



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

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EPCH/4/1(7)/2009-MACEF-AUTUMN-ITALY

08-06-2009

To: All Members.

EMAIL

Sub: MACEF-AUTUMN-2009 MILAN, ITALY FROM 04th – 07th SEPTEMBER 2009.

Dear Sir/Madam,

Italy has a diversified economy with roughly the same per capita output as France and the UK. Recent developments in the Italian economy have taken the country into an international position of primary importance. With a gross national product of over 700 billion dollars (roughly one thousand dollars per capita), Italy is now the fifth largest economy preceded by USA, Japan, Germany and France, but ahead of Great Britain, compared to which this country now has a higher rate of general development and decreasing inflation.

Milan is famous in Europe and all over the world as a center of economic relation. MACEF-AUTUMN, the leading show for Home Decoration, Giftware, Table & Kitchenware, Gold Ware and Silverware will be held from 04 – 07 September'09 at Milan.

MACEF, which has been the point of reference for the sector for 40 years, today intends to act as a leading player in the various changes that are taking place, to work with its partners to discover and explore the opportunities of the MACEF. The fair is divided into several various sectors featuring Gold & Silver Jewellery, Precious Stones, Tableware, Glassware, Kitchen & House ware Products, Handicrafts, Bomboniere, Artifacts, Frames and Artificial Plants and Flowers.

MACEF Spring 2009 organizers are expecting more than 100,000 visitors over the four days of the exhibition. There were around 4,000 exhibitors, including 500 foreign exhibitors from 50 countries. MACEF leads the way in terms of size, image and has set new standards for the 'Home living solutions'.

To explore large Italian market, the Council is participating in MACEF Autumn 2009. The applications are invited from members. Rs.25,000/- per sq. mtr. + Service Tax (@10.30% extra) will be charged from the participants. The minimum size of stands is 9 sq. mtr. or in multiple of 3 sq. mtr. i.e. 12 sq. mtr./15 sq. mtr./ 18 sq. mtr.. The above charges includes common display aid / furniture / spot light & Directory entry charges. However, the other expenses towards freight of goods, specific display aids, personal expenses like airfare and stay etc. are to be borne by the participants themselves.

Interested members may please forward their application along with a Demand Draft of **Rs.1,50,000/-** in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi. The balance amount will be deposited after selection. The complete application along with requisite amount should reach to the Council's office latest by **25th JUNE 2009**. If the applicant withdraws their participation after selection, the amount deposited along with application will be forfeited.

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 revised w.e.f. 01-04-2007. Maximum grant available for fair participation – Rs. 1.50 lacs.

NAME OF THE FAIR : MACEF – AUTUMN - 2009

DATE : 04th – 07th SEPTEMBER 2009

VENUE : FIERA MILANO

ORGANISER : FIERA MILANO INTERNATIONAL SPA

NO. OF VISITORS EXPECTED : MORE THAN 1 LAC
OPEN FOR TRADE VISITORS

- BUYERS
- RETAILERS
- WHOLESALERS
- AGENTS
- DEPARTMENTAL STORES

EXHIBITORS PROFILE : - TABLEWARES,
- TABLE DECORATION
- HANDICRAFTS
- HOUSEHOLD PRODUCTS
- CANDLES
- GIFTS
- PICTURES
- PHOTO FRAMES MIRRORS
- MIRRORS
- MINIATURE
- CERAMICS
- HOME DECORATIVE

SIZE OF STAND : 9 sq. mtr. or multiple of 3 i.e. 12/15/18 sq.mtr.

CHARGES PER SQ. MTR. : Rs. 25000/- per sq. mtr. + Service Tax @
10.30%. for built - up stand. Includes Carpet,
Furniture, Spot lights, Name Fascia and Limited
Display Aids. Charges for a 2 side open booth shall be
10% extra.

LAST DATE FOR SUBMISSION
OF APPLICATION : 25TH JUNE 2009

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

APPLICATION DEADLINE: 25TH JUNE 2009

MACEF-AUTUMN-2009 04TH – 07TH SEPTEMBER 2009

1. Name and address of the Organization: _____

2. Telephone: _____ Mobile: _____

3. Fax: _____ E-mail: _____

4. Website: _____

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

6. Membership & Registration No. _____

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

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

- Handicrafts of Metal wares

- Home Decor

- Handicrafts of Wood wares

- Jewellery, Bags & fashion Accessories

- Handicrafts of Glassware

- Christmas Decoration

- Interior Decoration

- Other (please specify)

- Textile products (Home Furnishing)

Most Important: Please Enclose 02 (Two) High Resolution Photographs of the product you would like to display in above show with the application.

9. Total Export Performance of Handicrafts items only:-

ITEMS	2006-2007	2007-2008	2008-2009

10. Demand Draft No. _____ dated _____ for Rs.1,50,000/- (Rs. One Lakh Fifty Thousand only). In favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS payable at New Delhi.

Place : _____

Date : _____

(SIGNATURE & SEAL)