



"EPCH HOUSE" POCKET 6 & 7, SECTOR - C, L.S.C., VASANT KUNJ, NEW DELHI-110 070

Tel.: +91-11-26135256 / 57 / 58

Fax: +91-11-26135518 / 19

E-mail: mails@epch.com

Web : www.epch.in

EPCH-4/1(11)/Ambiente-2022

18<sup>th</sup> October, 2021

To: All Members,

**SUBJECT: AMBIENTE 2022 AT MESSE FRANKFURT, GERMANY FROM 11 – 15 FEBRUARY, 2022**

Sir / Madam,

Messe Frankfurt Exhibition GmbH, Germany is organising 'AMBIENTE 2022' from 11<sup>th</sup> to 15<sup>th</sup> February, 2022 at Messe Frankfurt, Germany. Ambiente 2022 is the consumer-goods event with the widest international product range in Europe. For more details; please visit: <https://ambiente.messefrankfurt.com/frankfurt/en.html>

Germany is the heart of the European Union (EU) and is economically the strongest country in the EU and is the second largest trading nation in the world. Specialized trade fairs held in Germany are extensively visited by overseas trade visitors from the important countries of the world for the Gift & Decorative items covered by the Handicrafts sector. Germany represents tremendous business opportunities for Indian exporters.

To reserve space with fair organizer for participation of Council's members, EPCH invites Expression of Interest (EOI) from the interested member exporters for participation in Ambiente 2022. EPCH is planning to set-up India Pavilion and the minimum booth space size will be 12 sq. mtrs per booth & more in hall 10.0 & 10.1 (Living/Giving Section) & 10.3 (Dining Section). The applications of member exporters will be organized on subsidized participation charges under MAI Scheme as given below:

- Participation charges are Rs. 46,000/- per sq. mtr including **standard built-up booth package** for member exporters.
- Financial support with grant under MAI Scheme to the eligible participants after the successful completion of above participation and on receipt of grant from MAI Department. The Council will make refund as reimbursement of Rs.16,000/- per sq. mtrs (upto maximum 12 sq. mtrs. space) to the eligible participants only.
- Eligible exhibitors will get air fare reimbursement (economy excursion class) upto the maximum ceiling limit of Rs.70,000/- as per MAI guide lines upon submission of their claims.
- Messe Frankfurt also charges an additional Euro 985 (equal to Rs. 88,000/-) from each participating company /exhibitor towards their Obligatory Media Charges.
- Two sides open corner stands will bear additional 10% amount of the total participation charges.

The participation guidelines of Messe Frankfurt GmbH for Ambiente shall be applicable. The Council/show organizer reserves the right to selection of participants.

Interested members may submit their duly filled Expression of Interest (EOI) form in the prescribed format (enclosed herewith) along with an EOI amount of Rs. 1,50,000/- by way of DD/RTGS (details given below) in favour of the Export Promotion Council for Handicrafts payable at New Delhi latest by **25<sup>th</sup> October, 2021**.

Bank Details for payment by RTGS/NEFT:

Beneficiary: **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**  
Bank: **PUNJAB NATIONAL BANK**  
Branch: **MAHIPALPUR, NEW DELHI**  
Current A/c no.: **00291010002970**  
RTGS/IFSC Code: **PUNB0002910**

For further details, please feel free to Mr. Varun Kumar on mobile: 91-9818725533 and E: [varun.kumar@epch.com](mailto:varun.kumar@epch.com)

Thanking you,

Yours sincerely,

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

Encl.: as above

# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Expression of Interest (EOI) for participation in

## AMBIENTE 2022

VENUE: **MESSE FRANKFURT, GERMANY**

DATE: **11 – 15 FEBRUARY, 2022**

Last Date for submission: **25<sup>th</sup> October, 2021**

1	Organization Name:																		
2	Import Export Code No:																		
3	EPCH Membership No:																		
4	PAN No:																		
5	GST No:																		
6	MSME UDHYAM Reg. No.																		
7	Address for Correspondence																		
8	Telephone	City code-	9	1	-														
9	Fax	City code-	9	1	-														
10	Mobile no.	+ 91 -																	
11	Email																		
12	Website																		
13	Size of Stand requested	<input type="checkbox"/> 12 Sq. Mtr. OR <input type="checkbox"/> _____ Sq. Mtrs. <i>However, the actual size will be as per layout.</i>																	
14	Hall Preference according to product profile of Messe Frankfurt	<input type="checkbox"/> Hall No. 10.0 & 10.1 (Living/Giving Section) <input type="checkbox"/> Hall No. 10.3 (Dining Section)																	
15	Status of the Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization																	
16	Category	<input type="checkbox"/> SC <input type="checkbox"/> ST <input type="checkbox"/> General																	
17	Name of Proprietor / Partners / Directors <i>[Please Provide Director Identification No. (DIN) in case of Limited Co. / Pvt. Ltd Co.]</i>	<b>NAME</b>												<b>Director Identification No. [DIN]</b>					
18	Products to be Displayed	<b>Products details</b>												<b>HS CODE [Mandatory]</b>					
19	Export Performance of Handicrafts Items only <i>AMOUNTS IN RS [LAKH]</i>	<b>2018 – 2019</b>					<b>2019 – 2020</b>					<b>2020 – 2021</b>							
20	Have You participated earlier in above fair YES / NO <i>[ If YES ] please tick</i>	<b>2014</b> <input type="checkbox"/>	<b>2015</b> <input type="checkbox"/>	<b>2016</b> <input type="checkbox"/>	<b>2017</b> <input type="checkbox"/>	<b>2018</b> <input type="checkbox"/>	<b>2019</b> <input type="checkbox"/>	<b>2020</b> <input type="checkbox"/>											

NEFT / RTGS No: \_\_\_\_\_ Dated \_\_\_\_\_ for Rs.1,50,000/- drawn in favour of Export Promotion Council for Handicrafts, New Delhi for Expression of Interest (EOI) for participation in Ambiente 2022 from 11–15 February, 2022 at Messe Frankfurt, Germany.

I have noted the terms and conditions of EPCH as per EOI circular dated 18<sup>th</sup> October, 2021.

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

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

**TERMS & CONDITIONS FOR EXPRESSION OF INTEREST**

1. The participation guidelines of organizer i.e. Messe Frankfurt GmbH for Ambiente shall be applicable. For more details, please visit: <https://ambiente.messefrankfurt.com/frankfurt/en.html> and travel guideline: <https://reopen.europa.eu/en>
2. The submission of Expression of Interest and Deposit of Fee should not be treated as confirmation of Participation. The incomplete Expression of Interest will not be considered.
3. The participation is subject to receipt of sufficient number of applications or space finally made available by the organiser.
4. Those not submitting expression of interest may also be considered subject to availability of space only.
5. Organisation not having proven record or sufficient business in the past fairs may not be considered for the space in same fair.
6. The members also need to apply for space and deposit their participation charges as and when demanded through the circulars of the respective fair that will be issued by the Council through mail and charges paid now shall be adjusted accordingly.
7. EPCH reserves the right for selection of participants based on the receipt of applications of respective fairs, space availability and other terms as decided by the competent authority.
8. The expression of interest is refundable only if Space is not allotted / participation in fair cancelled or withdrawal by members before allotment of space in respective fair.
9. The expression of interest and participation charges are non-refundable if :-
  - a. Withdrawal by the applicants after confirmation of participation by the Council.
  - b. Any Grant/Subsidy is not approved by the concerned Ministry/department for complete event or individually.
  - c. Visa is not granted by the concerned Embassy.

I have read, understood and accept the terms and conditions of Messe Frankfurt GmbH and EPCH for Expression of Interest (EOI) for participation in the Ambiente 2022 through the Council.

Place:

Signature & Stamp:

Date:

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

*Encl.:* 1. RTGS No. / Demand Draft of EOI charges  
2. Two product photographs

\*\*\*\*\*