



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

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EPCH-4/1(12)/ALS-BKK-THAILAND-2010

20<sup>TH</sup> JULY, 2010

To: All Members.

SUB: ASIAN LIVING SHOWCASE FROM 9-11 SEPTEMBER,2010 AT BANGKOK, THAILAND.

Dear Sir/Madam,

Thailand is an emerging economy and considered as a newly industrialized country. The Country enjoying the world's highest growth rate from 1985 to 1996 – averaging 9.4% annually. Growth in 2002, 2003 and 2004 was 5–7% annually. In the year 2005, 2006 and 2007 the growth hovered around 4–5%. Thailand exports an increasing value of over \$105 billion worth of goods and services annually. Tourism in Thailand makes up about 6% of the economy. The economy of Thailand is heavily export-dependent, with exports accounting for more than two thirds of gross domestic product (GDP).

Thailand has a GDP worth 8.5 trillion Baht (on a purchasing power parity (PPP) basis). This classifies Thailand as the 2nd largest economy in Southeast Asia after Indonesia. Despite this, Thailand ranks midway in the wealth spread in Southeast Asia as it is the 4th richest nation according to GDP per capita, after Singapore, Brunei and Malaysia. It functions as an anchor economy for the neighboring developing economies of Laos, Burma, and Cambodia.

Asian Living Showcase is an ideal platform for lifestyle and living products market for South east Asia and Asian region. It is a second to none, unseen lifestyle showcase where the exhibitors and the visitors meet and create a good opportunity to have great business. This is the first and only 'high & small volume trade fair' in Asia that offers a unique selling option for vendors in Asia to expand their selling options to satisfy both new and old groups of customers to buy at suitable quantities.

The Council invites the applications from the members for participation in **Asian Living Showcase** from **9<sup>th</sup> – 11<sup>th</sup> September,2010** at Bangkok, Thailand. **The participation charges are Rs.13,750/- per sqm plus 10.30 % service tax.** 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 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 Bangkok.

The interested members may forward their application along with part payment of Rs.1,25,000/- by **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 10<sup>th</sup> August,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. 117, Fax 91(11)26135518 & 19, E-mail: [fairs@epch.com](mailto:fairs@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. 1.50 lakh under Focus ASEAN programme upto Rs.1.50 lakhs towards space rent and airfare as per MDA guidelines w.e.f 1-12-2007. For more information on MDA grant you may e-mail at [mda@epch.com](mailto:mda@epch.com)

# FACT SHEET

OF

## ASIAN LIVING SHOWCASE

BANGKOK, THAILAND – 9 – 11 SEPTEMBER, 2010

<b>NAME OF EXHIBITION</b>	<b>ASIAN LIVING SHOWCASE</b>
<b>FAIR DATE &amp; TIMINGS</b>	<b>9<sup>TH</sup> – 11<sup>TH</sup> SEPTEMBER, 2010</b> <b>10.00 am to 18.00 Hrs.</b>
<b>ORGANISER</b>	<b>INTERNATIONAL PROMOTION &amp; EXHIBITION CO. LTD.</b> <b>and</b> <b>IMPACT EXHIBITION MANAGEMENT CO. LTD.</b>
<b>PRODUCTS ON DISPLAY</b>	<b>Interiors &amp; Decorative</b> Design Furniture, Interior items, mirrors, furnishings, arts & crafts, and more  <b>Home Textiles</b> ECO-fabric, apparels, carpet, floor –covering, curtain, bedding, sun blind system, and more  <b>Kitchen &amp; Bathroom</b> Kitchenware, tableware, kitchen machines, household articles, bath system & sanitary wares, and more  <b>Lighting</b> Technical lighting , Kitchen machines, lamps, decorative lights, alternative lighting systems, and more  <b>Hotel&amp; restaurant supplies</b> Products & accessories for spas, resorts, hotels, well-being equipment & care service, and more
<b>VISITORS</b>	Department stores, chain retail stores, specialty retail stores, modern trade Trading houses / hotel & hospitality / resorts / spas / importers / wholesalers / distributors / interior / decorators / designers are the target visitors.
<b>CHARGES PER SQ. MTR. BUILT-UP STAND</b>	<b>Rs. 15,166/- per sq. mtr. Inclusive of Service Tax @10.30%</b>  <b>Area            Amount to be submitted alongwith the Application</b>  9 sq. mtr. = Rs. 1,36,494/- 12 sq. mtr. = Rs. 1,81,992/-
<b>LAST DATE</b>	<b>10<sup>th</sup> August,2010</b>

Application  
for

**ASIAN LIVING SHOWCASE**

BANGKOK, THAILAND  
**9 – 11 SEPTEMBER, 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 :-  9 SQ. MTR.  12 SQ. MTR.  15 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:-*

Interiors & Decoration  Home Textiles

Kitchen & bathroom  Lighting

9. Total export performance and handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010

10. Demand Draft No. \_\_\_\_\_ dated \_\_\_\_\_ for Rs. \_\_\_\_\_/- in favour of  
**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at **New Delhi**.

Place : \_\_\_\_\_

Date : \_\_\_\_\_

\_\_\_\_\_  
**SIGNATURE**