



GST NO. 07AAACE1747M1ZJ

CIN U20299DL1986 NPL023253

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-4/3(4)/2018-IH-TURKEY

12 November, 2018

To,

All Member(s),

**SUBJECT: IDEAL HOMEX-2019 –14TH EDITION OF IDEAL HOMEX, ISTANBUL [TURKEY]
21 - 24 March, 2019**

Dear Sir/Madam,

Turkey presents promising immediate and long-term opportunities for Indian firms. Turkey's growing economy, advantageous geographical position, expanding middle class, youthful population (median age of 30), and dynamic entrepreneurial class have made this country a growing market for Indian exporters.

Looking that Turkey represents tremendous business opportunities for Indian exporters in growing Asian market, Council is participating in the IDEAL HOMEX 2018 – 14TH EDITION OF IDEAL HOMEX to be held from March 21-24, 2019 at the Istanbul, Turkey.

The Council invites applications from the interested members for participation in above show. Standard built-up booths of 9 sq. mt. be provided to each exhibitors. The charges for a built-up booth of 9 sq. mtr. Will be **Rs. 2,50,000/- (Two Lakh Fifty Thousand Only)** The above charge includes common display aids / furniture/ spot light. However, the all expenditure like dispatch of goods, custom clearance, and payment of duties, air-ticket, boarding and lodging of personnel required for manning of booths are to be borne by the participants themselves. The Council will issue necessary visa recommendation letter in favor of member exporters. Grant of visa is the discretion of concerned Embassy. In case visa is not granted the Council will not be liable and any request for refund of participation charges will not be entertained.

Interested members may please forward their application along with a Demand Draft of **Rs. 1,00,000/-** in favour of "**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**" payable at New Delhi, or RTGS details mentioned in fact sheet. Balance amount to be deposited on confirmation of participation. The complete application along with requisite amount should reach to the Council's office latest by **15th November, 2018**. If the applicant withdraws their participation after selection, the amount deposited along with application will be forfeited. For further details, please contact Mr. Santosh Kumar Chaudhary on santosh@epch.com or Mobile: - 91-9818774287.

Thanking you,

Yours faithfully,

**[R. K. VERMA]
DIRECTOR**

Encl: Fact sheet with Application form

IMPORTANT: EPCH HAS APPLIED FOR FINANCIAL SUPPORT FROM THE O/O. DEVELOPMENT COMMISSIONER (HANDICRAFTS) MINISTRY OF TEXTILES GOVT. OF INDIA AND IF APPROVED, THE PARTICIPATION COST WILL BE PROPORTIONATELY SUBSIDISED AFTER THE FAIR UPTO A APPROXIMATE AMOUNT OF RS. 1,50,000/- (ONE LAKH FIFTY THOUSAND ONLY) FOR 9 SQ. MTR TO THE PARTICIPANTS AFTER PARTICIPATION.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

IDEAL HOMEX-2019 –14TH EDITION OF IDEAL HOMEX
MARCH, 21 – 24 2019 - ISTANBUL, TURKEY

Last Date for submission: 15^h November 2018

1	Name of the Organization:			
2	Import Export Code No.			
3	EPCH Membership No.			
4	Address for Correspondence			
5	Telephone	City code -	-	Number
6	Mobile			
7	Fax	City code -	-	Number
8	Email			
9	Website			
10	Status of the Company	<input type="checkbox"/> Proprietorship	<input type="checkbox"/> Partnership	
		<input type="checkbox"/> Pvt. Ltd.	<input type="checkbox"/> Limited	
11	PAN No.			
12	TAN No.			
13	GST NUMBER			
13	Name & Designation of the Person Traveling for the Event	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.		
14	Area to be booked	<input type="checkbox"/> 9 Sq. Mtr.		
15	Products to be Displayed (Enclose 02 photographs)			
16	Account Details of EPCH for receiving RTGS transfers. In case you are making payment through RTGS. Please re-confirm your payment over email: events@epch.com Applications /RTGS received after last date will be rejected.	<p><u>Name of the Beneficiary:</u></p> <p>EXPORT PROMOTION COUNCIL FOR HANDICRAFTS Beneficiary Address: " EPCH HOUSE" Pocket 6 & 7, Sector-C, L.S.C. Vasant Kunj, New Delhi-110070</p> <p>Bank Name : ORIENTAL BANK OF COMMERCE Branch Name : MAHIPAL PUR , NEW DELHI - 37 Current Account No: 00291010002970 RTGS/IFSC Code No: ORBC 0100029 Branch Code: 0029</p>		
17	Export Performance of Handicrafts items only	2014-15	2015-16	2016-17

I enclose herewith, a demand draft/pay order no. _____ dt. _____ drawn on bank _____ towards participation charges of Rs.1,00,000/- [Rs. One Lakh only] in favour of "Export Promotion Council for Handicrafts".

GENERAL EXHIBITOR RULES

<u>1</u>	<p>SPACE BOOKING:</p> <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
<u>2</u>	<p>ALLOTMENT OF SPACE TO THE PARTICIPANTS: EPCH reserves the right to select the participants.</p>
<u>3</u>	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE:</p> <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 of booth withdraws from the participation from the show 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 or in the event Of cancellation of participation due to unforeseen circumstances.
<u>4</u>	<p>VISA:</p> <ul style="list-style-type: none"> • 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.
<u>5</u>	<p>GENERAL:</p> <ul style="list-style-type: none"> • 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 Organisers. • 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 programmes. • 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 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 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.1,00,000/- [one lacs only] drawn in favour of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS, New Delhi towards my participation above fair.

Place: _____

Signature & Stamp: _____

Date: _____

Name: _____

Designation: _____

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

**FACT SHEET OF
IDEAL HOMEX-2019 –14TH EDITION OF IDEAL HOMEX WILL BE IN MARCH, 21 – 24 2019 IN ISTANBUL,
TURKEY**

NAME OF EXHIBITION	IDEAL HOMEX-2019 –14TH EDITION OF IDEAL HOMEX
FAIR DATE	MARCH, 21 – 24 2019
EXHIBITION VENUE	TUYAP FAIR CONVENTION AND CONGRESS CENTER, ISTANBUL, TURKEY
ORGANISER	TARSUS TURKEY Esentepe Mah Buyukdere Cad. No: 124 Özsezen Business Center Block B, Floor 6, 34394 Sisli - Istanbul / Turkey Tel: +90 (212) 292 60 31 E-mail: idealhomex@tarsusturkey.com

PRODUCT ON DISPLAY	<ul style="list-style-type: none"> • Glass, Porcelain, Ceramics • Stainless Steel Products • Plastic Homewares • Electrical Appliances • Kitchenware, Decorative Products and Giftware
EXPECTED TRADE VISITORS	About 18,500 (Professional Procurement Committees, Chain Store Buyers, Independent Retailers, Wholesalers & Retailers, Dealers & Distributors, Hotel / Restaurant Operators, Catering & Organization Companies, Corporate Promotion Buyers, Designers, Export & Import Representatives, National & International Press)
SALE	NO RETAIL SALE ALLOWED
SIZE OF STAND	9 SQ.MTR.
COST OF BOOTH	<p>Rs. 2,50,000/-(Two Lakh Fifty Thousand Only)</p> <p>The charges will include space rent Rear & side walls, Fascia board, Carpet, One Lockable Information counter, One Square meeting Table, Three chairs, Four 23 Watt Spot Lights, Two 23 watt Long Arm on the Overhead Fascia, One 500 W Power Socket, 6 Shelves (Wooden, flat, one meter each), One dustbin, Ceiling beam – 3 mtrs.</p>