



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

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EPCH/4/1(8C)/2009-DCH-RS/ AF-L'ARTIGIANO

September 4, 2009

To: All Members.

SUB: AF-L'ARTIGIANO IN FIERA 14TH INTERNATIONAL CRAFTS SELLING EXHIBITION, MILAN (ITALY), 05th- 13th DECMEBER , 2009

Sir/Madam,

ITALY known has been the cradle of many European Cultures and peoples. The Country is a democratic republic and a developed country with the eighth-highest quality of life index rating in the world and founding member of the European Union. According to the International Monetary Fund, in 2008 Italy was the seventh-largest economy in the world and the fourth-largest in Europe. According to Eurostat data, Italian PPS GDP per capita stood approximately equal to the EU average in 2008.

AF-L'ARTIGIANO IN FIERA (AF-L') is the biggest international retail trade event dedicated to arts and crafts. AF-L' started in year 1996 is organized with a clear objective to focus on handicrafts and the handmade products with the view to: -

- (I) Sell Directly,
- (II) Try out new products on the market,

In 2008, about 2775 Craft enterprises represented 106 Countries whereas more than 3 million (among them approx. 30,000 professionals) people visited the fair. The exhibition is open to general public and trade visitors both for spot booking and retail sale.

The Council is participating under Marketing Access Initiating (MAI) Scheme, in AF-L'ARTIGIANO IN FIERA, Milan (Italy), to be held from 05th-13th December 2009, in association with ITPO. Council invites applications for participation in the above show on subsidized rate @ **RS.1,00,000/-plus service tax @ 10.3%**. The minimum size of the booth will be 12 Sq/Mtr. Interested members may forward their application alongwith 100% participation fee as per the size of the booth. Since the MAI (Marketing Access Initiating) fund is availability for above participation and cost of participation is highly subsidized, therefore MDA Grant is not available for participant is above exhibition. The payment should be 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 participation fee includes built-up stand having carpet, lighting, name fascia, standard display aids, furniture . However, the participants will make their own arrangements for dispatch and return of their exhibits including handling, clearing and insurance at their own cost.

The Council will provide necessary assistance to participant (Chief Executive/ partner/ proprietor/senior level officer only) by way of issuance of ITPO & EPCH visa recommendation letters. EPCH shall not be liable in case of visa denial by the concerned Embassy.

The Council reserves the right to selection of participants. The complete application form alongwith 100% payment should reach the Council's office latest by **21st Sepetember 2009**. In case of withdrawal due to any reason after the selection by the Council, the application money will be forfeited. Besides above, the general fair & exhibition rules of ITPO will be applicable to this exhibition. For any clarification or further information, please contact Mr. Pankaj Kumar Saw on Phone +91-11-26135256 (extn-114),e-mail : taxation@epch.com.

Thanking You,

Yours faithfully

[R.K.Verma]

JOINT DIRECTOR

ENCL.: AS ABOVE

N.B. The participants of the above fair will be not applicable for MDA grant .

FACT SHEET

OF

AF-L'ARTIGIANO IN FIERA, 14th INTERNATIONAL CRAFTS SELLING EXHIBITION

MILAN (ITALY)
5TH – 13TH DECEMBER, 2009

NAME OF EXHIBITION	AF-L'ARTIGIANO IN FIERA, 14 th INTERNATIONAL CRAFTS SELLING EXHIBITION MILAN (ITALY)
FAIR DATE	5 TH –13 TH SEPTEMBER, 2009
EXHIBITION VENUE	Fiera Milano - New Exhibition Centre - Rho (Milan, Italy)
ORGANISER	Ge.Fi. SpA – Viale Achille Papa, 30 – 20149 Milano, Italy
PRODUCTS ON DISPLAY	- Handicrafts <ul style="list-style-type: none">▪ Tableware's▪ Home Furnishing Textiles▪ Kitchenware▪ Home Décor▪ Gifts ware▪ Interior Decoration Items▪ Furniture & Lighting▪ Flower Decoration▪ Fashion Jewellery▪ Glassware▪ Christmas Decoration
VISITORS	More than 3 millions (among them approx. 30,000 professionals)
CHARGES PER SQ. MTR. BUILT-UP STAND	Rs.1,00,000/- per 12 sq. mtr. Booth (plus Service Tax @10.30%) <u>Area</u> <u>Amount to be submitted alongwith the Application</u> 12 sq. mtr. = Rs. 1,10,300/- (inclusive of service tax @ 10.3%) 18 Sq. mtr = Rs. 1,65,450/- (inclusive of service tax @ 10.3%) 24 Sq mtr. = Rs. 2,20,600/- (inclusive of service tax @ 10.3%)
LAST DATE	21st September,2009

Application for
AF 'L ARTIGIANO IN FIERA
14th INTERNATIONAL CRAFTS SELLING EXHIBITION
MILAN - ITALY
5TH – 13TH December, 2009

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. Space required :-

12 SQ. MTR 18 SQ. MTR 24 SQ. MTR.

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

Enclose 05 (Five) Photographs of the product you would like to display in above show:-

- | | |
|--|--|
| <input type="checkbox"/> Handicrafts of Metal wares | <input type="checkbox"/> Home Décor |
| <input type="checkbox"/> Interior Decoration | <input type="checkbox"/> Handicrafts of Wood Wares |
| <input type="checkbox"/> Handicrafts of Glassware | <input type="checkbox"/> Christmas Decoration |
| <input type="checkbox"/> Fashion Jewellery & Accessories | <input type="checkbox"/> Textiles Products (Home Furnishing) |
| <input type="checkbox"/> Other (please specify) | |

8. Total export performance and handicrafts items only:-

ITEMS	2006-2007	2007-2008	2008-2009

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

Place : _____
Date : _____

(SIGNATURE & SEAL)