

Sub:- Fiera del Levante, Bari(Italy), September 13-21, 2014

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) will be organizing participation of Indian Industries in Fiera del Levante, Bari (Italy), September 13-21, 2014.

The fair has been regarded as one of the biggest fairs in Italy in terms of high numbers of visitors, exhibitors and international businessmen. Besides, Fiera del Levante fair always made their marks on the country's agenda through promotion campaigns on various media channels. Leading to greater business deals, Fiera del Levante fair will improve the collaboration between Italy and international businessmen.

The show will become a showcase for the widest range of furnishing items and accessories, both in classic and contemporary style, and design pieces in the "Furnishing Exhibition" housing materials, equipment and installations in the "Edil Levante Abitare", promotion of local and national agro-food products, services to households and businesses with the "Business Centre", international national and local handicrafts, fashion, consumer goods, motorbikes, cars, and much more. As last year, the heart of the show will be the new hall, an architectural gem with cutting-edge technologies and a vast single-unit exhibiting area of 18,000 sq. mtr. Last year, the show attracted about 3 lakh visitors.

The participation charges are Rs. 17,500/- (tentative) per sq. mtr. without shipment facility. The stands are available in the modules of 12 sq. mtr. or multiples size. The package of services offered by ITPO will include built up stand having wall to wall carpet, lighting, fascia, standard available display aids, furniture and general publicity support. Space will be offered on first cum first serve basis. The participants will have to make their own arrangements for dispatch, insurance and clearance of goods in India and bari (Italy) including deputation cost for their representatives.

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In case you are interested to participate in this important and prestigious event, you are requested to kindly confirm your space requirement immediately followed by a completed application form alongwith advance participation charges of Rs. 50,000/- by Demand Draft drawn in favour of India Trade Promotion Organization payable at New Delhi.

Your prompt action will help us in setting up India Pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

For further clarification, please feel free to contact the undersigned on Tel. No. 91-11- 23371986 or mobile no. 9958533880, fax no. 91-11-23371529, e-mail gsingh@itpo.gov.in

Thanking you,

Yours faithfully,

(Gajraj Singh)
Senior Manager