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Dy. General Manager



**India Trade Promotion Organisation**

(A Government of India Enterprise)

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EXH/IndiaShow/Chile/2014

January 1, 2015

**Subject: India Sourcing Fair, Santiago (Chile), March 11-15, 2015**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion organisation (ITPO), a Govt. of India Enterprise will organise an exclusive India Show i.e. '**India Sourcing Fair**' in Santiago (Chile) from March 11-15, 2015.

Chile has made significant and important economic strides and emerged as the leading economy in Latin America. It is also among the 7 most emerging markets in the world. It leads Latin American nations in rankings of human development, competitiveness, income per capita, globalization, state of peace and economic freedom. It is one of the most stable economies in the region.

Chile has also emerged as a strategic trading partner of India in Latin America. India's exports to Chile have shown an excellent growth from US\$ 277 million during 2009-10 to US\$ 664 million during 2013-14. Hence, considering the importance of Latin America region as a growing market for Indian products, the aim of this exhibition is to present India as a global industrial player and provide an appropriate platform to Indian industry to tap this important market.

**India Sourcing Fair** is being organised at Estacion Mapocho Cultural Centre, a prominent exhibition venue in the centre of Santiago. The event will cover a wide display range covering major exports from India. The diverse display profile will showcase India manufacturing capabilities to the Chilean market.

Embassy of India and local Chambers of Commerce in Chile will provide their full support in arranging business meetings of Indian exhibitors with Chilean buyers during the Show. A massive publicity campaign through electronic and print media would also be undertaken by ITPO to attract buyers and visitors from all over the Chile. Booths are available in the modules of 9 sq mtrs and in multiples of 3 thereof. The package of services will include fully built up stand with carpet, lighting, fascia, furniture, display aids and publicity support besides, assistance in visa and hotel booking. The participation charges have been fixed at Rs. 9,000/- per sq mtr without shipment facility. Corner booths will attract a premium of 10% and would be allotted on the basis of availability.

A fact-sheet on the event along with application form is enclosed herewith. Please send the application form duly filled along with an advance payment of Rs. 50,000 to enable us to consider your application. **Booths will be allocated on first-come-first served basis and on the basis of area available.** For any further queries may please contact the undersigned or Mr. Amrit Chittranshan, Manager at cell: 9873464940 and email id : [amritchitranshan@itpo.gov.in](mailto:amritchitranshan@itpo.gov.in) / [amritchitranshan07@gmail.com/](mailto:amritchitranshan07@gmail.com/)

Thanking you,

Yours faithfully,

(Hema Maity)