



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070

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EPCH/4/1(10)/BSM/-2018

SEPT 21, 2018

To,

All Members,

**SUB: BUYER-SELLER MEET IN COPENHAGEN, DENMARK, 19-20 NOVEMBER'18 AND STOCKHOLM, SWEDEN, 22 – 23 NOVEMBER'2018 REG.**

Sir/Madam,

The Scandinavian countries have experienced rapid economic growth and are among the wealthiest in the world and have highly developed foreign trade.

**Denmark:** Denmark is a member of the European Union (EU); Danish legislation and regulations conform to EU standards on almost all issues. Danish enjoy a high standard of living and economy is characterized by extensive government welfare measures and an equitable distribution of income. The Danish economy is fundamentally strong, economic growth rates have averaged close to 3% and public finances have been in surplus.

The export of Indian handicrafts to Denmark stands at Rs 186.48 Crores (US\$ 28.94 Million) in 2017-18 as compared to Rs.177.63 Crores (US\$ 26.50 Million) in 2016-17. With comparison to previous year the exports of handicrafts to Denmark shows an increase of 4.98% in Rupees term and 9.19% in dollar terms. During the period major items exported to Denmark are Artmetalwares (24.61 Crores), Woodwares (32.64 Crores), Handprinted Textiles (15.83 Crores), Embroidered & Crocheted Goods (54.49), Shawls as Artwares (0.13 Crores), Imitation Jewellery (8.77 Crores), Attars and Aggarbatties (0.11 Crores) along with Miscellaneous handicrafts items (50.20 Crores) which amounts Rs 186.48 Crores as total of handicrafts items exported to Denmark.

**Sweden:** Sweden's high-performing economy has built its success on openness to global trade and investment. Reforms over the past two decades reduced the role of government and introduced market mechanisms that set the foundations for today's competitive economy. Sweden is ranked 12th out of 43 countries in the Europe region, and its overall score is above the world and regional averages.

The export of Indian handicrafts to Sweden stands at US\$ 29.03 Million (Rs 187.08 Crores) in 2017-18 which is 0.81% of India's total handicrafts export. However the exports of handicrafts to Sweden show an increase of USD 1.03 Million from US \$ 29.03 to 28.00 Million.

During the period; major items exported to Sweden are Artmetalwares (\$ 6.43 Million), Woodwares (\$ 2.83 Million), Handprinted Textiles (\$ 2.37 Million), Embroidered & Crocheted Goods (\$ 7.03 Million), Imitation Jewellery (\$ 1.06 Million), Attars and Aggarbatties (\$ 0.07 Million) along with Miscellaneous handicrafts items (\$ 9.24 Million) which amounts Rs 187.08 Crores as total of handicrafts items exported to Sweden.

In view the potential for expansion of trade with this region and the need to increase the interaction between the business entities, the Export Promotion Council for Handicrafts has planned the following activities in the region: -

Activity Name	Dates	Venue/Country
BUBUYER-SELLER MEET IN COPENHAGEN, DENMARK,	19-20 NOVEMBER'18	Comwell Conference Center Copenhagen Denmark
BUYER-SELLER MEET IN STOCKHOLM, SWEDEN,	22 – 23 NOVEMBER'2018	Hotel SCANDIC VICTORIA Stockholm, Sweden

**Fact Sheet** – Details enclosed.

The Export Promotion Council for Handicrafts is inviting applications from interested member exporters for participation in the above. **A highly subsidized participation charges of Rs.1,00,000/- per exhibitor to be contributed by each exhibitor. The following is included in above participation charges:**

1. Participation in **BUYER-SELLER MEET IN COPENHAGEN, DENMARK 2018** and **IN STOCKHOLM, SWEDEN, 2018.**
2. A booth of 6 sq. mt. to each participant with furniture & limited display aids.
3. Twin sharing basis hotel in Denmark and in Sweden for one representative of each participating company. The hotel facilities will be limited to only accommodation and any extra including food & beverages consumed will have to be paid by the participants directly.
4. In case, additional representative will be joining BSM, the additional actual cost for the accommodation will be required to be paid in advance to the Council
5. The participants will make themselves own arrangements of Air-Travel and Shipment of exhibits, shipment/Clearing, Customs Duties of exhibits, Visa, etc.
6. All the logistics arrangements etc. to be arranged directly by the participants at their own

The Council reserve the right to select the participants. The Council will facilitate visa recommendation letter in favour of the following representatives of the participating companies only - Proprietor / Partners/ Directors / Chief Executive /Senior Level Officer only. EPCH shall not be liable in case of visa is not granted by the concerned Embassy.

Interested members are requested to submit their application along with full participation fees of Rs. 1,00,000/- by way of RTGS as details given in the EPCH application form or through a demand draft drawn in favour of **Export Promotion Council for Handicrafts** payable at New Delhi latest by 5<sup>th</sup> October 2018. **In case of withdrawal after the selection of participation, the application money will be forfeited.** For any further information, you may contact Mr. Pankaj Khattar, email: [members@epch.com](mailto:members@epch.com), Tel: 011-26135256 Extn. 117 / 139 or Mbl: 9350202207.

Best Regards,

**(RAKESH KUMAR)**  
Executive Director

**Encl:** Application Form and Fact Sheet.

Note: Members can remit above participation charges through RTGS as per details given below:-

<b>Account Details of EPCH for receiving RTGS transfers</b>	<b><u>Name of the Beneficiary:</u></b> <b>EXPORT PROMOTION COUNCIL FOR HANDICRAFTS</b> <b>Beneficiary Address:</b> "EPCH HOUSE" Pocket 6 & 7, Sector-C, L.S.C. Vasant Kunj, New Delhi-110070 <b>Bank Name</b> : ORIENTAL BANK OF COMMERCE <b>Branch Name</b> : MAHIPAL PUR , NEW DELHI-37 <b>Current Account No</b> : 00291010002970 <b>RTGS/IFSC Code No</b> : ORBC 0100029 <b>Branch Code</b> : 0029
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## FACT SHEET

### “BUYER-SELLER MEET IN COPENHAGEN, DENMARK, 19-20 NOVEMBER’18 AND STOCKHOLM, SWEDEN, 22 – 23 NOVEMBER’2018

NAME OF THE FAIR	:	<b>BUYER-SELLER MEET</b>
DATE	:	<b>COPENHAGEN, DENMARK, 19-20 NOVEMBER’18 STOCKHOLM, SWEDEN, 22 – 23 NOVEMBER’2018</b>
VENUE	:	<b>DENMARK-Comwell Conference Center, Copenhagen  SWEDEN - Hotel Hotel SCANDIC VICTORIA, STOCKHOLM</b>
ORGANISER	:	EPCH
VISITORS	:	Expected wholesalers, departmental stores, importers and buyers
EXHIBITORS PRODUCT PROFILE:	:	- HANDICRAFTS - HOUSEWARE - HOME FURNISHINGS - ACCESSORIES - CHRISTMAS DECORATIONS & FLORAL SUPPLIES - GIFT PRODUCTS - JEWELLERY COSTUE & FASHION - COLLECTIBLES & SILVERWARE
SALE	:	<b><u>NO RETAIL SALE ALLOWED</u></b>
CHARGES	:	<b>Rs.1,00,000/- per booth of 6 sq. mtr.</b>

The charges will include space rent, built-up booth with carpet, lights & name fascia, limited display aids, entry in BSM official fair directory and cost of publicity by the Council. Charges for a 2 side open booth shall be 10% extra.

LAST DATE FOR SUBMISSION : **Friday, 5<sup>th</sup> October’2018**  
OF APPLICATION

#### **WHY EXHIBIT AT BUYER-SELLER MEET in Denmark and Sweden**

- **Reach a dedicated audience** of independents, department stores, online and mail-order retailers.
- **It’s a buying season**
- **Network with decision makers**
- **Draw new buyers to your stand**

# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Application for "BUYER-SELLER MEET IN COPENHAGEN, DENMARK, 19-20 NOVEMBER'18  
AND STOCKHOLM, SWEDEN, 22 - 23 NOVEMBER'2018

Last Date for submission: 5<sup>th</sup> October'2018

1	<b>Name of the Organization:</b>			
2	<b>**Import Export Code No.</b> <b>**HS Code for items to be display</b>			
3	<b>**EPCH Membership No.</b>			
4	<b>Address for Correspondence</b>			
5	<b>Telephone</b>	City code -	N u m b e r	
6	<b>Mobile</b>			
7	<b>Fax</b>	City code -	N u m b e r	
8	<b>Email</b>			
9	<b>Website</b>			
10	<b>Status of the Company</b>	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Pvt. Ltd.	<input type="checkbox"/> Partnership <input type="checkbox"/> Limited	
11	<b>PAN No.</b>			
12	<b>TAN No.</b>			
13	<b>Name &amp; Designation of the Representative Traveling for the Buyer Seller Meet</b>	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. Passport No..... Date of Issue ..... Date of Expiry..... (Enclose 1 <sup>st</sup> two pages and last page of Passport)		
14	<b>Space</b>	<input type="checkbox"/> 6 sq. mtr		
15	<b>Best Products you will be Displaying in above BSM</b>	<b>Forward four best product photos of products to be displayed</b>  <b>Such products will be used to invite buyers to BSM for meeting with you</b>		
16	<b>Account Details of EPCH for receiving RTGS transfers</b>	<b><u>Name of the Beneficiary:</u></b> <b>EXPORT PROMOTION COUNCIL FOR HANDICRAFTS</b> <b>Beneficiary Address:</b> "EPCH HOUSE" Pocket 6 & 7, Sector-C, L.S.C. Vasant Kunj, New Delhi-110070 <b>Bank Name :</b> ORIENTAL BANK OF COMMERCE <b>Branch Name :</b> MAHIPAL PUR , NEW DELHI-37 <b>Current Account No:</b> 00291010002970 <b>RTGS/IFSC Code No</b> ORBC 0100029 <b>Branch Code</b> : 0029		
17	<b>Export Performance of Handicrafts items only</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>

**\*\*Mandatory fields**

**Encl: ANNEXURE-I**

**EPCH PARTICIPATION TERMS AND CONDITIONS**

**1. SPACE BOOKING:**

- a) Participation application should be in prescribed format and be submitted within the prescribed date for booking of space.
- b) Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.
- c) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to EPCH and debarring the participation from the future participation in EPCH's events.

**2. ALLOTMENT OF SPACE TO THE PARTICIPANTS:** EPCH reserves the right to select the participants.

**3. WITHDRAWAL & REFUND OF PARTICIPATION FEE:**

Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited alongwith application will be forfeited.

However, Part-Refund of participation fee will be considered in case where:

- a) The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable.
- b) There is a change in the venue and date of an event, Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.

**4. VISA:** The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Senior Officer of the company.

Since EPCH, 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.

**5. GENERAL:**

- a) Only goods of Indian origin will be allowed for display at India Pavilion.
- b) In case representative of the participants will not report at booth during the show. EPCH reserve its right to obtain reason from participants for NO SHOW. In case EPCH is not satisfied with clarification of participants EPCH may initiate the necessary action against such participants.
- c) Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organizers.
- d) Participants will be required to furnish complete information in EPCH Feedback form about "Business Generated on the spot" "Expected Business to be generated" and also "Number of Enquiries" etc. on the last day of the fair. Compliance with this rule will be one of the criteria for selection of the participants for future EPCH programmes.
- e) Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organizers.
- f) In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation in EPCH's Fair in India & abroad and bring to the notice of appropriate authority.
- g) Participants will make own arrangement for sending their exhibits / handling / clearing of exhibits in India as well as at destination and Council will not have any responsibility towards the same. Please ensure your exhibits should reach at exhibition venue atleast one day before the opening of exhibition.
- h) All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc will be borne by the participants themselves.
- i) In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase of exhibits not being displayed due to any reason, EPCH shall be under no liability to compensate expenditure of loss, if any incurred by the participants.

I hereby enclosed the RTGS / Demand Draft No. \_\_\_\_\_ Dated \_\_\_\_\_ for Rs.1,00,000/- drawn in favour of Export Promotion Council for Handicrafts payable at New Delhi towards my participation in "BUYER-SELLER MEET IN COPENHAGEN, DENMARK, 19-20 NOVEMBER'18 AND STOCKHOLM, SWEDEN, 22 - 23 NOVEMBER'2018. I have read, understood and accept the terms and conditions for participation in the above fair through the Council.

(Company Seal)  
Place:

Signature of the Authorized Representative  
Date:

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

- Encl.** 1. RTGS No. / Demand Draft of participation charges  
2. Two product photographs

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