

To: All Members.

SUB: 41st House & Gift Fair, South America, Sao Paulo, Brazil 14-17 August 2010.

Dear Sir/Madam,

House & Gifts Fair is the largest professional house wares fair in Latin America and the 5th largest multi sectoral fair in the world, and opens the doors of Latin American market. This is the 41st edition and professional house ware fair made up of six exhibition halls, which bring together Brazilian and international companies, manufacturers, importers and distributors, who interact with the market. This is a leading fair in the market in South America, and attracts thousands of Brazilian and International exhibitors.

The trade fair is widely publicized both domestically and internationally. Approximately one million promotional pieces are printed and distributed just in Brazil to over 110,000 companies, the potential consumers of these products, which make up Grafite's relationship mailing list. Approximately 30 specialized magazines, Brazilian and foreign, post ads about the event, totalling 350,000 copies, distributed on all five continents. Grafite advertises on the radio and uses billboards as alternative media support, in addition to exhibiting in the main trade fairs in the sector, globally, reaching out to buyers in over 100 countries.

The Council invites the applications from the members for participation in **House & Gift Fair from 14 to 17 August, 2010** at Expo Centre Norte, Sao Paulo (Brazil), which is the economic capital of the Country. **The participation charges are Rs. 10,000/- per sq.mtr. plus 10.30 % service tax.** In case of any rate revision by ITPO, the same will be borne by the exhibitors. An additional 5% charges will be applicable for corner stands. The size of stands can be 9 sq. mtr. and multiples of 3 thereof. The package of services as offered by ITPO will include built up stand having wall to wall carpet, lighting, fascia, standard available display aids, furniture and general publicity support. The participants will have to make their own arrangements for dispatch, insurance and clearance of goods in India and Sao Paulo.

The interested members may forward their application along with full participation fees by a Demand Draft drawn 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. 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 20th May 2010**. In case of withdrawal of participation after the selection by the Council, the application money will be forfeited. For further details, please contact on Tel: 91(11)26135256 extn. 127, Fax 91(11)26135518 & 19, E-mail: projects@epch.com

Thanking you,

Yours faithfully,

(R. K. VERMA)
Joint Director

As per MDA scheme of Department of Commerce, the participating company is entitled to a grant up to Rs. 1.80 lakh under Focus LAC programme upto Rs.1.80 lakhs towards space rent and airfare as per MDA guidelines w.e.f 01-12-2007. For more information on MDA grant you may e-mail atmda@epch.com

**FACT SHEET
OF
HOUSE & GIFT FAIR SOUTH AMERICA-2010**

NAME OF THE FAIR	:	41st HOUSE & GIFT FAIR, SOUTH AMERICA 2010
DATE	:	14th – 17th AUGUST, 2010
VENUE	:	EXPO CENTRE NORTE SAO PAULO, BRAZIL
ORGANISER	:	GRAFITE FEIRAS E PROMOCOES
VISITORS	:	More than 50,000 (Trade visitors)
EXHIBITORS PROFILE	:	<ul style="list-style-type: none">- Handicrafts- Tableware's- Home Furnishing Textiles- Kitchenware- Home Décor- Gifts ware- Interior Decorating- Furniture & Lighting- Flower Decoration- Fashion Jewellery- Glassware- Christmas Decoration
SALE	:	SALE IS NOT ALLOWED
SIZE OF STAND	:	9 sq. mtr. or multiple of 3 i.e. 12 / 15 sq.mtr.
CHARGES PER SQ. MTR.	:	Rs. 10,000/- per sq. mtr. + service tax 10.3% for built - up Stand. Includes Carpet, Furniture, Spot light, Name Facia and Limited Display Aids as provided by ITPO and their contractor.
	:	5% additional charges for corner stands.
LAST DATE FOR SUBMISSION OF APPLICATION	:	20TH May 2010

HOUSE & GIFT FAIR SOUTH AMERICA
SAO PAULO, BRAZIL 14th – 17th AUGUST, 2010

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.

8. Whether you have participated in this fair earlier, if so when?

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

- | | |
|---|--|
| <input type="checkbox"/> - Handicrafts of Metal wares | <input type="checkbox"/> - Home Decor |
| <input type="checkbox"/> - Handicrafts of Wood wares | <input type="checkbox"/> - Jewellery, Bags & fashion Accessories |
| <input type="checkbox"/> - Handicrafts of Glassware | <input type="checkbox"/> - Christmas Decoration |
| <input type="checkbox"/> - Interior Decoration | <input type="checkbox"/> - Other (please specify) |
| <input type="checkbox"/> - 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.

10. Total Export Performance of Handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010

11. Demand Draft No. _____ dated _____ for Rs. _____ (_____).
In favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS payable at New Delhi.

12. I/we hereby accept the Rules & Regulations of participation in this Intl fair.

Place : _____

Date : _____

(SIGNATURE & SEAL)

Brief Rules and Regulations for Participation in Fair Abroad

1. Space Booking:

Application in prescribed format for participation in overseas activities of the Council to be submitted within the prescribed date for booking of space. Space is offered in an area of 9 Sq Mtrs and 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 the Council.

3. Withdrawal & Refund of Participation Fee:

No refund will be considered once the participation has been confirmed by the Council.

4. Visa:

- (i) The Council and ITPO will provide necessary assistance to the eligible representative of the participating company by way of issuance of recommendation letter to the concerned Mission for obtaining visas.
- (ii) EPCH 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 Council & 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) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent and debarring the participant from the future participations.
