No.5(8)/2016-MDA


The Director,

All MSME-DIs

Sub: Participation of O/o DC (MSME) in the AF-L’ Artigiano in Fiera—21st International Crafts Selling Exhibition, Milan (Italy), Dec. 03-11, 2016 being organized by ITPO, New Delhi

Sirl/ 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:-

<table>
<thead>
<tr>
<th>Products on Display</th>
<th>Details</th>
</tr>
</thead>
</table>

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.1.00 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>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>AF-L’ Artigiano in Fiera – 21st International Crafts Selling Exhibition, December 03-11, 2016 Fieramilano Rho-Pero, Milan (Italy)</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for instant fair</td>
<td>India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan, New Delhi-110001,</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Mr. Devender Pal, Senior Manager Tel: 011-23371909 Fax: 011-23371122 Mob: 9810994832 Email: <a href="mailto:devenderpal@itpo.gov.in">devenderpal@itpo.gov.in</a></td>
</tr>
<tr>
<td>d.</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.</td>
</tr>
</tbody>
</table>
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.

No corner booths/stalls are available in 6 sq. mtrs. size.

e. Mode of payment related details

(i) Demand Draft in the name of India Trade Promotion Organization payable at New Delhi.
(ii) The details of the bank for RTGS/NEFT transfers are as under:

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 - 110001
4. Account No.: 00031110005078
5. Type of Account: SAVING
6. IFSC Code: HDFC 0000003

f. To whom DD/Banker’s Cheque be submitted

Mr. Devender Pal, Senior Manager
India Trade Promotion Organisation
Pragati Bhavan, Pragati Maidan
New Delhi- 110001

To whom DD/Banker’s Cheque be submitted

Mr. Devender Pal, Senior Manager
India Trade Promotion Organisation
Pragati Bhavan, Pragati Maidan
New Delhi- 110001

Closing date for the submission of application

September 30, 2016

h. Other terms and conditions for the participation in the trade fair

Terms and condition attached

7. MSME-DIs will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 30.09.2016.

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(h).

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 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

Copy to: ITPO, New Delhi

Yours faithfully,

(A.K.Tamaria)
Deputy Director
Terms & Conditions of ITPO for Participation in Fair Abroad

1. **Space Booking:**
   Application 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 9, 12, 15 and 16 sq mtr (and in larger size also) and as per availability in layout plan.

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.

Date: ____________________

(Signature)
Name & Designation
of Proprietor of MSE