



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

(Sponsored by Ministry of Textiles, Govt. of India)

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EPCH/4/1(20)/2010-IAF-UK

Dated:- 25-05-2010

To: All Members,

**SUB: INTERNATIONAL AUTUMN FAIR, BIRMINGHAM, UK – 2010
05TH – 08TH SEPTEMBER 2010, BIRMINGHAM, UK.**

Dear Sir/Madam,

United Kingdom is the second biggest market for Indian Handicrafts after USA. Subsequently, UK has emerged as the largest market for Indian Handicrafts exporters in Europe. The exports of handicrafts to UK from India stood at US\$ 374.28 million in 2007-2008. In rupee terms, the exports of handicrafts to the UK were a staggering Rs. 1506.52 crores in 2007-2008.

The International Autumn Fair, Birmingham is among the largest recognized largest exhibition in U.K., bringing together thousands of top quality buyers from all over the world. It accommodates a wider choice of exciting and innovative products than any similar event and at the same time offers buyers an easier buying trip, making it impossible for them to stay away from the exhibition.

The Autumn Fair Birmingham'2010 sports a revised and improved exhibition layout, designed to attract key decision-makers and maximize crossover-selling opportunities. The Fair will be a showcase for new products and unveil the trends, styles, colours and innovations that will be launched by the industry into the next years. This is an exciting, sourcing opportunity for buyers, a unique sales opportunity for you.

The participation in IAF, Birmingham 2010 of handicrafts exporters will be organized by the Council on cost recovery basis i.e. Rs.27,000/- per sq. mtr. + Service Tax @ 10.30%. The charges will include space rent, built-up booth with carpet, lights & name fascia, limited display aids, entry in official fair directory and cost of publicity by the Council. Charges for a 2 side open booth shall be 10% extra. However, specific display aids or any other equipment will be arranged to individual participants on their request and payment in advance. The stands of 9 sq. mtr./ 12 sq. mtr. / 15 sq. mtr. & 18 sq. mtr. are available to the members interested in participating in International AUTUMN Fair, Birmingham-2010.

The interested members may forward their application along with Demand Draft for Rs.1,50,000/- in favour of "EXPORT PROMOTION COUNCIL FOR HANDICRAFTS" payable at New Delhi and also specify the products to be displayed in the enclosed application form. The balance amount is to be paid after the confirmation of participation.

Please note, the Council reserves the right to selection of participants. The complete application along with requisite amount should reach to the Council's office **latest by 21st June 2010**. In case of withdrawal of participation after the selection by the Council, the application money will be forfeited.

Thanking you,

Yours faithfully,

(R. K. VERMA)
Joint Director

ENCL.: **AS ABOVE**

N.B. SUBJECT TO TERMS & CONDITIONS OF MDA GUIDELINES, PARTICIPANTS OF ABOVE FAIR ARE ELIGIBLE FOR MARKET DEVELOPMENT ASSISTANCE UPTO A MAXIMUM OF RS.1, 50,000/-.

FACT SHEET

“INTERANTIONAL AUTUMN FAIR-2010”

NAME OF THE FAIR	:	INTERNATIONAL AUTUMN FAIR-2010
DATE	:	05 TH – 08 TH SEPTEMBER 2010
VENUE	:	NATIONAL EXHIBITION CENTRE (NEC) BIRMINGHAM – UNITED KINGDOM
ORGANISER	:	TRADE PROMOTION SERVICES LIMITED
VISITORS	:	More than 29,000 Serious Buyers
EXHIBITORS PROFILE	:	- HANDICRAFTS - HOUSEWARE - HOME FURNISHINGS - ACCESSORIES - CHRISTMAS DECORATIONS & FLORAL SUPPLIES - GIFT PRODUCTS - JEWELLERY COSTUE & FASHION - CHINA GLASS - COLLECTIBLES & SILVERWARE
SALE	:	NO RETAIL SALE ALLOWED
SIZE OF STAND	:	9 sq. mtr. or multiple of 3 i.e. 12/15/18 sq.mtr.
CHARGES PER SQ. MTR.	:	Rs. 27000/- per sq. mtr. + Service Tax @ 10.30%. The charges will include space rent, built-up booth with carpet, lights & name fascia, limited display aids, entry in official fair directory and cost of publicity by the Council. Charges for a 2 side open booth shall be 10% extra.
LAST DATE FOR SUBMISSION OF APPLICATION	:	21st JUNE 2010

Why Exhibit at International AUTUMN Fair 2010 – Birmingham, UK.

1. **Number one show for festive buying and Autumn previews** – AUTUMN Fair International is the season’s largest buying event for home & gifts.
2. **Reach a dedicated audience** of independents, department stores, online and mail-order retailers.
3. **It’s a buying show** – 81% of all visitors hold direct purchasing responsibility.
4. **Network with decision makers** – grow your business, 25% of all buyers attend over two or more days.
5. **Draw new buyers to your stand** – AUTUMN Fair International’s unique layout guarantees that visitors maximize their time at the show.
6. **Year long marketing** – online marketing combined with highly targeted direct mailing campaigns and advertising guarantees year round promotion for all exhibitors.

INTERNATIONAL AUTUMN FAIR 2010

BIRMINGHAM, UK
05TH – 08TH SEPTEMBER 2010

1. Name and address of the Organization: _____

2. Telephone: _____

3. Fax: _____ E-mail: _____

4. Website: _____

5. Name and Designation of person in-charge: _____

6. EPCH Membership No. _____

7. Space required: 9 sq.mtr. 12 sq.mtr. 15 sq.mtr. 18 sq.mtr.

Two Side booth required @ 10% extra charge Yes No

8. Product to be displayed (Please select only one) Enclose 02 (Two) Photographs of the product you would like to display in above show:-

- | | |
|-------------------------------------|---|
| a) Handicrafts of Art Metal Ware | e) Handicrafts of Wood Wares |
| b) Handicrafts of Fashion Jewellery | f) Handicrafts of Textiles Based Products |
| c) Christmas Decoration | g) Miscellaneous products other than (a) to (e) |
| d) Handicrafts of Jute | Please specify _____ |

9. Total export performance and handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010

10. Demand Draft No. _____ dated _____ for (Rs. One Lakh Fifty Thousand only) In favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS payable at New Delhi.

Place : _____

SIGNATURE & STAMP

Date : _____