

## INDIA TRADE PROMOTION ORGANISATION

### FACT SHEET

|     |                                      |  |
|-----|--------------------------------------|--|
| 1.  | Name of the event                    | <b>AF-L' Artigiano in Fiera,- 21st International Crafts Selling Exhibition, Milan (Italy), Dec. 3-11, 2016</b>   |
| 2.  | Size of the Exhibition               | 1,50,000 Sq mtr (Biggest B2B & B2C event in Europe)  |
| 3.  | Duration of the Fair                 | 9 days   |
| 4.  | Status of India at the Show          | National Level Participation   |
| 5.  | Fair Timings                         | <b>10 a.m. to 10.30 p.m. everyday</b>  |
| 6.  | Products at display                  | <ul style="list-style-type: none"><li>• <b>Giftware and fancy goods:</b> Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver - <b>Clothing and accessories:</b> Leather, Woven, Other materials – <b>Furnishings and fittings:</b> Furniture, Bibelots, Curtaining, Carpeting and rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures - <b>Gold and jewellery:</b> Gold and silver, Coral, Semi-precious stones – <b>Costume jewellery etc.</b></li><br/><li>• <b>Tourism Offices from different countries.</b></li></ul> |
| 7.  | Local Currency                       | Euro (One Euro = Rs. 76 apprx.)  |
| 8.  | Total No. of Exhibitors              | More than 3000 from around the world.  |
| 9.  | Countries participated in last event | 110 Countries from all over the world  |
| 10. | No. of Visitors                      | About 20 lakh  |
| 11. | Special Feature                      | Most popular Event in Italy and South Europe held just before Christmas.<br><br><b>Retail sales permitted subject to local rules and regulations.</b><br><br>Very Good potential for Indian handicrafts, home furnishing, carpets and gifts items.   |
| 12. | Participation Charges                | <b>Rs.24,000/- per sq.mtr. (Charges for Corner booth 10% extra)</b><br><b>Booking on first come-first serve basis. Corner booth subject to availability.</b>   |
| 13. | Booth Size                           | Stands in size of 9/12/16 sq mtr and as per availability in the layout plan. <b>Most of corner stands of 16 sq mts.</b>  |
| 14. | Major participants (Likely)          | EPCH, WVEPC, DC(MSME), DC (Handicrafts) along with a number of Handicrafts Manufacturers/ Exporters.   |
| 15. | Contact Person                       | Devender Pal, Senior Manager<br>ITPO, Pragati Bhawan, Pragati Maidan, New Delhi 110001<br><a href="tel:011-23371909">Tel:011-23371909</a> / <a href="tel:011-23371122">Fax</a> : 011-23371122<br>Email: <a href="mailto:devenderpal@itpo.gov.in">devenderpal@itpo.gov.in</a>   |