



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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No. EPCH-4/4(01)/2017-18-BSM-LAC

09-01-2018

To
All Members,

**SUBJECT: BUYER SELLER MEET IN LIMA, PERU (15 ~ 18 MARCH, 2018) & SAO PAULO, BRAZIL (20 & 21 MARCH, 2018)
LATIN AMERICAN REGION**

“SUBSIDISED PARTICIPATION CHARGES UNDER MAI SCHEME OF MINISTRY OF COMMERCE & INDUSTRY”

Sir / Madam,

After a great success of Buyer-Seller-Meets organised earlier in Brazil, Chile and Peru and keeping in view the potential for expansion of trade with the LAC region and the need to increase the interaction between entities, EPCH in association with the ITPO and the Embassy of India in Lima, Peru and Consulate General of India in Sao Paolo, Brazil is organising a **Buyer Seller Meet** in **Lima, Peru** from **15 ~ 18 March, 2018** and in **Sao Paolo, Brazil** on **20 & 21 March, 2018**. The salient features of the above BSM for your quick perusal as follows:

- **Venue:** The BSM in Lima, Peru will be a part of the “India Sourcing Show 2018” being organized by the India Trade Promotion Organisation (ITPO). The BSM in Sao Paolo, Brazil will be a standalone event organized by the Council with the association of the Consulate General of India.
- **Dates:** Lima, Peru (15 ~ 18 March, 2018) & Sao Paolo, Brazil (20 & 21 March, 2018)
- **Duration of BSM:** 4-days in Lima, Peru and 2-days at Sao Paolo, Brazil
- **Number of participants:** 45 - 50 members of the EPCH
- **Service of a Professional Marketing Agency:** To Organize various requirements of the Buyer Seller Meet and also to ensure success of the programme, the Council has engaged the services of a professional Marketing & Event Management Agency, which has requisite experience & expertise to organize the above programme effectively.
- **Display Space:** Limited Display Area will be made available.
1 table, 2 chairs, adequate lights, 1 power socket, Fascia Board and 1 waste paper basket and limited display aids matching the product profile of the exhibitor will be provided.
- **Business Meetings:** Though the Exhibition will be open for Buyers to meet & discuss business with representatives of participating Indian companies, the agency will also organize 3-4 Business Meetings on one-to-one basis with Buyers for each of participating Indian companies in Lima & Sao Paolo.
- **Participation fee:** Rs. 100,000/- [Rs. One Lac only]. Includes display space, business meeting arrangements & marketing cost and accommodation on twin sharing basis in Lima & Sao Paolo.
- **Last date for submission of application:** 20th January 2018
- **Compilation of Exhibitors Catalogues:** A Detailed Product Profile with product photographs of each participant will be compiled by the Council and will be sent in advance to Buyers for arranging business meetings in Lima and Sao Paolo.

• Visa Assistance:

EPCH will assist all participants to get their Visa Letters from the concerned authority through the Embassy of India in Lima, Peru & Consulate General of India in Sao Paolo, Brazil to obtain necessary visa to participants in India.

(Note:- The Government of Peru has issued **Supreme Decree No. 006-2017-RE** exonerating requirement of Visa for Indian national for tourism and business purposes. This exemption is applicable only for those Indian nationals who have valid visa with minimum 6 months validity or are residents of US, Canada, UK, Australia or any Schengen member country. May refer to the website of Embassy of India, Peru for more details).

• Hotel Accommodation:

The above participation charges include hotel Accommodation on twin sharing basis in Lima from 14 to 18 March, 2018 and Sao Paolo 19 to 21 March, 2018 for 1 representative of each participating company. The hotel facilities will be limited to only room charges and all extra including food & beverages will have to be paid by the participants. In case, additional representative is sent by the participating company, the additional actual cost for the accommodation will be required to be paid in advance to the Council.

• Travel Grant:

The participants of the Buyer Seller Meet will be eligible for reimbursement of air travel cost only (for 1 person) from each company upto a maximum of Rs. 1.00 lacs subject to the MAI guidelines and eligibility of the participant.

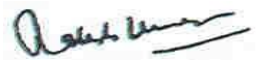
The participants have to arrange for their air travel, shipment of exhibits, custom clearance of exhibits & payment of import duties on the samples in Peru & Brazil and other related expenses shall be the responsibility of the participating company.

Interested members may forward their application as per enclosed format latest by **20th January, 2018**. Applicants may please note, the Buyer-Seller-Meet would be strictly on B2B terms only and **no retail sale shall be permitted**.

Members may please note withdrawal after selection will not be allowed and refund shall be made subject to the withdrawal Policy. The Council reserves the right to select the participants. Further, submission of application does not mean selection of participation in the above activity. For any further details, please feel free to contact Mr. Siddhartha Tyagi, Assistant Director in the Council on the following no. 011-26135256 (ext. 127 / 130) or email at projects@epch.com

Thanking you,

Yours sincerely



(RAKESH KUMAR)

Executive Director

***** P.S.:** In regard to participation in fairs / exhibitions abroad, Ministry of Commerce & Industry have issued fresh guidelines for the beneficiary under MAI scheme stating that a member can avail grant in aid for maximum of three participations in a particular trade fairs / exhibitions. Members who have availed MAI assistance three times (including past cases) for particular fairs / exhibitions thereafter member have to participate in that fair on their own cost. Further, MAI funding support was only be provided to a member for a maximum two MAI events in a year.

The above guidelines as such would be adhered strictly and all exporters' members may please note the same, while applying for participation in any fair under MAI scheme for availing grant in aid. However member can participate beyond the prescribed limit of the guidelines on their own expenditure under the umbrella of the EPCH.

Encl. Application Form along with terms and conditions.

KEY FACTS ABOUT THE BRAZILIAN ECONOMY

- Brazil's is the largest economy in Latin America, contributing 5% of the regions GDP.
- The Brazilian economy is almost twice as large as the region's next largest economy, Mexico.
- Brazil is a member of the Mercosur Trade Bloc, dominating the group economically with GDP more than twice that of the combined total of the other members.
- Brazil's economy is the largest of Latin America and the second largest in the Americas.
- In 2012, Brazil had the highest per capita consumer expenditure of the BRIC Countries.
- Brazil's consumer market was worth US\$ 2.14 trillion in 2017, making it the world's 8th largest consumer market.
- Brazil is amongst the world's 20 largest importing & exporting nations.
- 41 million households in Brazil have a disposable income of US\$ 10,000 plus – more than the entire number of households in Germany.
- Brazil has the 5th largest population in the world and is the largest economy in Latin America, accounting for almost 1 in 3 of all Latin Americans.
- Brazil has the 6th largest workforce in the world – over 106 million people.

ECONOMIC FACTS OF PERU

- Peru is one of the region's fastest growing economies and is expected to remain as such in the medium term. Most recent estimates of real GDP growth for 2017 are above the regional average (3.5% for against 1.2% respectively).
- A still favourable external environment, prudent macroeconomic policy and deep structural reforms have combined to support this high growth, low inflation scenario in Peru.
- Peru ranks 3rd amongst export destinations for India in the Latin America & Caribbean (LAC) Region. India's bilateral trade with Peru has grown almost three times from US\$ 411 million to US\$ 1.15 billion over the last five years.

EXPORT DATA OF INDIAN HANDICRAFTS (Source: DGCI&S, Kolkata)

EXPORTS OF HANDICRAFTS TO PERU FROM 2015-16 TO 2016-17 ON 167 HS CODES					
Sl. No.	ITEMS	2015-16	2016-17	2015-16	2016-17
		INR CRORES	INR CRORES	USD MILLION	USD MILLION
1	ARTMETALWARES	10.52	9.25	1.61	1.38
2	WOODWARES	1.09	1.52	0.17	0.23
3	HAND PRINTED TEXTILES & SCARVES	0.78	1.25	0.12	0.19
4	HAND KNITTED AND CROCHETTED GOODS	3.12	3.76	0.48	0.56
5	SHAWLS AS ARTWARE	0.00	0.00	0.00	0.00
6	ZARI & ZARI GOODS	0.00	0.00	0.00	0.00
7	IMITATION JEWELLERY	1.90	0.42	0.29	0.06
8	ATTARS & AGARBATTIES	1.65	4.27	0.25	0.64
9	MISCELLANEOUS HANDICRAFTS	3.01	3.06	0.46	0.46
TOTAL		22.07	23.53	3.37	3.51

EXPORTS OF HANDICRAFTS TO BRAZIL FROM 2015-16 TO 2016-17 ON 167 HS CODES

Sl. No.	ITEMS	2015-16	2016-17	2015-16	2016-17
		INR CRORES	INR CRORES	USD MILLION	USD MILLION
1	ARTMETALWARES	27.38	22.74	4.18	3.39
2	WOODWARES	5.08	6.48	0.78	0.97
3	HAND PRINTED TEXTILES & SCARVES	1.81	2.49	0.28	0.37
4	HAND KNITTED AND CROCHETTED GOODS	17.64	12.05	2.69	1.80
5	SHAWLS AS ARTWARE	0.00	0.00	0.00	0.00
6	ZARI & ZARI GOODS	0.01	1.20	0.00	0.18
7	IMITATION JEWELLERY	4.18	2.82	0.64	0.42
8	ATTARS & AGARBATTIES	11.81	18.29	1.80	2.73
9	MISCELLANEOUS HANDICRAFTS	20.35	40.27	3.11	6.01
TOTAL		88.26	106.34	13.48	15.86

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EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

BUYER SELLER MEET IN LIMA, PERU (15 ~ 18 MARCH, 2018) & SAO PAULO, BRAZIL (21 & 22 MARCH 2018)

(LAST DATE FOR SUBMISSION OF APPLICATION – 20th JANUARY, 2018)

1	Name of the Organization													
2	Address for Correspondence													
3	Contact Executive													
4	Telephone													
		City code -					-					Number		
5	Mobile													
6	Fax													
		City code -					-					Number		
7	Email													
8	Website													
9	EPCH Membership No.													
10	Import Export Code No.													
11	PAN No. (Income Tax Permanent Account no.)													
12	CIN No. (Corporate Identification no.)													
13	GSTIN NO:													
14	AADHAR CARD NO													
15	Status of the Company	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Pvt. Ltd. <input type="checkbox"/> Limited												
16	Type of Business	[] Manufacturer Exporter [] Merchant Exporter												
17	Name of Proprietor / Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co. / Pvt. Ltd Co.]	NAME						Director Identification No. [DIN]						
18	Name & Designation of the Person Travelling (PL. enclose copy of passport with the application)	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. _____												
19	Products to be Displayed	LIST OF HS CODE IS ENCLOSED ** HS CODE [IT IS MANDATORY]												
20	Export Performance of Handicrafts items only	2014-15				2015-16				2016-2017				

Place:

Signature & Stamp:

Date:

Name:

Designation:

GENERAL EXHIBITOR RULES

<u>1.</u>	<p>SPACE BOOKING</p> <p>Participation application should be in prescribed format and be submitted within the prescribed date for booking of space. Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.</p> <p>The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to EPCH and debaring the participation from the future participation in EPCH's event</p>		
<u>2.</u>	<p>ALLOTMENT OF SPACE TO THE PARTICIPANTS</p> <p>EPCH reserves the right to select the participants.</p>		
<u>3.</u>	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <p>Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited along with application will be forfeited.</p> <p>However, Part-Refund of participation fee will be considered in case where:</p> <p>The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable.</p> <p>There is a change in the venue and date of an event, Non-availability of space, rejection of application or in the event Of cancellation of participation due to unforeseen circumstances.</p>		
<u>4.</u>	<p>VISA</p> <p>The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Senior Officer of the company.</p> <p>Since EPCH, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.</p>		
<u>5.</u>	<p>GENERAL</p> <p>Only goods of Indian origin will be allowed for display at India Pavilion.</p> <p>In case representative of the participants will not report at booth during the BSM. EPCH reserve its right to obtain reason from participants for NO SHOW. In case EPCH is not satisfied with clarification of participants EPCH may initiate the necessary action against such participants.</p> <p>Participants will not be allowed to remove the exhibits during the BSM without specific written permission from EPCH.</p> <p>Participants will be required to furnish complete information in EPCH Feedback form about "Business Generated on the spot" "Expected Business to be generated" and also "Number of Enquiries" etc. on the last day of the BSM. Compliance with this rule will be one of the criteria for selection of the participants for future of EPCH programmes.</p> <p>Participants will adhere to such other regulations as may be prescribed by the country in which the BSM is held.</p> <p>In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation in EPCH's Fair in India & abroad and bring to the notice of appropriate authority.</p> <p>Participants will make own arrangement for sending their exhibits / handling / clearing of exhibits in India as well as at destination and Council will not have any responsibility towards the same. Please ensure your exhibits should reach the venue at least one day before the opening of exhibition.</p> <p>All expenses for travel to Peru & Brazil including local travel there, freight of exhibits, visa and insurance, etc. will be borne by the participants themselves.</p> <p>In the event of postponement/abandonment/cancellation of the BSM, or in case of exhibits not being displayed due to any reason, EPCH shall be under no liability to compensate expenditure of loss, if any incurred by the participants</p>		
<table border="1" style="width: 100%;"> <tr> <td style="width: 30%;">BANK DETAILS FOR PAYMENT BY RTGS/NEFT</td> <td> Beneficiary : Export Promotion Council for Handicrafts Bank : Oriental Bank of Commerce Branch : Mahipalpur, New Delhi Current A/c no.: 00291010002970 RTGS/IFSC Code: ORBC 0100029 Branch Code 0029 </td> </tr> </table>		BANK DETAILS FOR PAYMENT BY RTGS/NEFT	Beneficiary : Export Promotion Council for Handicrafts Bank : Oriental Bank of Commerce Branch : Mahipalpur, New Delhi Current A/c no.: 00291010002970 RTGS/IFSC Code: ORBC 0100029 Branch Code 0029
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I have read, understood and accept the terms and conditions for participation in the above fair through the Council. I hereby enclosed the NEFT/RTGS / Demand Draft No. _____ Dated _____ for Rs. 100,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in Buyer Seller Meet in Peru & Brazil in March 2018.

Place:

Signature & Stamp:

Date:

Name:

Designation:

Encl.: 1. RTGS No. / Demand Draft of participation charges

2. Four Very Good quality product photographs
