



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

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EPCH-4/1(18)/2010-BUDAPEST-ITPO/HUNGARY

10TH May, 2010

To: All Members.

SUB: **114th BUDAPEST INTERNATIONAL TRADE FAIR, BUDAPEST, HUNGARY TO BE HELD FROM 8TH – 12TH SEPTEMBER, 2010**

Sir/Madam,

Hungary is one of the fast growing economy in the European Union. It has a history of private sector activities which continues to attract foreign direct investment (€3.5 billion in 2005, not including privatizations), which is a major engine of economic growth. Hungary's location in Central Europe makes it a natural trading nation. Trade in goods and services totalled 130% of GDP in 2002 with machinery and electrical equipment making up over half of total exports. Not surprisingly, Hungary's main trading partners are in Europe, starting with Germany, followed by Italy and Austria. The government is expected to introduce reforms aimed at reducing a government deficit, which at 6.1% of GDP is the highest in the European Union.

The Council is participating in **114th Budapest International Trade Fair, Budapest, Hungary** along with ITPO. The show is considered as one of the old and best fair for the home decor & gifts products. We are pleased to inform you that EPCH has booked space in above fair with ITPO. The objective of participation in this fair is to highlight India's strengths in different spheres with a balance between Traditional India and Modern India.

The applications are invited from the members for participation in Budapest International Fair to be held from 8th – 12th September, 2010. The above **Participation charges are Rs.11,000/- per sq. mtr. + Service Tax @ 10.30%** be charged from the participants. The size of stands can be 9 sq. mtr. / 12 sq. mtr. / 15 sq. mtr. and 18 sq. mtr.. For corner Booth 10% extra is payable. The cost of space rent, construction / decoration of stand including wall to wall carpeting, adequate lighting, furniture, standard display aids, services of common interpreters and general publicity support.

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. The balance amount is to be paid after the confirmation of participation.

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 15TH June, 2010**. In case of withdrawal of participation after the selection by the Council, the application money 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. 01-04-2006. Maximum grant available for fair participation – Rs. 1.50 lacs.

FACT SHEET
OF
BUDAPEST INTERNATIONAL TRADE FAIR
BUDAPEST, HUNGARY
8th-12th SEPTEMBER, 2010

NAME OF EXHIBITION	BUDAPEST INTERNATIONAL TRADE FAIR
FAIR DATE	8TH -12TH SEPTEMBER, 2010
EXHIBITION VENUE	Budapest Fair Centre 1101 Budapest Albertirsal ut 10 (Expo ter 1.) 1441 Budapest, Pf. 44. Hungary
ORGANISER	HUNGEXPO Budapest, Hungary
PRODUCTS ON DISPLAY	- Home Decor - Garden Accessories - Kitchen Equipments - Fashion and style
VISITORS	Whole sellers, Retailers, Importers, Departmental Stores, Mass Merchandisers & Consumers.
CHARGES PER SQ. MTR. BUILT-UP STAND	Rs.11,000/- per sq. mtr. + Service Tax @10.30%= Rs 12,133/- <u>Area</u> <u>Amount to be submitted alongwith the Application</u> 9 sq. mtr. = Rs. 1,09,197/- (inclusive of all taxes) 12 sq. mtr. = Rs. 1,45,596/- (inclusive of all taxes) 15 sq. mtr. = Rs. 1,81,995/- (inclusive of all taxes) 18 sq. mtr. = Rs. 2,18,394/- (inclusive of all taxes) The above charges are inclusive of - furniture / limited display aids.
LAST DATE	15th June, 2010

