

GST NO. 07AAACE1747M1ZJ

CIN U20299DL1986 NPL023253

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070

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EPCH-4/1(10)/AFL/MILANO/2019

4TH OCTOBER, 2019

To,

ONLY FEW STAND AVAILABLE

All Member(s),

SUBJECT: PARTICIPATION IN AF-L'ARTIGIANO IN FIERA – INTERNATIONAL CRAFTS SELLING EXHIBITION, 30TH NOVEMBER TO 8TH DECEMBER, 2019 AT MILAN ITALY

Dear Member,

We are pleased to inform you that the Export Promotion Council for Handicrafts is participating in AF-L'Artigiano in Fiera – 24th International Crafts Selling Exhibition scheduled from 30th November to 8th December, 2019 at Milan Italy to showcase international crafts and celebrating artisans and their creations. Exhibiting at Artigiano in Fiera represents an exceptional opportunity in terms of market coverage, visibility and presence. The event offers each company the opportunity to enhance their promotional activities, with the aim of consolidating or creating their own valuable market. In 2018 AF-L'Artigiano in Fiera, almost 12 lakh visitors attended the show where more than 3,200 stands exhibitors from 100 countries exhibited in 9 halls. The fair is organized to promote the craftsmanship and the authentic and original productions of small producers coming from all over the world.

PRODUCTS ON DISPLAY	
GIFTS & SOUVENIRS	DECORATIVE AND AROMATIC CANDLES,
HANDICRAFTS	CANDLEHOLDERS, AROMA LAMPS
INTERIOR DECORATION	POSTCARD-HANDMADE PAPER PRODUCTS
HOME TABLEWARE	TEXTILES BASED HANDICRAFTS
TABLEWARE DÉCOR	HOME TEXTILES
LAMP & LIGHTING	CHRISTMAS & FESTIVE DECORATION
DECORATIVE CERAMICS, GLASSES, AND METALWARES	FASHION JEWELLERY
PHOTO ALBUMS, PHOTO FRAMES, PICTURE FRAMES	BAGS & FASHION ACCESSORIES
INCENSES AND AROMATHERAPY	SCARVES, SHAWLS, STOLES

Council has got approval from Ministry of MSME for financial support to the exhibitors under MSME scheme. It is approved by MSME, the participation will be subsidised proportionately as per the guidelines of MSME for the eligible **manufacturer member exporters having Udyog Aadhar issued by Ministry of MSME, Govt. of India. Therefore applicants are requested to fill the MSME form at Annexure-III**

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| <ul style="list-style-type: none">➤ The proposed participation cost will be Rs.29,000/- per sq.mtr. and applicants will have to pay 100% participation charge to the Council prior to participation.➤ The Council will refund upto Rs.1,90,000/- (Rs.1,25,000/- towards space + Rs.40,000/- towards air fare + Rs.25,000/- towards freight charges) to eligible exhibitors on receipt of grant from Ministry of Micro, Small and Medium Enterprises (MSME) after their successful participation. |
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1. Above participation Charges includes standard booth package with limited display aides like as spot light, name fascia, carpet & electric socket.
2. Participants have to make their own arrangement/expenses towards Travel, Hotel Accommodation, Shipment / clearing, Customs Duties of exhibits, Visa etc.
3. The Council invites application for limited space and reserves the right to select the participants.
4. Visa recommendation letter be issued in favour of member organization (Proprietor / Partners / Directors / Chief Executive / Senior level officer maximum two only) EPCH shall not be liable in case if visa is not granted by the concerned Embassy. Participants will have no right to claim refund of participation charges if visa not granted.
5. The participants shall not be eligible for any other financial or travel assistance such as MAI or other state Govt. Grant etc.

Interested members are requested to submit their duly filled application form in the prescribed format (enclosed herewith) along with amount of Rs.1,50,000/- (Rupees One Lakh and Fifty Thousand only) by way of demand draft / pay order / RTGS / NEFT in favour of the Export Promotion Council for Handicrafts payable at New Delhi latest by **First-cum-first basis**. The participation guidelines as prescribed by the fair organizer shall be applicable. The application form along with general terms & conditions of participation is enclosed.

Thanking you,

Yours faithfully

(R. K. VERMA)
Director

ENCL.: Application Form along with Fact Sheet & terms and conditions.

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**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS****APPLICATION FOR PARTICIPATION IN AF-L'ARTIGIANO IN FIERA, MILAN, ITALY
(30th November to 8th December 2019)****Last Date for Application:
First-cum-First basis**

1	Name of the Organization	
2	Address for Correspondence	
2	Telephone	City code- 9 1 -
3	Fax	City code- 9 1
4	Mobile no.	9 1 -
5	Email	
6	Website	
7	Size Of Stand (minimum size 9 sq. mtr.)	<input type="checkbox"/> ___sq. mt.
8	Membership no.	EPCH/MEM/
9	Renewal Fee Paid -2016-2017	YES <input type="checkbox"/> NO <input type="checkbox"/>
10	Status Of The Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization
11	Social Company	SC <input type="checkbox"/> ST <input type="checkbox"/> OBC <input type="checkbox"/> GENERAL <input type="checkbox"/>
12	Whether your organisation is owned by woman entrepreneur	Yes <input type="checkbox"/> No <input type="checkbox"/>
13	Are you a Manufacturer or Merchant Enterprises?	<input type="checkbox"/> Manufacturer Exporter <input type="checkbox"/> Merchant Exporter/Service Provider
14	Investment in plant & Machinery (in case of manufacturer)	<input checked="" type="checkbox"/> Upto Rs 25 Lakhs <input type="checkbox"/> <input checked="" type="checkbox"/> From Rs 25 Lakhs to 5 crore <input type="checkbox"/> <input checked="" type="checkbox"/> From 5 crore to 10 crore <input type="checkbox"/>

		<input checked="" type="checkbox"/> Above 10 crore <input type="checkbox"/>						
15	PAN (Income Tax Permanent Account No.)							
16	CIN (Corporate Identification No)							
17	IEC Number							
18	Name of Proprietor / Partners / Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./Pvt. Ltd Co.]	NAME			Director Identification No. [DIN]			
19	Name & Designation of the Person who is / are Traveling for the Event. [Please enclose the 1 st & last page of passport for visa purpose.]	Name of person	Designation	Passport No.	Date of Issue	Date of Expiry		
20	PRODUCTS TO BE DISPLAYED	LIST OF HS CODE IS ENCLOSED ** HS CODE [IT IS MANDATORY]						
21	Export Performance of Handicrafts Items only AMOUNTS IN RS [LAKH]	2016-2017		2017-2018		2018-2019		
22	HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [IF YES] PELASE TICK]	2015 <input type="checkbox"/>		2016 <input type="checkbox"/>		2017 <input type="checkbox"/>		2018 <input type="checkbox"/>

1.	<p>SPACE BOOKING</p> <ul style="list-style-type: none"> • 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. • 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 debarring the participation from the future participation in EPCH's event
2	<p>ALLOTMENT OF SPACE TO THE PARTICIPANTS</p> <ul style="list-style-type: none"> • EPCH reserves the right to select the participants.
3	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> • 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>However, Part-Refund of participation fee will be considered in case where:</p> <ul style="list-style-type: none"> • 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. • 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.
4	<p>VISA</p> <ul style="list-style-type: none"> • 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. • 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.
5	<p>GENERAL</p> <ul style="list-style-type: none"> • Only goods of Indian origin will be allowed for display at India Pavilion. • In case representative of the participants will not report at booth during the show. 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. • Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organisers. • 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 fair. Compliance with this rule will be one of the criteria for selection of the participants for future of EPCH programmes. • Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers. • 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. • 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 at exhibition venue at least one day before the opening of exhibition. • All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance,

- etc. will be borne by the participants themselves.
- In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase 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

GENERAL EXHIBITOR RULES

BANK DETAILS FOR PAYMENT BY RTGS/NEFT	Beneficiary: Export Promotion Council for Handicrafts Address: 'EPCH House", Pocket 6 & 7, Sector – C, LSC, Vasant Kunj, New Delhi. 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 RTGS / Demand Draft No. _____ Dated _____ for Rs.1,50,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in AF-L'Artigiano in Fiera, Milan, Italy to be held from **30th November to 8th December 2019**.

Place:

Signature & Stamp:

Date:

Name:

Designation:

- Encl. 1. RTGS No. / Demand Draft of participation charges
 2. Two product photographs

**FACT SHEET
OF**

“AF-L'Artigiano in Fiera, Milan, Italy to be held from 30th November to 8th December 2019

NAME OF EXHIBITION	AF-L'Artigiano in Fiera, Milan, Italy	
FAIR DATE	30th November to 8th December 2019	
EXHIBITION VENUE	Fieramilano Rho-Pero, Milan (ITALY)	
ORGANISER	Organiser - Ge.Fi. S.p.A., Viale Achille Papa, 30 – 20149 Milano	
EXHIBITORS PROFILE	GIFTS & SOUVENIRS	DECORATIVE AND AROMATIC CANDLES,
	HANDICRAFTS	CANDLEHOLDERS, AROMA LAMPS
	INTERIOR DECORATION	POSTCARD-HANDMADE PAPER PRODUCTS
	HOME TABLEWARE	GIFTS – WRAP & PACKAGING
	TABLEWARE DÉCOR	TEXTILES BASED HANDICRAFTS
	KITCHENWARE	HOME TEXTILE
	LAMP & LIGHTING	CHRISTMAS & FESTIVE DECORATION
	SILVER ARTICLES	FASHION JEWELLERY,
	DECORATIVE CERAMICS, GLASSES, AND METALWARES	FASHION ACCESSORIES
	PHOTO ALBUMS, PHOTO FRAMES, PICTURE FRAMES	SCARVES, SHAWLS, STOLES
	CLOCK & WATCHES	BAGS & HANDBAGS
INCENSES AND AROMATHERAPY	ARTICLE MADE TO ORDER	
SALE	Retail Sale Allowed	

SIZE OF STAND	Stands in size of 12,15 sq. mtrs. (Subject to availability by the show organisers)
CHARGES PER SQ. MTR.	➤ The Council invites the application @ <u>Rs.29,000/-</u> per sq. mtr for standard booth package.
Last date of submission of application	First-cum-First basis
EPCH Contact:	Ms. Mani Gupta Tel: +91 11 26135256 (Extn: 121) E-mail: mani.gupta@epch.com

As per MSME scheme guidelines, there shall be a “Score Card” for MSME units applying for this international fair. The minimum qualifying score/points should be 60% of the Score Card. The applicant will ensure that information furnished in the Score Card is correct and nothing has been concealed. Submission of score card form is mandatory for all applicants (member exporters).

Annexure-III

Score Card for selection of MSMEs for participation in International Exhibition/ Fair (Total Score – 65 Points)

Name of MSME Unit & UAN No.....

Sl. No.	Subject	Scoring methodology	Points allocation (to be filled up by MSME unit or applicant organization)
1.	Frequency of participation of a Unit in a trade fair during the last 5 financial years.	First time participation – 10 Second time participation – 02 Third time participation – 0	
2.	Proprietor of enterprise	Woman belonging to SC/ST – 10 SC/ST – 09 General – 08	
3.	Location of unit	NER region – 05 Other – 04	
4.	Remote location of unit	Located in rural area – 10 Located in city – 08 Located in metropolitan city – 06	
5.	Quality of products manufactured	ISO certified – 05 Non-ISO certified – 03	
6.	Innovative / patented product/technology	Patented – 05 Non-patented – 04	
7.	Category of enterprise	Micro – 10 Small – 08	
8.	Objective of unit for the participation in a trade fair	B2B engagements/ opportunities/ meetings – 10 Retail sale of products – 05	
	Total:	---	

This is to certify that the score card details given above are correct and nothing has been concealed.

(Signature of authorized signatory)

Name.....

Designation.....

Date:.....