

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: fairintl@epch.com

Fax : 91-11-26135518, 26135519 extn. [109]

Web : www.epch.in

EPCH-4/1(17)/2010-IMPORT SHOP BERLIN

May 5, 2010

To, All member,

Subject: IMPORT SHOP BERLIN, BERLIN, (GERMANY), 10-14 NOVEMBER 2010.

Germany has the world's fourth largest economy in US\$ terms and the largest economy in Europe. Germany has GDP per capita income \$ 34,200 in the year 2009. In 2009 the nominal GDP of the Berlin experienced a decreased by 1.95 % and Berlin has established itself as the third most-visited city destination in the European Union.

IMPORT SHOP BERLIN is the biggest platform for B 2 C (Business 2 Customer) Trade Show in Germany. Over the past 48, year, IMPORT SHOP BERLIN has successfully presented International Products & create opportunity to discover the wonders of Asia, Africa or South America. Each year, arts and crafts retailers and manufacturers meet in Berlin with enthusiastic buyers of high-quality ethnic and natural products. The event is truly unique in terms of size, overall experience and success. It presents a full spectrum of attractions ranging from clothing and household textiles, to arts & crafts, jewelry, costume jewelry, leather goods, wooden toys, home décor, musical instruments, natural products and wellness offers. The overwhelming success of previous events clearly confirms this: In 2009, more than 40,000 Import Shop Berlin visitors were amazed by the variety and quality of products. The exhibition is open to general public and trade visitors both for spot booking and retail show.

The Council has planned to participate in the above show to be held from **10– 14 November 2010**. Council invites applications from the members @ **Rs 16,500/- per sq. mtr + 10.30 % service tax**. The applicant will pay additional 10% for a two side open stand. The stand will be available for **minimum 10 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 airfare and hotel accommodation etc, are to be borne by the participants themselves.

The Council will provide necessary assistance to the participant (Chief Executive/ Partner/ Proprietor / Senior Level Officer only by way of issuance visa recommendation letter. EPCH will not be liable in case of visa denial by the concerned Embassy.

Interested Council Members may please forward their application alongwith a Demand Draft of **Rs 1,00,000/- (One Lakh Only)** in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi. The balance amount will be deposited after selection. The Council reserves the right to selection of participants. The complete application form alongwith demand draft should reach the Council's office before **May 20, 2010**. Members may please note withdrawal after selection will not be allowed. The amount deposited by the participants towards their participation will be forfeited. Further, submission of application does not mean selection of participation in events.

Thanking you,

Yours sincerely

(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

FACT SHEET

OF

IMPORT SHOP BERLIN, BERLIN, (GERMANY), 10- 14 NOVEMBER 2010

NAME OF THE FAIR : **IMPORT SHOP BERLIN**

DATE : **10 – 14, NOVEMBER 2010**

VENUE : **BERLIN EXHIBITION GROUNDS,**

ORGANISER : **MESSE BERLIN GMBH**

VISITORS : **MORE THAN 40,000
(GENERAL & TRADE VISITORS).**

PRODUCT PROFILE : **HANDICRAFTS
HOUSEHOLD TEXTILES
ARTS & CRAFTS
CERAMICWARE
GLASSWARE
RUGS
SMALL FURNITURE
COSTUME JEWELLERY
WOODEN TOYS
HOME DÉCOR
MUSICAL INSTRUMENTS
NATURAL PRODUCTS**

SIZE OF STAND : **10 sq.mtre.[FIXED SIZE]
If any exhibitor requires bigger size booth they can inform
their requirement.**

CHARGES PER SQ. MTR. : **Rs 16,500/- + service tax 10.3% per sq. mtr for built up stand
Includes Carpet, Furniture, Spot Light, Name Facia and
limited display aids.**

**LAST DATE FOR SUBMISSION
OF APPLICATION** : **May 20, 2010**

Application Deadline :MAY 20, 2010

IMPORT SHOP BERLIN, BERLIN EXHIBITION GROUNDS, (BERLIN), GERMANY,

10 – 14, NOVEMBER 2010

- 1 Name & Address of the Organization: _____

- 2 Telephone _____ Mobile No _____
- 3 Fax _____ E-mail _____
- 4 Website _____
- 5 Name and Designation of Person in-charge _____
- 6 Membership & Registration No _____

SIZE OF STAND : 10 sq.mtre.[FIXED SIZE] If any exhibitor requires bigger size booth they can inform their requirement

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

- | | |
|---|--|
| <input type="checkbox"/> Handicrafts of Metal wares | <input type="checkbox"/> Home Décor |
| <input type="checkbox"/> Handicrafts of Wood ware | <input type="checkbox"/> Interior Decoration |
| <input type="checkbox"/> Handicrafts of Glassware | <input type="checkbox"/> Christmas Decoratives |
| <input type="checkbox"/> Interior Decorative | <input type="checkbox"/> Fashion Jewellery & Accessories |
| <input type="checkbox"/> Textile Products (Home Furnishing) | <input type="checkbox"/> Other (Please Specify) _____ |

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

Total Export Performance of Handicrafts items only:-

ITEMS	2007-08	2008-09	2009-10

- 10 Demand Draft No. _____ dated _____ Rs.1,00,000/-[One Lakh only)

- 11 I/we hereby accept the Rules & Regulations of participation in this Intl. Fair.

Place _____

Date _____

(SIGNATURE & SEAL)