



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-70.

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No. EPCH-4/2(1)/2020-IHGF/AUTUMN/VIRTUAL

Dated: 07-09-2020

Urgent – For Immediate Attention

Subject:- 50th IHGF Delhi Fair Virtual “AUTUMN Edition” from 04 to 09 November 2020 – Application Reg.

Dear Member(s),

As the current situation is still not conducive for Physical Exhibition(s) and travel restrictions still in place, the Export Promotion Council for Handicrafts is introducing its **50th Edition** of the **IHGF Delhi Fair – Autumn 2020 as a Virtual Fair**. The Council and its members have had a rich experience of Virtual Exhibitions with the successful organization of IFJAS 2020 Virtual Fair & IHGF Textiles Virtual Fair in June 2020 and the IHGF Delhi Fair Virtual organized on a large scale from 13 – 19 July 2020 with over 1300 exhibitors.

Applications are invited from members for the IHGF Delhi Fair Autumn 2020 to be held from 04 – 09 November 2020 and can be submitted online through their **Member Login** on the EPCH Online Portal www.epchonlineportal.in and click on **Fair Application** to fill in the application form and submit online. Pl. generate a .pdf of the application form for your records.

The last date for submission of application is 21st September 2020 (Monday). For any information or any query, members can send email on mukesh.sharma@epch.com or ihgf@epch.com or call mob. 9958882464 / landline - 011-26135256 (extension 109 or 110).

The details of the IHGF Delhi Fair Autumn 2020 application form, terms & conditions & related information is enclosed in the factsheet.

Best Regards,

Yours Sincerely

(R. K. VERMA)
Executive Director

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
50th IHGF Delhi Fair Virtual “AUTUMN Edition” from 04 to 09 November 2020

FACT SHEET & TECHNICAL REQUIREMENTS

1.	<p>APPLICATION FOR PARTICIPATION</p> <ul style="list-style-type: none"> Members can submit their application online through their Member Login on the EPCH Online Portal www.epchonlineportal.in Application can only be submitted online and the last date for submission of application is 21st September 2020 The participation charges for the IHGF Delhi Fair Autumn 2020 Virtual are Rs. 12500 + 18% gst = Rs. 14750/- Submission of application to EPCH does not automatically confer a right for confirmation of participation. Approval of application will rest with EPCH. The Virtual Booth confirmed to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of Virtual Booth is not permissible. Violation of this clause may lead to deactivation of the Virtual Booth and debarring the participation from the future participation in EPCH’s event
2	<p>DESIRABLE FOR EXHIBITORS FOR PARTICIPATION IN VIRTUAL FAIR</p> <ul style="list-style-type: none"> The member(s) to have a fully functional website so as to enable the member to display their product range through the website only and it will be the sole discretion of the member to expose his products to the individuals whom he / she deems fit. Further, in case, the exporter do not have a website, he / she is advised to display products with password protected brochures / catalogues or if they wish they may display their products / brochures which they consider would encourage the buyer to visit their booth and interact with them. However, the exhibitor will have the full responsibility of any download by the buyer of his / her products brochures / catalogues. The member(s) to have minimum digital literacy of browsing websites, writing emails, making video calls, uploading pictures & videos, clearing history (removing cookies), download analytics and reports, etc. The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb only per exhibitor. <p>Important: The participation in a virtual fair is not comparable with the participation in a physical fair as both are two different mediums having their own pros & cons. In its endeavor to provide viable marketing platform during the current pandemic, the Council has initiated virtual fairs to facilitate members to interact and transact business with the buyers from across the globe. The exhibitors are solely responsible for the information displayed in their virtual booth in the shape of brochures / catalogues / video’s.</p>
3	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> Members may please note that after confirmation of participation, withdrawal will not be allowed and the amount deposited along with application will be forfeited.
4	<p>VIRTUAL BOOTH</p> <ul style="list-style-type: none"> The Virtual Booth is a digital module with features that enable you to interact with your buyers. It enables the participants to host images, brochures, data sheets, videos and embed website, video and social media links with the Virtual Booth. Further, a dedicated live link can also be embedded with the Virtual Booth for live chats and video conferences with the buyers.
5	<p>REQUIREMENTS FROM EXHIBITORS TO POPULATE THE VIRTUAL BOOTH I.E., CONTENT UPLOAD (The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb per exhibitor)</p> <ul style="list-style-type: none"> About Us (.pdf file) Intro Video / YouTube or Website Link Contact Us (Can be a 1 page hyperlinked .pdf image) Product Catalogues (.pdf file) – can be made password protected Product Video 1 / YouTube / Website / Social Media Links <p>Note:- Once your participation is approved by the Council, you need to upload your contents in the Membership Portal)</p>

BANK DETAILS FOR PAYMENT BY RTGS/NEFT	<p>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</p>
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