



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070  
Tel : 91-11-26135256 Email: [intlfair@epch.com](mailto:intlfair@epch.com)  
Fax : 91-11-26135518 & 19 Web : [www.epch.com](http://www.epch.com)

EPCH/4/1(8)2010-HEIM+HANDWERK

25<sup>th</sup> May, 2010

To: All Members.

Sub: **HEIM + HANDWERK FAIR , MUNICH, GERMANY, 2010, 24 – 28 NOVEMBER, 2010**

Dear Sir/Madam,

Germany has the world's fourth largest economy in US\$ terms and the largest economy in Europe. Germany's GDP per capital was US\$ 40,079 in the year 2007. Munich has the strongest economy of any German city. As well as the lowest unemployment rate of any German city with a population of over 1 million inhabitants. The city is also the economic center of the southern Germany.

**HEIM+HANDWERK** have established itself to become the best consumer exhibition in Germany when it comes to Home Décor, Furnishings and Living. In six exhibition halls covering 66,000 sq. mtr., the exhibition provides the ideal conditions in which to present your business in its best possible light. The event is truly unique in terms of size, overall experience and success. It presents a full spectrum of attractions ranging from household textiles, furniture & furnishings, floor covings including carpets & rugs, wooden handicrafts, home décor, musical instruments, arts & crafts, table ware & kitchen ware, bathroom accessories, natural products and wellness offers. **The exhibition is open to general public and trade visitors both for spot booking and retail show.**

The Council has planned to participate in the above show to be held from 24 – 28 November 2010 and Council invites applications from the members @ **Rs 20,500/- per sq. mtr + 10.30 % service tax**. The stand will be available for a standard size of 9 sq. mtr. The above charges include common display aid / furniture / spot light & directory entry charges. However, the other expenses towards freight of goods, specific display aids, personal expenses airfare and hotel accommodation etc, are to be borne by the participants themselves.

The Council will provide necessary assistance to the participant (Chief Executive/ Partner/ Proprietor / Senior Level Officer only) by way of issuance visa recommendation letter. EPCH will not be liable in case of visa denial by the concerned Embassy.

Interested Council Members may please forward their application along with a Demand Draft of **Rs. 1,50,000/-** (One Lakh Fifty Thousand Only) in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi. The balance amount shall be required to be deposited on confirmation of participation. The Council reserves the right to selection of participants. The complete application form along with demand draft should reach the Council's office before **15<sup>th</sup> JUNE , 2010**. Members may please note withdrawal after selection will not be allowed. The amount deposited by the participants towards their participation will be forfeited. Further, submission of application does not mean selection of participation in events.

Thanking you,

Yours sincerely

**(R. K. VERMA)**  
Joint Director

N.B. The participants of the fair will be eligible for MDA grant subject to the Guidelines revised w.e.f. 01.04.2006. Maximum grant available for the fair Participation – Rs 1.50 lacs. For more information on MDA grant you may contact at 011-26130692 (direct) or E-mail at [mda@epch.com](mailto:mda@epch.com)

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

FACT SHEET

**HEIM + HANDWERK 2010, MUNICH, GERMANY: 24 –28 NOVEMBER, 2010**

NAME OF THE FAIR : **HEIM + HANDWERK , 2010**

DATE : **24 – 28 NOVEMBER, 2010**

VENUE : **NEW MUNICH TRADE FAIR CENTRE**

ORGANISER : **GHM Gesellschaft fur Handwerksmessen mbH**

NO. OF VISITORS EXPECTED : **MORE THAN 1,05,000 VISITORS FROM 24 COUNTRIES VISITED IN 2009**

- HANDICRAFTS & HOME DECOR
- ARTS & CRAFTS
- HOUSEWARE
- HOME FURNISHINGS & TEXTILES
- FURNITURE
- FLOOR COVERINGS, CARPETS & DHURRIES
- KITCHEN WARE
- BATHROOM ACCESSORIES
- TABLETOP ACCESSORIES
- ANTIQUES & ANTIQUE REPRODUCTIONS
- MUSICAL INSTRUMENTS
- COLLECTIBLES & SILVERWARE

SALE : **RETAIL SALE ALLOWED**

SIZE OF STAND : **9 sq. mtr.**

CHARGES PER SQ. MTR. : **Rs.20,500/- per sq. mtr. + Service Tax @ 10.3%**  
**The charges will include space rent, built-up booth with carpet, lights & name fascia, limited display aids, entry in official fair directory and cost of publicity by the Council. Charges for a two side open booth shall be 10% extra.**

LAST DATE FOR SUBMISSION OF APPLICATION : **15<sup>TH</sup> JUNE, 2010**

**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

**APPLICATION FOR**

**HEIM + HANDWERK , 2010, MUNICH, GERMANY , 24 – 28 NOVEMBER, 2010**

<b>LAST DATE FOR SUBMISSION: 15.06.10</b>
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1.	Name of Organisation				
2.	Address of Organisation				
	PAN NO.	TAN NO.			
3.	Contact Details	Telephone	City code:	No.	
		Fax	City code:	No.	
		Mobile			
		Email			
		Website	www.		
4.	Name of Contact Person	Mr. / Ms.			
5.	Space requirement	<input type="checkbox"/> 9 Sq. Mtr	<input type="checkbox"/> sq. Mtr	12 <input type="checkbox"/> mtr.	
	Two side open requirement	<input type="checkbox"/> Yes	<input type="checkbox"/> (@ 10% extra charge)		
6.	Products to be displayed  (Also Attach two photographs you would like to display )	HANDICRAFTS & HOME DECOR		HOUSEWARE	
		HOME FURNISHINGS & TEXTILES		FURNITURE	
		FLOOR COVERINGS, CARPETS & DHURRIES		KITCHEN WARE	
		BATHROOM ACCESSORIES		TABLE TOP ACCESSORIES	
		ANTIQUES & ANTIQUE REPRODUCTIONS		MUSICAL INSTRUMENTS	
		COLLECTIBLES & SILVERWARE		ARTS & CRAFTS	
7.	Export Performance of Handicrafts items only  (In Rs.)	<b>Items</b>	<b>2007-2008 yr</b>	<b>2008 – 09 yr</b>	<b>2009 – 10 yr</b>
8.	Passport Details of the Person traveling for the fair				
	Name as mentioned in the Passport				
	Passport number				
	Place of issue				
	Date of issue				
	Date of expiry				
	Date of Birth				
	Place of Birth				

**Demand Draft No.** \_\_\_\_\_ **dated** \_\_\_\_\_ **for Rs. 1,50,000/-** (Rupees One Lakhs Fifty Thousand only) drawn in favour of **Export Promotion Council for Handicrafts**, New Delhi . Balance is to be deposited on confirmation of participation.

I Mr. / Ms. \_\_\_\_\_ abide by the terms & conditions of the participation as stated in the EPCH circular dated \_\_\_\_\_.

Place :  
Date :

Signature : \_\_\_\_\_  
Name: \_\_\_\_\_  
Seal of Organization