

**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**THE INDIA TRADE PROMOTION ORGANISATION**

**INDIA**

**AND**

**THE TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL**

**TAIWAN**

1. INDIA TRADE PROMOTION ORGANISATION (ITPO), with its headquarters at Pragati Maidan, New Delhi, is a PSU and a not for profit company. It acts as a catalyst for growth of India's Trade. ITPO approves holding of international trade fairs in India and regulates the holding of various expositions in India. ITPO's objective is to promote and facilitate the export of Indian Products and services globally through its range of activities. ITPO undertakes a wide variety of Trade Promotion measures including the holding of trade fairs in Indian and setting up of India's national pavilions in overseas trade fairs besides hosting exclusive India Trade Shows in various overseas locations.
2. TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL (TAITRA) is the foremost non-profit trade promotion organization of Taiwan, the mission of which is to promote Taiwan exports and assist Taiwan businesses with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets. Together with its sister organizations, Taiwan Trade Center (TTC) and Taipei World trade Center (TWTC), TAITRA has created a wealth of trade opportunities through effective promotion strategies.
3. ITPO and TAITRA, hereinafter referred to collectively as the "Parties", shall keep constant and closed contact with each other, provide each other with information related to trade promotion activities such as Trade Fairs and Exhibitions, Business Delegations, Seminars, Conferences, Business Forums, and with a special package of terms including fee discounts whenever applicable.
4. The Parties desire to enter into this Memorandum of Understanding (MoU) to co-operate with each other in promoting increased bilateral commercial activity for the benefits of Indian and Taiwan Business Communities, particularly the small and medium-sized enterprises and strengthen economic partnership between India and Taiwan. Each Party undertakes to bear its own costs and expenditures that might incur in the course of implementing this MoU.
5. The Parties shall identify potential products/markets and introduce to each other opportunities for cooperation and partners for trade promotion through various activities such as organizing and participating in Economic summits, Trade exhibitions, Buyer-Seller Meets, Business development meets, Symposiums, Seminars Workshops and Displays of the samples of new products.



6. TAITRA welcomes ITPO to organize missions to attend Taiwan Trade Shows. ITPO is also welcomed to set up a national pavilion in FOOD TAIPEI and TAITRONICS, and TAITRA will provide ITPO with the necessary assistance and may provide fee discounts wherever applicable.
7. ITPO will assist TAITRA to organize trade fair in India subject to Government of India Rules and Regulations, and approvals thereof. ITPO may provide fee discounts wherever applicable.
8. TAITRA is also welcomed to set up national pavilion in India International Trade Fair, Delhi the annual mega event of ITPO and also organize participation in ITPO's AAHAR – the annual Food and Hospitality Expo being held at Delhi. ITPO will provide TAITRA with the necessary assistance and may provide fee discounts wherever applicable.
9. The Parties shall exchange specific and relevant information on buyers to be invited to trade fairs while each party plans to participate in the other party's events organized within their respective jurisdiction. Such information shall include, without limitation, necessary details on enterprises, foreign corporations and firms as well as on other areas of mutual interest.
10. The Parties shall build a strategic relationship in e-commerce through [Taiwantrade.com/Taiwantradeshows.com.tw](http://Taiwantrade.com/Taiwantradeshows.com.tw) and [Indiatradefair.com/Tradeportalofindia.com](http://Indiatradefair.com/Tradeportalofindia.com) to cooperate on online promotion and business matching, including banner exchanges, mutual establishment of product promotion pages, buyer-supplier matchmaking, featured product promotions via e-newsletters, and trade show information exchange.
11. The Parties shall interact periodically to formulate strategies to enhance trade and exports and review the progress on each other's activities concerned. The Parties can initiate a 3 month internship program for the staffs of both parties to strengthen their administrative cooperation in the fields of export promotion and of exhibition hall operations.
12. Annual plans of action may be drawn up and activities shall be conducted by the Parties accordingly.
13. The Parties shall provide each other with consultancy services within their scope of business or services.



14. The Parties shall endeavor to give publicity among their members about each other's events as well as events conducted jointly through websites, newsletters, magazines, emails and other means.
15. This MoU shall come into force upon the date of its signing by the Parties and remain valid for three years. Either Party may terminate this MoU by giving a three-month written prior notice to the other Party.
16. In the event of termination of the MoU, the contracting parties will take all necessary action to ensure that such decision is not prejudicial to any activity in progress relating to this MoU.
17. Any dispute and difference that may arise in the interpretation and implementation of or otherwise relating to this MoU shall be settled through amicable consultations and negotiations without resort to any courts of law.
18. The parties, by mutual consent, may renew the MoU from time-to-time and enhance the scope of the MoU, if required.

The Parties hereby mutually agree to include any other activities not covered in this MoU at a later date with mutual consent.

Signed at Taipei on this 24<sup>th</sup> day of January, 2018 in two original copies in English language.



Deepak Kumar  
Executive Director  
INDIA TRADE PROMOTION  
ORGANISATION



Chuang Suo-Hang  
Vice Chairman  
TAIWAN EXTERNAL TRADE  
DEVELOPMENT COUNCIL