



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH-1/1(1)/2020/HK

16th JANUARY, 2020

SUBJECT: INVITING APPLICATION FOR PARTICIPATION IN 35th HONG KONG HOUSEWARE FAIR - HONG KONG, APRIL 20-23, 2020

Sir/Madam,

We are pleased to inform you that Export Promotion Council for Handicrafts will lead National Level participation from India in forthcoming 35th Hong Kong Houseware Fair at Hong Kong Convention & Exhibition Centre (HKCEC) from 20th – 23rd April, 2020.

The leading international fair is attended by global professional buyers consisting of **Whole Sellers, Retailers, Importers, Departmental Stores, Mass Merchandisers, and Buyers, Buying Houses**. The houseware show in Hong Kong has become a preferred sourcing event for global buyers to book large orders.

SHOW FACTS:

- 39,400 gross sqm
- 2160 Exhibitors
- 28,233 Buyers visited in 2019
- Venue: Hong Kong Convention & Exhibition Centre, 1 Harbour Road, Wanchai, Hong Kong

PRODUCTS ON DISPLAY		
Bar Accessories	Home Living	Furniture
Home Tech	Green Living	Health & Wellness
Kitchenware & Gadgets	Paintings	Outdoor living
Home Accents	Objects d'Art	Tableware

DETAILS OF PARTICIPATION CHARGES

- The cost of **9 sqm booth** is **Rs. 4,05,000/-** before MAI support @ **Rs.45,000/- per sqm**.
- The two side open stand will bear additional 10% amount of the total cost of stand.
- EPCH proposal for MAI grant is under consideration of Government of India, MOC&I. Once approved, MAI subsidy will be available to eligible applicants only as per MAI grant-in-aid terms & condition and same will be reimbursed after participation.
- Therefore, applicants will be asked to pay 100% for booking a standard built-up booth prior to their participation.
- A 9 sqm. standard booth will include: Three lockable cabinets with sliding doors, One Square meeting Table, Three Chairs, Three Spot Lights inside the booth, Two Long Arms Spot Lights inside the booth, One Power Socket, 6 shelves (Wooden, flat, one meter each), One Dustbin, Ceiling beam - 3mtrs, Carpet, Company name & booth number on the top branding.
- Participants have to make their own expenses towards Travel, hotel accommodation, Shipment/Clearing, Customs Duties of exhibits, visa etc.
- The Council / organizer reserve the right to select the participants.
- EPCH shall not be responsible in case of visa is not granted by the concerned Embassy. Participation charges will not be refunded if visa is not granted.

Interested members are requested to submit their duly filled application form in the prescribed format (enclosed herewith) along with booking amount of Rs.1,50,000 by way of NEFT/RTGS in favour of the Export Promotion Council for Handicrafts at New Delhi by **31st January, 2020**. Withdrawal by participants after confirmation and selection is not accepted. The amount deposited will be treated as forfeited. For further details please contact on Tel.:26135256 Ext.121

Yours sincerely,

(R. K. VERMA)

Executive Director

***** P.S.:** 1) In regard to participation in fairs / exhibitions abroad, Ministry of Commerce & Industry have issued fresh guidelines for the beneficiary under MAI scheme stating that a member can avail grant in aid for maximum of three participations in a particular trade fairs / exhibitions. Members who have availed MAI assistance three times (including past cases) for particular fairs / exhibitions thereafter member have to participate in that fair on their own cost. Further, MAI funding support was only be provided to a member for a maximum two MAI events in a year. The above guidelines as such would be adhered strictly and all exporters' members may please note the same, while applying for participation in any fair under MAI scheme for availing grant in aid. However member can participate beyond the prescribed limit of the guidelines on their own expenditure under the umbrella of the EPCH.

2) EPCH is closely in contact of Consul General of India in Hong Kong to review the current condition of Hong Kong for above participation.

Encl. Application Form along with terms and conditions.

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REGISTRATION PROFORMA

35thHONG KONG HOUSEWARE FAIR , HONG KONG, 20-23 APRIL , 2020

1	Name & Address of The Organization					
2	Telephone	City code- 9 1 -				
3	FAX	City code- 9 1				
4	MOBILE NO.	9 1 -				
5	Email					
6	Website					
7	A. SIZE OF STAND	9 SQM <input type="checkbox"/> 18 SQM <input type="checkbox"/>				
	B. SIDE PREFERANCE	ONE SIDE <input type="checkbox"/> TWO SIDE <input type="checkbox"/>				
8	MEMBERSHIP NO.	EPCH/MEM/				
9	RENEWAL FEE PAID -2019-2020	YES <input type="checkbox"/> NO <input type="checkbox"/>				
10	Status of the Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization				
11	PAN No.					
12	CIN No.					
13	IEC Number					
14	GST NO.					
15	UDYOG AADHAAR NO.					
16	NAME OF PROPRIETOR / PARTNERS /DIRECTORS IN CASE OF LTD / PVT.LTD COMPANY ALSO WRITE DIN NO. OF DIRECTORS	NAME	DIN NO. OF DIRECTORS IN CASE OF LTD. / PVT. LTD. COMPANY			
17	<ul style="list-style-type: none"> Name & Designation of the Person who is / are Traveling for the Event. Please enclose the 1st & last page of passport for visa purpose. 	Name of person	Designation	Passport No.	Date of Issue	Date of Expiry
PRODUCTS TO BE DISPLAYED [NAME OF PRODUCTS]		LIST OF HS CODE IS ENCLOSED** HS CODE [MANDATORY]				

AMOUNTS IN RS [LAKH]

18	Export Performance of Handicrafts Items only	2016-2017	2017-2018	2018-2019	
HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [IF YES] PELASE TICK]		2016 <input type="checkbox"/>	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>	2019 <input type="checkbox"/>

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GENERAL EXHIBITOR RULES

1	SPACE BOOKING: <ul style="list-style-type: none">• Participation application should be in prescribed format and be submitted within the prescribed date for booking of space.• Submission of application to EPCH does not automatically confer a right for allotment of space.• Approval of application for space will rest with EPCH.• 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 event
2	ALLOTMENT OF SPACE TO THE PARTICIPANTS: EPCH reserves the right to select the participants
3	WITHDRAWAL & REFUND OF PARTICIPATION FEE: <ul style="list-style-type: none">• Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited alongwith application will be forfeited. <p>However, Part-Refund of participation fee will be considered in case where:</p> <ul style="list-style-type: none">• 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.• There is a change in the venue and date of an event, Non-availability of space, Rejection of application in the event of cancellation of participation due to unforeseen circumstances.
4	VISA <p>Visa is to be applied Online well in advance. Link is given below for applying online visa : www.immd.gov.hk/eng/services/visas/pre-arrival_registration_for_indian_nationals.html</p> <p>For applying visa online, following things are required to be done in advance :</p> <ol style="list-style-type: none">1] Hotel booking2] Details of visit to Hong Kong during last three years3] Details of visits to other foreign countries during last three years4] As you are going for business purposes, details of business associates in Hong Kong would required, You may kindly give details of : Hong Kong Trade Development Council Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong PHONE +852-25844333 <p>IF VISA ONLINE IS UNSUCCESSFUL, FOLLOWING STEPS ARE TO BE TAKEN:</p> <ul style="list-style-type: none">• Application form needs to be filled up. Link is given https://www.immd.gov.hk/pdfforms/ID1003A.pdf and submit to Travel Document and Nationality [Application section] Immigration Department, 4/f, Immigration Tower, 7, Gloucester Road, Wan Chai, Hong Kong along with following documents four weeks in advance.• Forms and documents to be submitted by the applicant.• Application for Entry for Visit/Transit in Hong Kong (ID 1003A). Link to down the 1003A form https://www.immd.gov.hk/eng/forms/forms/id1003a.html• The applicant's recent photograph (affixed on page 1 of the application form ID 1003A)• Photocopy of the applicant's travel document containing personal particulars, date of issue, date of expiry and/or details of any re-entry visa held (if applicable)• Photocopy of proof of the applicant's financial standing, e.g. bank statements, savings accounts passbooks, tax receipts, etc. and proof of employment (if any), e.g. company leave letter, salary slips, etc.• Photocopy of proof of transportation arrangement, e.g. flight itinerary• Photocopy of proof of the proposed leisure visit to Hong Kong, e.g. receipt of joining a package tour to Hong Kong, itinerary, etc. (for leisure visit only) not applicable if Business visit.• Photocopy of proof of the proposed visit in the next destination after visiting Hong Kong, itinerary, etc. (for transit only) not applicable if Business visit.• Photocopy of proof of the proposed business visit to Hong Kong, e.g. letter issued by the applicant's employing company to confirm his/her proposed business activities in Hong Kong, invitation letter issued by a local company, letter issued by a trade body to confirm the applicant's attendance at trade fairs and exhibitions, etc. (for business visit only) EPCH & HKTDC WILL BE PROVIDING• Photocopy of proof of relationship with the local sponsor (for family visit only) not applicable if Business visit.• Photocopy of proof of the proposed visit to Hong Kong (for purposes of visit other than leisure, transit, business or family visit) along with above documents following below mentioned documents will also required to be attached with the application <ol style="list-style-type: none">1] ITR for three years2] Six months bank statement3] Photograph with white background4] Covering letter5] Screen shot of Online visa application form6] Link of fee table is https://www.immd.gov.hk/eng/services/visas/visit_transit.html#secondTab & https://www.immd.gov.hk/eng/services/fee-tables/index.html#1

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For making payment of USD 230 in favour of The Government of the Hong Kong Special Administrative Region. Method of payment is also given in the link.

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GENERAL:

- Only goods of Indian origin will be allowed for display at India Pavilion.
- 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.
- Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organizers.
- 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 of EPCH programs.
- 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
- 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.
- 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.
- All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.
- In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case 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 have read, understood and accept the terms and conditions for participation in the above fair through the Council. I hereby enclosed the RTGS / Demand Draft No. _____ Dated _____ for Rs. 1,50,000/- drawn in favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS, New Delhi towards my participation in Hong Kong Houseware Fair, April 20-23, 2020, Hong Kong

<u>BANK DETAILS</u> <u>FOR PAYMENT</u> <u>BY RTGS/NEFT</u>	Beneficiary	:	Export Promotion Council for Handicrafts
	Address	:	'EPCH House", Pocket 6 & 7, Sector – C, LSC Vasant Kunj, New Delhi.
	Bank	:	Oriental Bank of Commerce
	Branch	:	Mahipalpur, New Delhi
	Current a/c no.	:	00291010002970
	RTGS/IFSC Code	:	ORBC 0100029
	Branch Code	:	0029

Place:

Date:

Designation: _____

Encl. 1. RTGS No. / Demand Draft of participation charges

2. Two product photographs

Signature &Stamp : _____

Name: _____

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**FACT SHEET
OF
35th HONG KONG HOUSEWARE FAIR
20th – 23rd APRIL, 2020
HONGKONG CONVENTION & EXHIBITION CENTRE, HONGKONG**

NAME OF EXHIBITION	35 th Hong Kong Houseware Fair
FAIR DATE	20 th – 23 rd APRIL, 2020
EXHIBITION VENUE	HONGKONG CONVENTION & EXHIBITION CENTRE, HARBOUR ROAD, WANCHAI, HONGKONG
TIMINGS	20-22 Apr 2020 (Mon-Wed) 9:30am – 6:30pm (9:00am – 6:00pm*) 23 Apr 2020 (Thurs) 9:30am – 5:00pm (9:00am – 3:30pm*)
ORGANISER	HONG KONG TRADE DEVELOPMENT COUNCIL
PRODUCTS ON DISPLAY	<ul style="list-style-type: none"> • Art & Craft Items • Artificial Flowers • Bathroom Products • Kitchenware & Gadgets • Candles & Scents (NEW) • Silver Generation Products • co-Friendly Products • Tableware • Festive Home Decor • Furniture • Wine Tools & Accessories • Gardening & Outdoor Accessories • DIY Products • Home Appliances • Interior Decor & Handicrafts
EXPECTED TRADE VISITORS	About 48000, Retailers, Importers, Departmental Stores, Mass Merchandisers, & Consumers.
SALE	B2B Show
SIZE OF STAND	9 SQ.MTR., 18 SQ.MTR.
CHARGES PER SQ. MTR. FOR BUILT-UP STAND	<i>RS. 45,000/- PER SQ.MTR.</i> A 9 sqm. standard booth will include: Three lockable cabinets with sliding doors, One Square meeting Table, Three Chairs, Three Spot Lights inside the booth, Two Long Arms Spot Lights inside the booth, One Power Socket, 6 shelves (Wooden, flat, one meter each), One Dustbin, Ceiling beam - 3mtrs, Carpet, Company name & booth number on the top branding.
LAST DATE FOR SUBMISSION OF APPLICATION	31 st January, 2020

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