



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', L.S.C, VASANT KUNJ, NEW DELHI-110070

Tel : 91-11-26135256

Email: maiprojects@epch.com

Fax : 91-11-26135518, 26135519 extn.112

Web : www.epch.com

**EPCH/4/1(19)/2010-DCH/ AF-L'ARTIGIANO**

July 20, 2010

To: All Members.

SUB: **AF-L'ARTIGIANO IN FIERA 15TH INTERNATIONAL CRAFTS SELLING EXHIBITION, MILAN (ITALY), 04<sup>th</sup>- 12<sup>th</sup> DECMEBER , 2010**

Sir/Madam,

ITALY known has been the cradle of many European Cultures and peoples. The Country is a democratic republic and a developed country with the eighth-highest quality of life index rating in the world and founding member of the European Union. According to the International Monetary Fund, in 2008 Italy was the seventh-largest economy in the world and the fourth-largest in Europe. According to Eurostat data, Italian PPS GDP per capita stood approximately equal to the EU average in 2008.

**AF-L'ARTIGIANO IN FIERA (AF-L')** is the biggest international retail trade event dedicated to arts and crafts. AF-L' started in year 1996 is organized with a clear objective to focus on handicrafts and the handmade products with the view to: -

- (I) Sell Directly,
- (II) Try out new products on the market,

In 2009, eight main pavilions under which 3000 exhibitors had displayed their wide variety of Art & Crafts about whereas more than 30,00,000.00 (among them approx. 30,000 professionals) people visited the fair. The exhibition is open to general public and trade visitors both for spot booking and retail sale.

**The Council** is participating through India Trade Promotion Organisation [ITPO] in AF-L'ARTIGIANO IN FIERA, Milan (Italy), to be held from 04<sup>th</sup>-12<sup>th</sup> December 2010. The minimum bookable area is 12 sq. Larger space can be booked in multiple of 3 thereof. The participation fee (tentative) will be Rs. 11,500/-+ 10.3% service tax. For two-side open stand, (subject to availability) 10% extra will be charged. Against the participation fee, the package of services offered includes built up stand having carpet, lighting, fascia, standard display aids, furniture, services of common interpreter. Participants would have to make their own arrangements for dispatch and return of their exhibits including handling, clearing and insurance at their own cost.

The Council will provide necessary assistance to participant (Chief Executive/ partner/ proprietor/senior level officer only) by way of issuance of ITPO & EPCH visa recommendation letters. EPCH shall not be liable in case of visa denial by the concerned Embassy.

Interested members may please forward their application alongwith a Demand Draft of Rs. 1,00,000/- in favour of Export Promotion Council for Handicrafts payable at New Delhi. Please specify the products to be displayed is enclosed application form. The Complete application along with requisite amount should be reach to the Council's office latest by July 31, 2010. If the applicants withdraw their participation after selection, the amount deposited alongwith application will be forfeited.

Thanking You,

Yours faithfully

[R.K.Verma]  
JOINT DIRECTOR

ENCL.: AS ABOVE

# FACT SHEET

OF

## AF-L'ARTIGIANO IN FIERA, 15<sup>th</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION

MILAN (ITALY)  
4<sup>TH</sup> – 12<sup>TH</sup> DECEMBER, 2010

<b>NAME OF EXHIBITION</b>	<b>AF-L'ARTIGIANO IN FIERA, 15<sup>th</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION</b> MILAN (ITALY)
<b>FAIR DATE</b>	<b>4<sup>TH</sup> –12<sup>TH</sup> DECEMBER, 2010</b>
<b>EXHIBITION VENUE</b>	<b>Fiera Milano - New Exhibition Centre - Rho (Milan, Italy)</b>
<b>ORGANISER</b>	Ge.Fi. SpA – Viale Achille Papa, 30 – 20149 Milano, Italy
<b>PRODUCTS ON DISPLAY</b>	<ul style="list-style-type: none"><li>- Handicrafts<ul style="list-style-type: none"><li>▪ Tableware's</li><li>▪ Home Furnishing Textiles</li><li>▪ Kitchenware</li><li>▪ Home Décor</li><li>▪ Gifts ware</li><li>▪ Interior Decoration Items</li><li>▪ Furniture &amp; Lighting</li><li>▪ Flower Decoration</li><li>▪ Fashion Jewellery</li><li>▪ Glassware</li><li>▪ Christmas Decoration</li></ul></li></ul>
<b>VISITORS</b>	<b>More than 3 millions</b> (among them approx. 30,000 professionals)
<b>CHARGES PER SQ. MTR. BUILT-UP STAND</b>	<b>Rs.11,500/- per sq. mtr. (plus Service Tax @10.30% )</b>
<b>LAST DATE</b>	<b><i>JULY 31 ,2010</i></b>

**Application Deadline: July 31, 2010**

Application for  
**AF 'L ARTIGIANO IN FIERA**  
**15<sup>th</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION**  
MILAN - ITALY  
**4<sup>TH</sup> – 12<sup>TH</sup> December,2010**

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

2. Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

3. Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

5. Membership & Registration No. \_\_\_\_\_

6. Space required :-

12 SQ. MTR       15 SQ. MTR.       18 SQ. MTR.

7. Product to be displayed (Please select only one)

*Enclose 05 (Five) Photographs of the product you would like to display in above show:-*

Handicrafts of Metal wares

Home Décor

Interior Decoration

Handicrafts of Wood Wares

Handicrafts of Glassware

Christmas Decoration

Fashion Jewellery & Accessories

Textiles Products(Home furnishing)

Other (please specify)

8. Total export performance and handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010
Handicrafts			

9. Demand Draft No. \_\_\_\_\_ dated \_\_\_\_\_ for Rs.1,00,000/- [one lakh only]

In favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at **New Delhi**.

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

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

**(SIGNATURE & SEAL)**