



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: epch@vsnl.com

Fax : 91-11-26135518, 26135519

Web : www.epch.com

EPCH-4/1(10)/2010-TENDENCE-GERMANY

14TH June,2010

To: All Members.

SUB: TENDECE, FRANKFURT, GERMANY TO BE HELD FROM 27TH – 31ST AUGUST,2010

Sir/Madam,

Germany is the largest national economy in Europe, the fourth-largest by nominal GDP in the world, and fifth by GDP (PPP) in 2008. Since the age of industrialisation, the country has been a driver, innovator, and beneficiary of an ever more globalised economy. Germany is the world's second largest exporter with \$1.170 trillion exported in 2009. The service sector contributes around 70% of the total GDP, industry 29.1%, and agriculture 0.9%. Germany is India's largest trading partner among the 27-member European Union. In past, the total volume of trade between India and Germany crossed the €10 billion mark. It reached the €12.07 billion and the strong trend continues too.

Tendence International is the consumer-goods event with the most international product range in the second half of the year. The show has a design-oriented innovations at the Living and Giving trade fair. The show covers everything revolves around furnishing, decorating and giving for all styles. The show will be held from **27 to 31 August.2010**. The buyers from all channels of distribution visit the show, because it gives them the chance to order attractive products for the autumn, winter and Christmas seasons. Additionally, Tendence offers an initial preview of the trends of the coming spring and summer season.

The Council is participating in **TENDENCE**, Frankfurt, Germany. The applications are invited from the members for participation in Tendence fair. The **Participation charges has been worked out on cost recovery basis and Rs.26,750/- plus 10.3% service tax per sq. mtr. be charged from the participants.** The above participation charges are inclusive of space rent, built-up booth, carpet, spot lights, furniture, limited display aids and general publicity support.

The Council will arrange display products in open joint booth of member exporters. Approximate space be provided 6 sq. mtr. Or 7.5 sq. mtr. to one member exporter. Only high end quality products be considered for participation. Please note no individual booth be allotted to members. The objective of common open booth is to have a grand view of participation.

The interested members may forward their application along with part payment of Rs.1,75,000/- by way of 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 28th June,2010**. Please note withdrawal of participation by any reasons after the selection will not be allowed, 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

TENDENCE

FRANKFURT, GERMANY - 27TH – 31ST AUGUST, 2010

NAME OF EXHIBITION	TENDENCE
FAIR DATE & TIMINGS	27 TH – 31 ST AUGUST, 2010 9.00 am to 7.00 pm
ORGANISER	Messe Frankfurt
PRODUCTS ON DISPLAY	<p>Living Interiors & Decoration : High-class furnishing ideas – from textiles, furniture and lights through to integrated interior design concepts and exciting home accessories. Seasonal Decoration : Seasonal Decoration – an international range of decoration, party, celebration and display articles. Floral – artificial flowers, floral accessories, indoor ceramics and vases. Gifts – gift ideas, stationery, leather goods, licensed products, promotional items. Outdoor Living : Garden Furniture – from hammocks to sunshades. Garden Decorations – from outdoor ceramics and garden lighting to toys. Barbecues & Picnics – equipment, fireplaces and accessories. Loft : Design-oriented and avant-garde home accessories and furniture, plus young, modern designs for dining and entertaining. Passage Home & Garden : Home accessories, small items of furniture, textiles, decoration ideas and outdoor and garden accessories. Passage Table & Kitchen : Glass and kitchenware, metal and plastic utensils, kitchen equipment and accessories.</p> <p>Giving Gifts Unlimited : Gift items from all over the world, souvenirs, stationery, games, arts and crafts, toys, personal accessories and wellness products. Manufakturen & Collectables : One-offs, limited editions and collectors' items manufactured in Europe. Kids World : Accessories, gifts, furnishings and toys for children – modern and emotional product ideas. Carat : A comprehensive range of fashionable and authentic jewellery. Young & Trendy : Trend and design-oriented gift ideas and promotional items. Passage Gifts : Toys and games, gifts, decorative items and jewellery.</p>
VISITORS	Department, chain stores, home furnishing/decorative accessory retailers, interior designers, curtain, embroidery, bed, bath and linen stores, wholesalers, distributors, retailers, mass merchandisers, premium buyers, carpet/floor covering stores, import/export firms, design stores, general gift retailers are the target visitors.
CHARGES PER SQ. MTR. BUILT-UP STAND	Rs. 26,750/- per sq. mtr. + Service Tax @10.30% Area Amount to be submitted alongwith the Application 6 sq. mtr. = Rs. 1,60,500/- + Rs.16,531.50 = Rs.1,77,032/- 7.5 sq. mtr. = Rs. 2,00,625/- + Rs.20,664.38 = Rs.2,21,289/-
LAST DATE	28 th June,2010

Application
for

TENDENCE

FRANKFURT, GERMANY
27TH – 31ST AUGUST, 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. TAN No.

--	--	--	--	--	--	--	--	--	--

7. Space required in open booth:- 6 SQ. MTR. 7.5 SQ. MTR.

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

Enclose 02 (Two) Photographs of the product you would like to display in above show:-

Living

- Interiors & Decoration Seasonal Decoration Outdoor Living Loft
home accessories and furniture
 Passage Home & Garden Passage Table & Kitchen

Giving

- Gifts Unlimited Manufacturen & Collectables Kids World Carat
 Young & Trendy Passage Gifts

9. Total export performance and handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010

10. Demand Draft No. _____ dated _____ for Rs.1,75,000/- in favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS payable at New Delhi.

Place : _____
Date : _____

SIGNATURE