



# 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(19)/2014/AF-L'ARTIGIANO

September 1, 2014

To: **All Member(s)**

**SUBJECT: AF-L'ARTIGIANO IN FIERA - 19<sup>th</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION, MILAN (ITALY) FROM 29<sup>TH</sup> NOVEMBER - 8<sup>TH</sup> DECEMBER, 2014**

Sir/Madam,

AF-L'ARTIGIANO IN FIERA (AF-L') is the biggest international retail trade event dedicated to arts and crafts. AF-L' started in year 1996 is organized with a clear objective to focus on handicrafts and the handmade products with the view to i. Sell Directly ii. Try out new products on the market. In 2013, nine main pavilions under which 2900 exhibitors from 113 countries had displayed their wide variety of Art & Crafts about whereas more than 3 million people visited the fair. The exhibition is open to general public and trade visitors both for spot booking and retail and sale. As many as 113 Indian exhibitors displayed their products in last show.

The Council is participating alongwith India Trade Promotion Organization [ITPO] in 19<sup>th</sup> AF-L' Artigiano in Fiera, Milan (Italy) to be held from 29<sup>th</sup> November – 8<sup>th</sup> December 2014 and inviting applications from the interested member exporters and providing built up booths on a highly subsidized participation to the member exporters. ITPO has offered the cost Rs. 23,500/-per sq. ft to the Council. The Council is offering participation **on highly subsidized charges @ Rs.20,200/- per sq. mtr to member exporters**. Stands in size of 12 and 16 sq mtr and Charges for 2 sides open booth shall be 15% extra (as participation cost of ITPO). **No subsidy/MDA/MAI will be disbursed to member exporters in this fair as the participation charges have been subsidized by the Council.**

Above participation charges are including limited standard display aids, lighting, furniture, fascia, carpet as provided by ITPO. Rest of the additional display aides shall be arranged by participants, at their own cost directly from the contractors. The selected participants will make their own arrangements and expenses towards Travel, hotel accommodation, Shipment/Clearing, Customs Duties of exhibits, Visa etc.

The Council/organizer reserves the right to selection of participants. The Council and ITPO issue visa recommendation letter in favor of participating organisation (Proprietor / Partners/ Directors / Chief Executive /senior level officer only). EPCH shall not be liable in case of visa is not granted by the concerned Embassy.

Interested members are requested to submit their application as enclosed alongwith advance payment of Rs.1,00,000/- by way of RTGS as details given in the EPCH application form or demand draft drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi. The exhibitors will be informed to deposit the balance participation charges after selection. In case of withdrawal of participation after the selection by the Council, the application money will be forfeited. The last date for submission of application and advance payment is **20<sup>th</sup> September, 2014.**

Thanking You,

Yours faithfully

**[R.K.VERMA]**  
DIRECTOR

Encl.: As above.

**FACT SHEET**  
**of**  
**“AF-L’ARTIGIANO IN FIERA**  
**19<sup>th</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION”**  
**MILAN (ITALY)**  
**FROM 29<sup>th</sup>NOVEMBER – 08<sup>th</sup>DECEMBER, 2014**

**NAME OF THE FAIR** : AFL ARTIGIANO IN FIERA-2014

**DATE** : 29<sup>th</sup> NOVEMBER – 08<sup>th</sup> DECEMBER 2014

**VENUE** : Fiera Milano -New Exhibition Centre –Rho Milan, Italy

**ORGANISER** : Ge.Fi. SPA–VialeAchille Papa, 30 – 20149 Milano,

**VISITORS** : More than 3 Million Buyers

**EXHIBITORS PROFILE** : Exhibiting profile  
- HANDICRAFTS  
- TABLEWARES  
- HOME FURNISHINGS TEXTILES  
- KITCHENWARE  
- HOME DECOR  
- GIFTS WARE  
- INTERIOR DECORATION ITEMS  
- FURNITURE & LIGHTING  
- FLOWER DECORATION  
- FASHION JEWELLERY  
- GLASSWARE  
- CHRISTMAS DECORATION

**SALE** : **RETAIL SALE ALLOWED**

**SIZE OF STAND** : Stands in size of 12 and 16 sq mtr  
(Subject to availability by the show organiser)

**CHARGE PER SQ. MTR.:** **Rs. 20,200/- per sq. mtr.**  
(15% extra charges for 2 sides open (as participation cost of ITPO) i.e. Rs 3,525/- per sq.mtr.)

No subsidy/MDA/MAI will be disbursed to member exporters in this fair as the participation charges have been subsidized by the Council.

The charges will include space rent, built-up booth with carpet, lights & name fascia, limited display aids as provided by ITPO, entry in official fair directory and cost of publicity by the Council.

Last Date for Submission of Application: **20<sup>TH</sup> SEPTEMBER 2014**

**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

Application for

**AF-L'ARTIGIANO IN FIERA, 19th INTERNATIONAL CRAFTS SELLING EXHIBITION**

Milan, Italy from 29<sup>th</sup> November – 08<sup>th</sup> December 2014

Last Date for submission: 20<sup>th</sup> September 2014

1	Name of the Organization:			
2	Import Export Code No.			
3	EPCH Membership No.			
4	Address for Correspondence			
5	Telephone	City code -	-	Number
6	Mobile			
7	Fax	City code -	-	Number
8	Email			
9	Website			
10	Status of the Company	<input type="checkbox"/> Proprietorship	<input type="checkbox"/> Partnership	
		<input type="checkbox"/> Pvt. Ltd.	<input type="checkbox"/> Limited	
11	PAN No.			
12	TAN No.			
13	Name & Designation of the Person Traveling for the Event	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.		
14	Space to be booked	<input type="checkbox"/> 12 <input type="checkbox"/> 16 (Subject to availability by the show organizer)		
15	Side open	<input type="checkbox"/> One Side Open <input type="checkbox"/> Two Sides Open		
16	Products to be Displayed (Enclose 02 photographs)			
17	Account Details of EPCH for receiving RTGS transfers	<p><b><u>Name of the Beneficiary:</u></b></p> <p align="center"><b>EXPORT PROMOTION COUNCIL FOR HANDICRAFTS</b></p> <p><b>Beneficiary Address:</b> "EPCH HOUSE" Pocket 6 &amp; 7, Sector-C, L.S.C. Vasant Kunj, New Delhi-110070</p> <p><b>Bank Name :</b> ORIENTAL BANK OF COMMERCE  <b>Branch Name :</b> MAHIPAL PUR , NEW DELHI - 37  <b>Current Account No:</b> 00291010002970  <b>RTGS/IFSC Code No:</b> ORBC 0100029  <b>Branch Code:</b> 0029</p>		
18	Export Performance of Handicrafts items only	<b>2011-12</b>		<b>2012-13</b>
				<b>2013-14</b>

## TERMS AND CONDITIONS

### 1. Space Booking:

Application in prescribed format for participation in overseas activities of the Council to be submitted within the prescribed date for booking of space.

### 2. Allotment of space to the Participants:

The Council reserves the right to select the participants. Submission of application for booking of space does not confer a right for allotment of space.

### 3. Withdrawal & Refund of Participation Fee:

No refund will be considered once the participation has been confirmed by the Council. Members may please note withdrawal after selection will not be allowed. If withdrawn, the amount deposited by the applicants towards their participation shall be forfeited

### 4. Visa:

- i) 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.
- ii) The approval of participation does not confer any right for grant of visa. No claim for refund of participation charges would be entertained on account of denial/delay of visa
- iii) Since spaced booked on behalf of the participating company, therefore, Council has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., therefore, it will not be possible to consider any refund request on account of denial of visa/delay of visa.

Name of the Company / Organisation	Name of the Representative(s)	Date of Birth	Passport No.	Date of Issue of Passport	Date of Expiry of Passport	Place where application to be filed for visa invitation

### 5. General:

(i) Only goods of Indian origin will be allowed for display at India Pavilion.

(ii) The spaced allotted to the approved participants is to be exclusively used by them for display of their exhibits. Subletting of space is not permissible. Violation of this clause and the code of conduct of the exhibitor may lead to cancellation of space allotted, forfeiture of space rent and debarring the member exporter from the future participations.

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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.1,00,000/-** (RS. One Lakh ONLY) drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in AF 'L ARTIGIANO IN FIERA, 19<sup>th</sup> International Craft selling exhibition 29<sup>th</sup> November -08 December 2014, Milan, Italy.

Place: \_\_\_\_\_ Signature & Stamp: \_\_\_\_\_

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

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

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

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