

**SUBJECT: CAIRO INTERNATIONAL FAIR, CAIRO, EGYPT FROM MARCH 11-22, 2010**

Sir/Madam,

We are pleased to inform that EPCH in association with ITPO is participating in the Cairo International Fair, Egypt scheduled during March 11-22, 2010. Particulars on the event and a fact sheet on Egypt are enclosed for your ready reference.

India's trade with Egypt has been growing steadily as is revealed by the following figures although the balance of trade has been in Egypt's favour for the last two financial years.

	2005-06	2006-07	2007-08
India's exports to Egypt	672.43	760.41	1,396.91
India's Imports from Egypt	220.44	1,741.65	1,983.74
Balance of Trade	451.99	(-) 981.24	(-) 586.83

Cairo International Fair is a multi product fair and is the largest Business to Business trade event in the Middle East and North Africa, targeting every major manufacturer, wholesaler and supplier of products and services. The fair attracts visitors not only from Egypt but also other countries of Middle East and Africa. The retail sale is not allowed.

The participation charges are Rs.12, 500/- per sq. mtr. + 10.30 % Service Tax. EPCH & ITPO offer a package of facilities for the participants in the India Pavilion. This includes constructed booth of 9 sq. mtrs. (in multiple of 3 Sq. mtrs.) with a furniture package of 1 table, 2 chairs, 3 spot lights, 3 display aids, name on the fascia board, carpet, general publicity support. Cost of additional requirements, if any, shall be borne by the participants.

Kindly confirm your booking of space and forward us your application form along with a demand draft of Rs.1,00,000/- as EMD towards participation fee. The balance amount shall be submitted once the participation is confirmed. Please specify the products to be displayed in enclosed application form. The payment is to be made in favour of Export Promotion Council for Handicrafts payable at New Delhi.

Please specify the products to be displayed in enclosed application form. The complete application along with requisite amount should reach to the Council's office latest by 22 January 2010. For further information, please contact Shri A. K. Sakhuja, Assistant Director on 011-26135256 (Extn.105) and e-mail: [aks@epch.com](mailto:aks@epch.com)

Thanking you,

Yours faithfully,

**(R. K. VERMA)**  
Joint Director

Encl: As above

N.B. The participants of the fair will be eligible for MDA grant subject to the MDA guidelines. Maximum grant available for space rent through fair participation – Rs. 1.50 lacs.
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## Egypt - Basic data

Location	Northern Africa, bordering the Mediterranean Sea, between Libya and the Gaza Strip, and the Red Sea north of Sudan, and includes the Asian Sinai Peninsula
Land area	997.739 sq. km, of which only 4% is inhabited and cultivated territory
Population	81,713,520 (July 2008 est.) Egyptian 99.6%, other 0.4% (2006 census) Muslim (mostly Sunni) 90%, Coptic 9%, other Christian 1%
Climate	Hot and dry with mild winter
Weather in Cairo (altitude 116 metres)	Hottest month, July, 21-36 °C (average daily maximum and minimum); coldest month, January, 8-18°C; driest months, July, August, 0 mm average rainfall; wettest month, December, 5 mm average rainfall.
Language	Arabic (official), English and French widely understood by educated classes
Measures	Metric system. Local measures are also used, especially for land area: feddan=0.42 ha or 1.04 acres; cereal crops: ardeb=198 litres or 5.6 US bushels; 8 ardebs=1 dariba; cotton: Egyptian bale=720 lb (325.5 kg), qantar (metric) = 50 kg (replacing the traditional qantar equivalent to 44.93 kg)
Currency	Egyptian pounds (EGP), US\$1 = EGP 5.5039 (January 2009) Re.1 = EGP 0.1270 (January 2009)
Time	2 hours ahead of GMT (summer time, 3 hours ahead)
Major Import items from India	Mineral fuels, mineral oils and products of their distillation, bituminous substances, mineral waxes, Motor vehicles, motor vehicle parts, Meat and edible meat offal, cotton, Man-made filaments, Man-made staple fibres, Nuclear reactors, boilers, Machinery and mechanical appliances; parts thereof, Organic chemicals, Inorganic chemicals, organic or inorganic compounds of precious metals, of rare-earth metals, etc. Coffee, Tea, Mate and Spices, Electrical Machinery and Equipment & Parts thereof, Sound Recorders and reproducers, Television image and sound recorders and reproducers, and parts, Iron and Steel, Articles of iron or steel, Plastic and articles thereof, Dairy produce, eggs, natural honey, edible products of animal origin, Sugar and sugar confectionery, Rubber and articles thereof, Tanning or dyeing extracts, Dyes, pigments and other colouring matter; Edible Fruit and Nuts, Peel or Citrus Fruit or Melons, Tobacco and manufactured tobacco substitutes.
Major export items to India	Crude oil and petroleum products, cotton, textiles, metal products, chemicals
Major trading partners	Exports US 9.7%, Italy 9.5%, Spain 7.6%, Syria 5.5%, Saudi Arabia 4.9%, UK 4.2% (2007) Imports US 11.7%, China 9.7%, Italy 6.4%, Germany 6.3%, Saudi Arabia 4.7%, Russia 4.3% (2007)
Reserves of foreign exchange and gold	\$31.37 billion (31 December 2007 est.)
Industry	Textiles, food processing, tourism, chemicals, pharmaceuticals, hydrocarbons, construction, cement, metals, light manufactures
Natural resources	Petroleum, natural gas, iron ore, phosphates, manganese, limestone, gypsum, talc, asbestos, lead, zinc

## Cairo International Fair, Cairo, Egypt – A FACT SHEET

Name of the Event	<b>Cairo International Fair, Cairo, Egypt</b>
Date	March 11-22, 2010
Venue	Exhibition Ground, Nasr City, Cairo (15 minutes from Cairo International Airport by car)
Fair Timing	Working days: March 11-22, 2010 Working hours: 10.00AM to 2.00PM 4.00PM to 8.00PM Break hours: 2.00PM – 4.00PM
Fair Organiser	General Organisation for International Exhibitions & Fairs Exhibition Ground, Nasr City, Cairo Tel.00202-22607860/22607847, 22607846 Fax:00202-22607845/22607848 E-mail:goief@idsc.net.eg Contact Person: Mr. Eng. Sherif Salem, Chairman
Indian Mission	Embassy of India 5, Aziz Abaza Street, Post Box 718-Zamalek Cairo, Egypt. Tel. No.00202-27360223/27363051-53 Fax No.00202-27364038 E-mail:attachecom@indembcairo.org, dcm@indembcairo.com Website:www.indembcairo.com
Exhibit Profile	<p><b>Agricultural products and Food process:</b> Foodstuff &amp; Beverage, Seafood, Seasoning, Instant Food, Nutritious Food</p> <p><b>Electric – Electronic – Telecommunication:</b> Electrical Appliance and Equipment, Electronic products, Computers and parts, Telecommunication</p> <p><b>Fashion:</b> Textile, Garments, Fashion items, Leather and Shoes, Cosmetics and personal care</p> <p><b>Construction materials:</b> Construction machinery and materials, Finishing materials</p> <p><b>Furnishings –Handicrafts &amp; Art Articles:</b> Wooden interior products, Gifts and Decoration items, Handicrafts, Art articles, House wares, Toys, Stationary</p> <p><b>Machinery and Equipment:</b> Automobiles, motorbikes &amp; fuels, Transportation means &amp; equipments, Industrial and agricultural machinery, equipment.</p>

**PARTICIPATION APPLICATION FORM**

**Cairo International Fair, Cairo, Egypt**

March 11-22, 2010

Exhibition Ground, Nasr City, Cairo

1. **Name and address of the Organisation :** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. **Telephone:** \_\_\_\_\_ 3. **Mobile:** \_\_\_\_\_

4. **Fax** \_\_\_\_\_ 5. **E-mail:** \_\_\_\_\_

5. **Name and Designation of person in-charge:** \_\_\_\_\_

6. **Membership & Registration No.** \_\_\_\_\_

7. **Space required :-**            9 SQ. MTR.                    12 SQ. MTR.                    15 SQ. MTR.

8. **Product to be displayed (Please select only one)**

**Enclose 02 (TWO) Photographs of the product you would like to display in above show:-**

**GIFTS, DECORATIVES & ACCESSORIES**

**HOME FURNISHING, TEXTILES MADE-UPS ETC.**

**FASHION JEWELLERY & ACCESSORIES**

\_\_\_\_\_

9. **Total export performance and handicrafts items only:-**

ITEMS	2006-2007	2007-2008	2008-2009

10. **EMD PAYMENT OF RS.1,00,000 TO BE SENT WITH THIS PARTICIPATION FORM IN FAVOUR OF EXPORT PROMOTION COUNCIL FOR HANDICRAFTS.**

**Place :** \_\_\_\_\_

**Date :** \_\_\_\_\_

**SIGNATURE**

**( To be sent with application form)**  
**Brief Rules and Regulations for Participation in Fair Abroad**

**1. Space Booking:**

Application in prescribed for participation in overseas activities of EPCH to be submitted within the prescribed date for booking of space. Space is offered in an area of 9 sq. mtrs. and additional space in multiples of 3 sq. mtrs., thereof.

**2. Allotment of space to the Participants:**

Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.

**3. Refund of Participation Fee:**

(i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application.

**4. Visa:**

(i) EPCH & ITPO will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.

(ii) EPCH & ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.

(iii) Since EPCH & ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.

(iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.

**5. General:**

(i) Only goods of Indian origin will be allowed for display at India Pavilion.

(ii) In the event of postponement / abandonment / cancellation of the Fair / Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the EPCH & ITPO, it shall not be liable for any loss or liability.

(iii) The spaced allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH & ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to EPCH and debarring the participant from the future participation in EPCH event.

(iv) In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation of EPCH Fairs in India and Abroad.

Terms & conditions accepted.

**(Signature)**  
**Name & Designation**