrafts and giftware, gems & jewellery; leather goods including shoes, handbags and garments; sports goods; electrical and electronic products; medical equipment; disposables and diagnostics; chemicals and pharmaceuticals; engineering goods including hand tools; plastic and rubber products; food and beverages; ayurvedic and herbal products.
Visitors profile	General public, buying groups, distributors, retailers, general merchandise buyers, importers/exporters, wholesalers, discount stores, manufacturers etc.
Trade Statistics	<ul style="list-style-type: none"> • The imports of Netherlands are amounting to US\$ 398,336 million during the financial year 2016-17. • Bilateral trade between India and Netherlands stood at US \$ 7621 million in 2017
Nature of the Show	Business to Business (B2B)/Business to Consumer (B2C)
Participating Countries	Netherlands, India, Belgium, France, England, Ireland
Package of Services by Fair Organiser M/s. IDC Group	<ul style="list-style-type: none"> • Fully furnished booth with display aids, spot lights, carpet, furniture, dustbin, fascia and electric socket • Visitor promotion and publicity support • Assistance in meeting with local buyers and importers • Assistance in Hotel accommodation • Assistance in obtaining Business Visa • Online exhibition directory with details of exhibitors • Assistance in procuring local prepaid telephone SIM • Assistance in arranging an interpreter

Visitors Promotion/Publicity by the Fair Organiser M/s. IDC Group	<ul style="list-style-type: none"> • Campaign by M/s. M. S. Badhwar, IDC Group to create awareness amongst the Dutch buyers and general public about the "India Expo Beurs • Coverage in local media in Netherlands • Advertisements in Electronic and Print media throughout Netherlands • Hoarding and branding various prominent locations in the city of The Hague. • Press briefing by inviting local trade and associations and concerned Govt. organizations • Invitations and direct mailers to potential importers, professional groups, industry associations and decision makers in Netherlands
Availability of stands	Booths are available in the modules of 9 sq. mtr. and in multiples of 3 sq.mtr. thereof. The package of services will include fully built up stand with carpet, lighting fascia, furniture, display aids and publicity support besides assistance in obtaining Business Visa.
Participation Fee	The proposed tentative rentals are Rs. 17,500/- per sq. mtr. for a built up booth There will be an additional charge of Rs. 2,000/- per sq. mtr. for a corner booth. Booth allocation will be on first-come-first-served basis. Shipment facility will not be provided by ITPO.
Other charges	<ul style="list-style-type: none"> • Custom duties, handling clearing charges and other applicable local taxes are to be borne by the participants. • There is a general 21% VAT on invoice value to be paid along with approximately 5-13% customs duty on goods imported. This depends on the item being imported and can be more or less. The customs in Netherlands are very efficient and work fast.
Local logistics and customs clearance facilitator	The local logistics and customs clearance with the Netherlands will be handled by – Arieas Logistics B.V., Katendrechtse Lagediik 296, 3083 GL, Rotterdam, The Netherlands Ph: +31621576859, Email: sales@arieas.com
For Commercial invoice and packing list	Consignee: Mr. M. S. Badhwar, 204, Televisiestraat, Den Haag 2525 LV, Netherlands Buyer: (Exhibitor names & address in India along with Indian IEC number), for India Expo Beurs, C/o M. S. Badhwar, Netherlands Delivery address: De Broodfabriek Expo & Event Centre, Volmerlaan 12, 2288GD, Netherlands.
ITPO's Associate in Netherlands	Mr. M. S. Badhwar, IDC Group, Paul Krugerlaan 134, Den Hagg 2571 HM The Netherlands. Phone: +31633466234 E-mail: indiabeursNL@gmail.com
Visa	Recommendation letter to the Netherlands Embassy, New Delhi will be issued by ITPO for the approved participants for obtaining Business Visa to attend the exhibition. Approval or rejection of Business Visa application within the purview of the Netherlands Embassy. ITPO has no jurisdiction over this authority.

<p>Payment of rentals through RTGS/NEFT</p>	<p>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</p>
<p>Other Attractions (arranged by the organizer)</p>	<ul style="list-style-type: none"> • Indian Food • Cultural Programmes
<p>About Venue</p>	<ul style="list-style-type: none"> • The location venue of the India Expo Beurs is 'De BroodFabriek Event Zaal where there is a sizeable population of people of Indian origin; • Venue is situated in the heart of the region. This is the one and only venue that has a license from the Government of Netherlands to hold B2C and B2B exhibitions with counter/retail sales permission . • Approximately more than 40 thousand visitors are expected to visit the venue during the days of the India Expo Beurs. These will be invited through various and extensive media advertising along with the footfall of other Exhibition events that are taking place in the same venue but different halls, simultaneously. • Venue is accessible by local bus and tram within Den Haag and has free car parking for exhibitors and visitors both. • The driving distance from the city centre of Den Haag is 4.5 KM only. • This venue is also easily accessible by the huge population of PIO and local Dutch customers from the city of Rotterdam which is 15 minutes by road. • Tram number 17 from Den Haag central station and various local buses from the Den Haag central bus station halt right in front of this venue. • The tram and bus stations are named after the venue itself which is 'De Brood Fabriek Expo and Event Centre". • Booths will be made inside the event hall which is covered & protected from weather elements like rain and snow.



INDIA TRADE PROMOTION ORGANISATION

India Expo Beurs, The Netherlands, February 16-24, 2019
Application form for participation

1. Name of the Registered Company.....
Address:.....
Phone:..... Fax (with ISD/STD code)
E. Mail:
PAN..... GSTIN.....
Director Identification Number(DIN).....

2. Contact Person: Designation
Email No..... Mobile No.....

3. Import Export Code (IEC) No. :
(Attach photocopy) (Mandatory)

4. Annual Exports Turnover:

5. Tentative Participation fee (Shell Scheme) : Rs.17,500/- per sqm.

6. Extra for corner booth Rs.2,000/- per sqm.(Minimum both size: 9 sqm. and Multiple of 3 sqm.)

7. a) No. of booths required.....(Minimum sq.mtr).
b) Corner Booth : Yes/No

8. Payment details :

Table with 2 columns: Charges, Booth Size. Rows include Participation charges, Corner Charges, Total, Amount Paid.

9. Participation charges / advance payment :
Rs.....(Rupees.....
.....only) deposited through RTGS/NEFT in HDFC Bank in
favour of India Trade Promotion Organisation, New Delhi. UTR No.
date Transferee Bank, transferee A/c. No.
.....
Balance participation charges payable Rs.....(in case of advance
payment).

10. Products to be displayed.....
HS code.....

11. We have read the rules and regulations of participation and we agree to abide by the same

Place : Signature of Authorized Representative of the firm
Date : (Company Seal) Name.....
Designation.....

Please complete and return this form to: Ms. Meenu Kapoor
Senior Manager
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan, New Delhi – 110001
Tel: 91-11-23371970, Email:
bharatsharma@itpo.gov.in



INDIA TRADE PROMOTION ORGANISATION

**BRIEF RULES AND REGULATIONS FOR PARTICIPATION
IN
INDIA EXPO BEURS, NETHERLANDS, February 16 – 24, 2019**

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 6/9/12 sq mtrs and in multiples of 3 thereof (subject to availability).

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.

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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