

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
Fax : 91-11-26135518, 26135519 extn. [112]

Email: maiprojects@epch.com
Web : www.epch.in

NO.EPCH-4/1(10)/Intl.Fair-Greece/2010

May 5th, 2010

To: All Members.

SUBJECT : THESSALONIKI INTERNATIONAL FAIR -GREECE FROM SEPTEMBER 11-19, 2010
[RETAIL- SALE - FAIR]

Sir/Madam,

Thessaloniki International Fair to be held at Thessaloniki (Greece) from Sept. 11-19, 2010. This is not only the leading trade fair of Greece but also of the entire region. Thessaloniki is the second largest city and port of Greece and the gateway to the Balkans.

Greece's own manufacturing base is narrow and it is heavily dependent on global imports. India being a "Honoured Country" at the fair will provide an appropriate platform to Indian companies to explore business opportunities not only in Greece but also in neighbouring countries.

More than 1000 companies from about 40 countries participate in this annual event which is organized in an area of 30,000 sq mts (net) and is visited by more than 2,50,000 visitors from Greece and other European countries. One complete Hall i.e. Hall No. 5 with an area of 500 sq mtrs will be India Pavilion. The display profile of India Pavilion will include a variety of products/services ranging from Engineering Products, Jewellery, Textiles, Home Furnishings, Processed food, Spices, Tea, Coffee, Handicrafts, Carpet, Coir Products, Tourism etc. and other consumer goods. In addition to display of products and services at India Pavilion, a number of ancillary activities including Business Seminars and cultural activities would also be organised. **Retail sales are also permitted at the show.**

EPCH members participation is being organized through India Trade Promotion Organization and minimum size of booth 9 / 12 sq. mtrs. Larger space can be booked in multiples of 3 thereof. The package of services includes fully constructed stands, wall to wall carpeting, adequate lighting, furniture, standard display aids, services of common interpreter, visa recommendation and general publicity support.

The participation fee has been fixed at Rs. 12000 per sq mts + Service Tax @ 10.3%. For two-side open stand, (subject to availability) 10% extra will be charged. The fair is governed by general terms and conditions for participation in international trade fairs organised by ITPO. A fact sheet of the event along with application form and a copy of brief rules and regulations for participation in fairs abroad is enclosed.

Interested members may please forward their application along with a Demand Draft of Rs.100000/- in favour of **EXPORT PROMOTION**

COUNCIL FOR HANDICRAFTS payable at New Delhi. Please specify the products to be displayed in enclosed application form. The complete application along with requisite amount should reach to the Council's office latest by **20th MAY 2010** If the applicants withdraw their participation after selection, the amount deposited along with application 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. Maximum grant available for space rent through fair participation - Rs. 1.50 lacs

**APPLICATION FOR THESSALONIKI INTERNATIONAL FAIR, THESSALONIKI (GREECE) DATES:
SEPT11-19, 2010**

1. **Name and address of the Organisation :** _____

2. **Telephone** : _____

3. **Mobile** : _____

4. **Fax:** _____ **Email:** _____

5. **Name and Designation of person in-charge :** _____

6. **Membership & Registration No.** _____

7. **Space required :-**

9 SQ. MTR. 12 SQ. MTR. 15 SQ. MTR.

Product to be displayed (Please select only one) Enclose 05 (Five) Photographs of the product you would like to display in above show:-

FASHION & STYLE

GIFTS & ACCESSORIES

HOME DÉCOR

ART METAL WARE

GARDEN ACCESSORIES

KITCHENWARES

OTERHS PRODOUTS _____

8. **Total export performance and handicrafts items only:-**

ITEMS	2007-2008	2008-2009	2009-2010

9. **Demand Draft No.** _____ **dated** _____ **for** **Rs.1,00,000/- [One lakh only]** in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at **New Delhi.**

Place : _____

Date : _____

SIGNATURE

Fact Sheet
India as 'Honoured Country' at Thessaloniki International Fair,
Thessaloniki (Greece) September 11-19, 2010

Name	Thessaloniki International Fair, September 11-19, 2010
Venue	International Exhibition & Congress Center of HELEXPO, Thessaloniki
Status of India at the Show	'Honoured Country'
Products at display	Multi-product Show covering Automobiles, IT, White goods, FMCG, Engineering Products, Jewellery, Textiles, Home Furnishings, Processed Food, Spices, Tea, Apparels, Leather Goods, Handicrafts, Leather goods, Herbal & Ayurvedic products, Tourism, Medical Tourism etc.
Total No. of Exhibitors	More than 1000
No. of Visitors	2,50,000
Local Currency	Euro
Nature of the Show	Business to Business (B2B) & Business to Consumers (B2C) – Retail Sales Permitted
Participation Fee	Rs. 12000/- per sq mt (approx.) + 10.30% Service Tax
Other Participating Countries	Egypt, Austria, Belgium, Bulgaria, France, Germany, Switzerland, UAE, USA, Japan, Indonesia, Iran, Spain, Israel, Italy, China, Congo, Korea, Croatia, Cyprus, Britain, Mexico, Bangladesh, South Africa, Norway, Netherlands, Hungary, Pakistan, Palestine, Poland, Romania, Russia, Senegal, Serbia, Sweden, Syria, Turkey.
Package of Services by ITPO	Fully Built up booth with standard display aids and furniture, services of common interpreter, Visa recommendation, <i>Shipment of Exhibits including clearance will be handled by participants.</i>
Cost of the booth	Rs.12000/- per sq. mtr. + service tax @ 10.3%

Brief Rules and Regulations for Participation in Fair Abroad

1. Space Booking:

Application in prescribed for participation in overseas activities of EPCH/ITPO 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 EPCH.

3. Refund of Participation Fee:

- (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- (ii) No refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. Visa:

- (i) EPCH/ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
- (ii) EPCH/ITPO 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 EPCH/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) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the EPCH/ITPO, it shall not be liable for any loss or liability.
- (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Sub-letting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to EPCH and debarring the participant from the future participation in EPCH's event.

Terms & conditions accepted.

Date

(Signature)
Name & Designation