



## INDIA TRADE PROMOTION ORGANISATION

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

### FACT SHEET

1.	Name of the event	<b>AF-L' Artigiano in Fiera 28<sup>th</sup> International Crafts Selling Exhibition, Fiera Milano, Milan (Italy)</b>	
2.	Schedule of the Fair	<b>November 30 – December 8, 2024 (09 days)</b>	
3.	Location of India Pavilion	<b>Asia Hall (Pavilion 10), Fieramilano Rho-Però, Milan (Italy)</b>	
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	<b>10.00 a.m. to 10.30 p.m. everyday</b>	
7.	Products on display	<ul style="list-style-type: none"><li>• <b>Giftware and fancy goods:</b> Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver</li><li>• <b>Clothing and accessories:</b> Leather, Woven, Other materials, bags etc.</li><li>• <b>Furnishings and fittings:</b> Curtains, Carpets and Rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures</li><li>• <b>Gold and jewellery:</b> Gold and silver, Semi-precious stones, <i>Costume jewellery etc.</i></li><li>• <b>Leather and Leather Products.</b></li></ul>	
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. <b>Retail sales permitted subject to local rules and regulations.</b>	
9.	Participation Charges	<b><u>Participation charges (Schell Scheme) under MAI scheme</u></b> <ul style="list-style-type: none"><li>• Rentals are under finalization as MAI grant is still awaited. However, the tentative rental is Rs. 22,500/- per sqm (under MAI scheme).</li><li>• Companies having valid IEC, 6-digit HS Code, PAN, DIN, GST, etc. are eligible for MAI subsidy.</li><li>• 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.</li><li>• <b>Booking of space will be on first come first serve basis.</b></li><li>• Only one booth upto 12 sqm. will be allocated under MAI rentals. Additional area will be charged non-MAI rentals.</li></ul> <b><u>Participation charges (shell scheme) without MAI subsidy:</u></b> 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.	
10.	Space Booking	<b>Booking of space will start from Tuesday, 6<sup>th</sup> August 2024 from 10.00 a.m.</b> 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 BUILDING19, KASTURBA GANDHI MARG NEW DELHI
		Account No.	00031110005078
		Type of Account	SAVING
		IFSC Code	HDFC 0000003
11.	Booth Size	Stands Booth Size 12 sqm, corner booth subject to availability.	
12.	Contact Person	Aniket, Senior Manager <a href="mailto:aniket@itpo.gov.in">aniket@itpo.gov.in</a> , Tel: 9891103468	Chander Vir Singh Rawat, Asstt. Manager <a href="mailto:cvsrawat@itpo.gov.in">cvsrawat@itpo.gov.in</a> , Mob: 9871198758
		India Trade Promotion Organisation, Bharat Mandapam, New Delhi-110001	