No.5(7)/2016-MDA  Dated: 14.07.2016

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in the Fiera del Levante, Bari (Italy), September, 10-18, 2016 being organized by ITPO, New Delhi

Sir/ Madam,

The Office of DC (MSME) is participating in the said fair being organized by ITPO, New Delhi for covering wide range of products.

2. The exhibits to be covered in the exhibition are:-

| Products on Display | Multi-product Show – Handicrafts, garments, floor covering, textiles, kitchen wares, bathroom items, furniture, general gifts, personal accessories, home decoration, leisure items. |

3. The objectives of O/o DC (MSME)’s participation in this fair is to strengthen bilateral trade and to promote the exports of Indian products with fair host country. The participating MSEs will acquaint with new technologies available, negotiate with prospective buyers, generate business enquiries, obtain confirm export orders, etc.

4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having EM II or through Udyog Aadhar Memorandum(UAM) are only eligible. The eligible MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.30 lakh or actual rent paid, whichever is less. All categories of units will be provided 100% of economy class air fare subject to maximum Rs.1.25 lakhs or actual air fare paid, whichever is less (for one representative from each participating enterprise). Space would be provided by ITPO on the basis of first come first served & availability of space at Fair/Exhibition site.

5. The unit may apply at concerned MSME-DI. It is advised that MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the subject fair. The offer of participation to the unit would be available on the basis of first come first served. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf.

6. The facts for participation in the subject fair are tabulated below:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Important facts related to the fair</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
<td>Fiera del Levante, Bari (Italy)</td>
</tr>
<tr>
<td></td>
<td>September 10 – 18, 2016</td>
<td></td>
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<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for instant fair</td>
<td>India Trade Promotion Organisation</td>
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<tr>
<td></td>
<td></td>
<td>Pragati Bhawan, Pragati Maidan, New Delhi-110001,</td>
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<tr>
<td></td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Mr. Mohammad Yamin, Deputy Manager (Law)</td>
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<tr>
<td></td>
<td>Tel. No. 23371478 Mob. No. 9911370786 Fax: 23371492 E-mail: <a href="mailto:yamin@itpo.gov.in">yamin@itpo.gov.in</a></td>
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<tr>
<td></td>
<td>Minimum booth/ stall size provided by ITPO</td>
<td>The cost of booking 6 sq. mtrs. one side open booth/ stall is Rs. 93000.</td>
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<td></td>
<td>(The admissible space rent subsidy will be applicable for the minimum booth/ stall size. The space rent charges in excess of charges for the minimum booth size will be borne by the concerned unit)</td>
<td>There are no extra charges for corner booth.</td>
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<tr>
<td>d.</td>
<td>Mode of payment related details</td>
<td>Through RTGS/ NEFT. The details of the bank are as under:-</td>
</tr>
</tbody>
</table>
1. Name of the Beneficiary: INDIA TRADE PROMOTION ORGANISATION
2. Name of the Bank: HDFC BANK LIMITED
3. Branch Address: G-3/4, Surya Kiran Building, 19 Kasturba Gandhi Marg, New Delhi - 1100001
4. Account No.: 00031110005078
5. Type of Account: SAVING
6. IFSC Code: HDFC 0000003

| f. | Closing date for the submission of application | 31st July 2016 |
| g. | Other terms and conditions for the participation in the trade fair | ITPO will accommodate two MSEs in a booth of 12 sq. mtrs. Other Terms and condition are attached with this circular. |

7. MSME-Dls will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 31.07.2016.

8. After approval of DC(MSME), this office will issue a permission letter. On the basis of permission letter, MSEs will submit space rent charges for space booked by them directly to ITPO along with acceptance of Terms & Conditions of ITPO as mentioned at para 6(g).

9. ITPO will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, the issuance of visa to the unit is the sole discretion of the concerned Embassy.

10. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.

11. "Micro & Small entrepreneurs" are permitted for availing the benefit under revised MATU scheme guidelines for participation in the International Trade Fair only once in a financial year irrespective of the number of units they own. "However, it may please be noted that one representative cannot represent more than one MSE in a financial year”.

12. You are requested to assist, motivate and select the manufacturing MSEs as per display product profile as per scheme guidelines.

13. After the participation, the unit can claim the admissible subsidy for space rent and air fare by submitting the claim in prescribed format available with scheme guidelines at the link [http://dcmsme.gov.in/MATU_30616.pdf](http://dcmsme.gov.in/MATU_30616.pdf) at concerned MSME-DI within a period of two months from the closing day of the fair failing which it may be presumed that the unit is not interested in the reimbursement.

Enclosures: As above

Yours faithfully,

(A.K.Tamaria)
Deputy Director

Copy to: ITPO, New Delhi
**Terms & Conditions of ITPO for Participation in Fair Abroad**

1. **Space Booking:**
   Application in prescribed form for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 12 sq mtrs and in multiples of size (subject to availability).

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

3. **Refund of Participation Fee:**
   (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
   (ii) In the event of withdrawal 3 months before the start of the event, 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
   (iii) No refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. **Visa:**
   (i) ITPO, as a Trade Promotion Organization, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
   (ii) 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.
   (iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
   (iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company.

5. **General:**
   (i) Only goods of Indian origin will be allowed for display at India Pavilion.
   (ii) In the event of postponement/abandonment/cancellation of the Fair/Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
   (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Sub-letting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.
   (iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
   (v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
   (vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

(Signature)

Name & Designation of Proprietor of MSE

Date: ____________________