



संदर्भ : 1/Misc./ITPO/DGM(Fin)/2011-12  
दिनांक : February 08, 2012  
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Reference : 1/Misc./ITPO/DGM(Fin)/2011-12  
February 08, 2012  
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Subject: **House & Gift Fair, South America Sao Paulo, Brazil, August 24-28, 2012.**

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO) will be organizing India's 5<sup>th</sup> national level participation in House & Gift Fair at Expo Centre Norte, Sao Paulo (Brazil), August 24-28, 2012 which is the economic capital of the country.

This year the above fair has been approved under MDA scheme of Department of Department of Commerce. As per MDA scheme of Department of Commerce, the participating company is entitled to a grant up to Rs.1.80 lakhs under Focus LAC programme. MDA disbursement is subject to fulfillment of the eligibility criteria as laid down in MDA guidelines and also grant will be made subject to availability of funds of MDA from Department of Commerce. For further information on MDA please visit [www.commerce.nic.in](http://www.commerce.nic.in)

Brazil is one of the largest economies in South America. The show provides great opportunities for excellent business in Latin America covering with over 26 countries, receiving more than 45 thousand purchasing commercial establishments. This is a general exhibition covering all products and services related to - **Decoration accessories, Artificial flowers, Paintings and Frames, Tobacco shop items, perfume store, personal items, lighting accessories, external lighting, desk lamps, wall and ceiling lighting, living rooms, bedrooms, bathrooms, outside furniture, packaging, store equipment, office supplies, information technology, furnishing, finishing, Bar, tableware, casual tableware, kitchenware, barbecue, cleaning and home organization items, audio and video, portable electronic appliances, appliances (whiteline).** **Note: Garments & Home furnishing are not on the show's scope.** This is the 45<sup>th</sup> edition and professional house-wares fair made up of six exhibition halls which bring together Brazilian and International companies, manufacturers, importers and distributors, who interact with the market. This is a leading fair in the market in South America, and the 5<sup>th</sup> largest of the world in its sector. It is the ideal place to publicize your brand image, analyze the competition, step up sales, launch products, get to know the market trends, expand your network of contacts.

The trade fair is widely publicized both domestically and internationally. Approximately one million pieces are printed and distributed just in Brazil to over 110,000 companies, the potential consumers of these products, which make up Grafite's ( Fair authority ) relationship mailing list. Approximately, 30 specialized magazines, Brazilian and foreign, post ads about the event, totalling 350,000 copies, distributed on all five continents. Grafite advertises on the radio and uses billboards as alternative media support, in addition to exhibiting in the main trade fairs in the sector, globally, reaching out to buyers in over 100 countries.

The participation charges are to be Rs.17500/- Per Sqmt + 10% extra for Corner Stand Charges. However, Corner Stand Charges are not applicable in the case of Govt Organisations including EPCs and participants who book two or more booths of 9 Sqmt stands. The stands are available in the modules of 9 sqm and multiples of 3 thereof. The package of services offered by ITPO will include built up stand having Back and Side walls, Grey Carpet on the Floor, 1 Spot Light for each 3 Sqmt of booth area, One Counter, One Round Table "Glass", Three Chairs, 9 linear meters of glass shelves (for booths bigger than 9 Sqmt, we add 2 linear meters shelves for each additional 3 Sqmt of booth area). Space will be offered on first cum first serve basis. The participants will have to make their own arrangements for dispatch, insurance and clearance of goods in India and Sao Paulo.

In case, you are interested to participate in this important and prestigious House & Gift Fair, South America, Sao Paulo (Brazil), you are requested to kindly confirm by E-mail: [pkj@itpo-online.com](mailto:pkj@itpo-online.com) followed by a completed application form along with advance participation charges of Rs.50000/- by demand draft in favour of India Trade Promotion Organization payable at New Delhi.

Your prompt action will help us in planning India Pavilion in a more efficient & effective manner to make your participation fruitful and memorable.

For further clarification, please feel free to contact the undersigned at **Room no 235, Pragati Bhawan, Pragati Maidan, New Delhi-110001**, Tel: +9111-23371671 or 23371540 extn. 254 or Mobile: +91 9811432790, Fax No.23371529, E-mail: [pkj@itpo-online.com](mailto:pkj@itpo-online.com)

Thanking you,

Yours faithfully,

(P.K.JINDAL)  
Deputy General Manager