



INDIA TRADE PROMOTION ORGANISATION

(A Government of India Enterprise)
Bharat Mandapam, New Delhi-110001

FACT SHEET

1.	Name of the event	AF-L'Artigiano in Fiera 28th International Crafts Selling Exhibition, Fiera Milano, Milan (Italy)	
2.	Schedule of the Fair	November 30 – December 8, 2024 (09 days)	
3.	Location of India Pavilion	Asia Hall (Pavilion 10), Fiera Milano Rho-Pero, Milan (Italy)	
4.	No. of companies/visitors	It is one of the most important Business to Consumer (B2C) event in the world dedicated to crafts and small businesses with 3000 stand, over 10,00,000 visitors and more than 100 countries present.	
5.	Status of India at the Show	National Level Participation	
6.	Fair Timings	10.00 a.m. to 10.30 p.m. every day	
7.	Products on display	<ul style="list-style-type: none">• Giftware and fancy goods: Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver• Clothing and accessories: Leather, Woven, Other materials, bags etc.• Furnishings and fittings: Curtains, Carpets and Rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures• Gold and jewellery: Gold and silver, Semi-precious stones, Costume jewellery etc..• Leather and Leather Products.	
8.	Special Feature	Most popular fair in Italy and South Europe takes place just before Christmas and New Year, Very good potential for Indian handicrafts, home furnishing, carpets, leather & leather products and gifts items, etc. Retail sales permitted subject to local rules and regulations.	
9.	Participation Charges	<u>Participation charges (Shell Scheme) under MAI scheme</u> <ul style="list-style-type: none">• Rentals are under finalization as MAI grant is still awaited. However, the tentative rental is Rs. 22,500/- per sqm (Rs. 2,70,000/- for 12 sqm booth).• Companies having valid IEC, 6-digit HS Code, PAN, DIN, GST, etc. are eligible for MAI subsidy.• The company which has already availed MAI subsidy for three previous participations in the same event or in any three events in FY 2024-2025 will also not be eligible for MAI subsidy.• Booking of space will be on first come first serve basis.• Only one booth up to 12 sqm. will be allocated under MAI rentals. Additional area will be charged non-MAI rentals. <u>Participation charges (shell scheme) without MAI subsidy:</u> Tentative participation charges for the companies without valid IEC number, 6-digit HS code, PAN, and Govt. organization etc. will be Rs. 40,000/- per sqm, Rs. 4,80,000/- for 12 sqm booth.	
10.	Space Booking	Booking of space will start from Tuesday, 6th August 2024 from 10.00 a.m. The space can be booked with an advance payment of Rs. 1,00,000/- through RTGS/NEFT. Allotment of space will be on first come first serve basis. Payment received before 10.00 a.m. will be given the last seniority of the day.	
	Bank Detail	Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
		Name of the Bank	HDFC BANK LIMITED
		Branch Address	G-3/4, SURYA KIRAN BUILDING 19, KASTURBA GANDHI MARG NEW DELHI
		Account No.	00031110005078
		Type of Account	SAVING
		IFSC Code	HDFC0000003
11.	Booth Size	Stands Booth Size 12sqm, corner booth subject to availability.	
12.	Contact Person	Aniket, Senior Manager aniket@itpo.gov.in , Tel: 9891103468	Chander Vir Singh Rawat, Asstt. Manager cvsrawat@itpo.gov.in , Mob: 9871198758
		India Trade Promotion Organisation, Bharat Mandapam, New Delhi-110001	



INDIA TRADE PROMOTION ORGANISATION

**AF-L'Artigiano in Fiera - International Crafts Selling Exhibition, Milan (Italy)
November 30 - December 8, 2024**

Application for participation

1	Name of the Registered Firm/Company	
2	Registered Address	
3	Type of Organization (Proprietorship/ Partnership/Company/Govt. Orgn)	
4	Phone/Mobile	
	Mobile	
5	Fax (with STD code)	
6	e-Mail:	
7	Website:	
8	Name of Proprietor/Director/Partner	
	Designation	
9	Name of Participant	
	Designation	
10	Import Export Code (IEC) (please enclose copy)	
11	PAN No. (Please enclose copy)	
12	GSTIN (please enclose copy)	
13	DIN	
	CIN	
14	Are you registered with (MSME/NSIC)?	
	If yes, please attach self attested copy of Registration Certificate:	
14	Membership of EPC/Commodity Board. If yes, indicate name:	
15	Women Entrepreneur	
16	Category (SC, ST, General, Woman)	
17	Exporters from North-Eastern Region, J&K, Ladakh & Hill Areas	
18	No. of events with MAI Support during Current Year	
19	Whether participated in the same event previously with MAI support (Yes/No). If yes, number of times.	
20	Total turnover of Company FY 2023-24 (INR)	
21	Export turnover FY 2023-24 (INR)	
22	Space requirement (in sqm.)	
23	Corner booth (Subject to availability)	
24	Addl. display facilities, if any (on payment basis)	

25	Participation details: UTR No..... Dated..... Bank Name/Code.....	Rs..... In words (.....
26	Products for display including HS code (upto 6 digits) for the product:	
27	Brief profile of company (attach sheet if required)	

We have read the Rules & Regulations of participation and we agree to abide by the same.

Place :

Date :

Signature of Authorised Signatory

Name

Designation

(Company Seal)

Please complete and return this form to:

Mr. Aniket

Senior Manager (Finance)

India Trade Promotion Organisation Pragati

Bhawan, Bharat Mandapam, New Delhi-

110001

Mobile Tel: 9891103468

Email: aniket@itpo.gov.in

OR

Mr. Chander Vir Singh Rawat

Assistant. Manager

India Trade Promotion Organisation Pragati

Bhawan, Bharat Mandapam, New Delhi

Mobile Tel: 9871198758

Email: cvsrawat@itpo.gov.in

RULES AND REGULATIONS FOR PARTICIPATION

**AF-L'Artigianoin Fiera, Milan (Italy)
November 30 - December 8, 2024**

1. **Policy for booking and allocation of Space** Right for allocation of booths reserved with ITPO. However, allotments shall be done after meeting all mandated requirements and upon receipt of full payments only. Date of advance payment shall be deemed final for considering seniority.
2. **Participation Charges**: Per sqm charges for Shell Scheme
 - a. Rs. 22,500/- per sqm (Tentative) under MAI Scheme
 - b. Rs. 40,000/- per sqm (Tentative) under Non MAI scheme
3. **Tax Deduction at Source (TDS)** Applicants will have the option of deducting the TDS by them. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. In addition, participant will submit an Affidavit with respect to same.
4. **Approval Letter** Approval letter for participation in the exhibition shall be issued after fulfilment of following conditions by the applicants: (i) Receipt of duly filed application (ii) 100% payment towards participation (iii) Documents as specified.
5. **Cancellation and Refund of Application Money/Space Rent** Requests for refund of amount shall be processed under the rules, after the closure of the Event. (A) Full refund is allowed when: (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate. Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:
 - A. After allotment of booth, refund will be allowed only if the cancelled booth is allotted by ITPO to other exhibitor as per following conditions.
 - a. Cancellation request made 45 days or less before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
 - b. Cancellation request made between 45 days and 90 days before the start of the event (the start day will not be included), 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.
 - c. Cancellation request made before 90 days of the start of the event (the start day will not be included), 100% of the application money deposited will be refunded, irrespective of the date of allotment of stall.
6. **Arbitration** All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Both the parties (i.e. ITPO and the applicant) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising out of the participation/application (except as to matters, the decision to which is specifically provided under this Terms and Conditions document) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties. The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator shall be paid equally by both the parties.
7. **Terms and conditions :-**
 - a. Dispute Regarding Quality Problems etc.: ITPO shall not be a party to any disputes arising out of quality problems.
 - b. In case ITPO is put to any loss for any act of omission and/or commission of / by the participant, ITPO shall be made indemnified by such participant.
 - c. Unauthorized Occupation of Space: Unauthorized occupation of any space- inside the hall

including passages or outside the halls shall attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO.

- d. Deviation in Display Profile: The display of products other than that mentioned in their applications shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.
- e. Stall Alteration: No alteration of the size or position of an exhibitor's stall is permitted. ITPO, however, reserves the right to modify the layout of stalls sites and gangways.
- f. Passage: Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Non-compliance shall attract penalty.
- g. Temporary Staff: ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/hostesses by the participants.
- h. Attendance at the stand: No stand should be left unattended during the exhibition hours. The participants will not carry out any activity, which in the opinion of ITPO amounts to nuisance or annoyance. ITPO shall have the right to take remedial action as deemed fit, in such cases.
- i. Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- j. The space allotted to the approved participants is to be exclusively used by them for Sale/Display of the exhibits as approved by ITPO. Subletting of space is not allowed. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent paid to ITPO and debarring the participation from the future participation in ITPO's events.

8. Visa:

- a) A Notarized Affidavit (executed on a stamp paper of Rs.50/-) as per Annexure-III is required before issuing Visa Recommendation letter.
- b) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendation letter to the concerned Mission for obtaining visa.
- c) Visa recommendation letter will be issued only in favour of the Chief Executive / Proprietor / Senior Level Officer dealing with exports of the Company who can take on the spot decision.
- d) ITPO shall not be liable, in case the concerned Mission of the host/transit country denies visa to a representative of the participating Company for any reason.
- e) Since ITPO, 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.
- f) The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
- g) Applicant is requested to apply for visa well in time.

9. General:

- a. Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- c. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.
- d. Being MAI event, participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- e. All expenses for travel to & fro, and stay abroad including

boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.

- f. 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.
- g. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- h. In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- i. ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

DECLARATION

We have studied and understood the rules and regulations for participation carefully and agree to abide by the same.

Signature of the Authorized Representative(s).....

Name:.....

Designation:.....

(Company Seal)

Place:.....

Date:.....

AFFIDAVIT

(To be executed on stamp paper of Rs. 50 and attested by Notary)

I,.....aged years, son/daughter/wife
of.....Resident of
..... being
theproprietor/partner of the (name of the
Co.)..... having its office at
.....
do solemnly affirm and declare as under:

That our company M/sis participating in
AF-L'Artigiano in Fiera, Milan (Italy) scheduled to be held from Nov. 30 –Dec. 8, 2024

1. That our company will be represented at the exhibition by
(i) Mr./Ms.....Designation
(ii) Mr./Ms Designation
who has / have good background in the field of products being displayed by
our company.
2. That the above official(s) needs to apply for Business visa to enter **Italy** as per
governing law of the land. You are requested to issue the Business Visa
recommendation letter accordingly.
3. That the above official (s) will return to India after the conclusion of the fair and
submit a proof of his/her arrival, wherever necessary. We agree that if the
representative(s) don't return to India, the company may be blacklisted by
ITPO and appropriate legal action may also be taken by ITPO.
4. That our company will bear his/her /their cost of air-travel and boarding
& lodging expenses in **Italy**.
5. That our company will adhere to all the rules and regulations of fair
authorities as well as ITPO for participation in the above fair.

DEPONENT

VERIFICATION

Verified at New Delhi on thisday of2024 that
the contents of the above said affidavit are true and correct to the best of my
knowledge and belief.

DEPONENT