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EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH-4/1(10)/Ambiente` 2020
2nd December, 2019

To,

All Member(s),

**SUBJECT: - AMBIENTE 2020 FROM 07-11 FEBRUARY, 2020
Hall 9.2 (Living Section) & 10.1 (Dining Section) AT MESSE FRANKFURT, GERMANY**

Sir/Madam,

We are pleased to inform you that the Export Promotion Council for Handicrafts is participating in Ambiente 2020 to be held from 07th to 11th February, 2020 at Messe Frankfurt, Germany.

Germany continues to be the most important country in European Union for marketing Indian Products. Specialized trade fairs held in Germany are extensively visited by overseas trade visitors from all important countries of the world for the Gift & Decorative items covered by the Handicrafts sector. Germany represents tremendous business opportunities for Indian exporters.

Ambiente 2020 starting from **07 – 11 February, 2020** at **Messe Frankfurt, Germany** is the consumer-goods event with the widest international product range in Europe. With over 4,500 exhibitors from 92 countries, the Ambiente consumer-goods fair offers an unrivalled overview of the world market in terms of breadth and depth. As the biggest and most international order platform, it attracts around 1,40,000 trade visitors from all over the world.

PARTICIPATION CHARGES: EPCH invites the applications on highly subsidized participation charges under MAI Scheme as given below:

1. Applications are invited @ Rs. 42,000/- per sq. mtr participation charges including standard built-up booth package . The space is available in hall 9.2 (Living Section) & 10.1 (Dining Section).
2. Messe Frankfurt also charges an additional Euro 585 (equal to Rs. 48,000/-) from each participating company /exhibitor towards their Obligatory Media Charges.
3. Financial support will be granted under MAI Scheme to the eligible participants after the successful completion of above participation. On receipt of grant from MAI Department, Council will make refund as reimbursement of Rs.16,000/- per sq. mtr to the eligible participants only. *Please Note: the participation under MAI scheme is given below in note. **Please read carefully *** P.S.***
4. Eligible applicants/companies will be entitled for reimbursement of economy class Airfare on submission of documents after the completion of the event. Air Ticket per person will be reimbursed to regular Director/Partner/Proprietor of the company. The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event.

The participation charges of the Council are inclusive of space rent, built-up booth, carpet, spot lights, furniture, standard display aids and electricity charges. However, participants have to make their own arrangement & expenses for travel, hotel accommodation, Shipment/Clearing, Customs Duties of exhibits, visa etc. Participant have no right to claim refund if visa not granted. The Council/show organizer reserves the right to selection of participants. The participation guidelines of Messe Frankfurt GmbH for Ambiente shall be applicable. Booth allocation will be based on product profile of the exhibitors and approval by the show organizer.

Interested members are requested to submit their duly filled application form in the prescribed format (enclosed herewith) along with an advance amount of Rs. 2,00,000/- by way of DD/RTGS in favour of the Export Promotion Council for Handicrafts payable at New Delhi latest by **10th December, 2019**. The applicants will be informed to deposit the balance participation charges by demand draft/RTGS order only after selection by the Council. In case of withdrawal of participation after the selection by the Council, the application money will be forfeited. For further details, please feel free to Mr. Varun Kumar, Jr. EPO on E: varun.kumar@epch.com and T: 011-26135256 (Extn: 127).

Thanking you,

Yours faithfully,

Encl: As above

Please Note: * P.S.:** 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 / exhibition. 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 EPCH.

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Export Promotion Council for Handicrafts

FACT SHEET

OF

AMBIENTE 2020

Venue: **Messe Frankfurt, Germany**

Date: **February 07 – 11, 2020**

Fair Date & Hours	07 TH – 10 TH February, 2020 @ 9.00 A.M. TO 6.00 P.M. 11 TH February, 2020 @ 9.00 A.M. TO 5.00 P.M.
Venue	Frankfurt Fair and Exhibition Centre, Messe Frankfurt, Germany
Exhibition Space	328500 Sq. Mtrs
Exhibitors	Approx.4,500 exhibitors from 92 countries
Visitors	More than 1,40,000 trade visitors from all over the world
Product Profiles:	
Living: Household accessories, Mirrors, Art/photo frames, Luminaires & Lamps, Garden & accessories, Furnishing, Interior plants, Flower vases & planters, Antique, Marble handicrafts, Bone handicrafts, Decorative objects, Clocks, Artistic stone ware, Bathroom accessories, Seasonal décor	
Dining: Tableware, Table-top, Glass, Porcelain, Ceramics, Table Decorative & Accessories, Kitchen Trends & indulgence sectors.	
Participation Charges	<ul style="list-style-type: none">• Applications are invited @ Rs. 42,000/- per sq. mtr participation charges including standard built-up booth package in hall 9.2 (Living Section) & 10.1 (Dining Section).• Messe Frankfurt also charges an additional Euro 585 (equal to Rs.48,000/-) from each participating company towards their Obligatory Media Charges.
Financial Support under MAI Scheme	<ul style="list-style-type: none">• Financial support will be granted under MAI Scheme to the eligible participants after the successful completion of the participation. On receipt of grant from Department of Commerce, Council will make refund as reimbursement @ Rs.16,000/- per sq. mtr to the eligible participants. Please Note: the participation under MAI scheme is given below in note. Please read carefully *** P.S.• Eligible applicants/companies will be entitled for reimbursement of economy class Airfare on submission of documents after the completion of the event. Air Ticket per person will be reimbursed to regular Director/Partner/Proprietor of the company. The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event.
Organiser	Messe Frankfurt Exhibition GmbH
Show website	www.ambiente.messefrankfurt.com
Last date of submission of application	10th December, 2019
EPCH Contact	Mr. Varun Kumar, Jr. EPO Tel: +91 11 26135256 (Extn: 127) Mobile: +91 9818725533 E-mail: varun.kumar@epch.com

Please Note: ***** P.S.:** 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 / exhibition. 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 umbrella of EPCH.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Application for

AMBIENTE 2020

Venue: MESSE FRANKFURT, GERMANY

Date: 07 – 11 FEBRUARY, 2020

Last Date for submission: **10th December, 2019**

1	Name of the Organization						
2	Address for Correspondence						
2	Telephone	City code-	9	1	-		
3	Fax	City code-	9	1	-		
4	Mobile no.	+ 91 -					
5	Email						
6	Website						
7	Size of Stand	<input type="checkbox"/> 12 Sq. Mtr. <input type="checkbox"/> 14 Sq. Mtr. (approx.) <i>However, the actual size will be as per layout.</i>					
8	Hall Preference according to product profile of Messe Frankfurt	<input type="checkbox"/> Hall No. 9.2 (Living Section) <input type="checkbox"/> Hall No. 10.1 (Dining Section)					
9	Membership no.	EPCH/MEM/					
10	Renewal Fee Paid 2019-2020	YES <input type="checkbox"/> NO <input type="checkbox"/>					
11	Status Of The Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization					
12	PAN (Income Tax Permanent Account No.)						
13	CIN (Corporate Identification No)						
14	IEC Number						
15	AADHAR Card No.						
16	GSTN No.						
17	Name of Proprietor / Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]	NAME	Director Identification No. [DIN]				
18	Name & Designation of the Person who is / are Traveling for the Event. [Please enclose the Xerox copy of Frist & Last page of passport]	Name of person	Designation	Passport No.	Date of Issue	Date of Expiry	
19	PRODUCTS TO BE DISPLAYED	LIST OF HS CODE IS ENCLOSED ** HS CODE [IT IS MANDATORY]					
20	Export Performance of Handicrafts Items only AMOUNTS IN RS [LAKH]	2016 – 2017	2017 – 2018	2018 – 2019			
21	HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [IF YES] PELASE TICK]	2014 <input type="checkbox"/>	2015 <input type="checkbox"/>	2016 <input type="checkbox"/>	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>	2019 <input type="checkbox"/>

Note: No further subsidy/MDA will be disbursed to member exporters in this fair as the participation charges have been subsidized by the Council. Participation of those organisations will be on without subsidy marked rates in case they are availing subsidy/grant-in-aid from any other department directly.

Place:
Date:

Signature & Stamp:

Name:
Designation:

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</p> <ul style="list-style-type: none"> EPCH reserves the right to select the participants.
<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 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 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

BANK DETAILS FOR PAYMENT BY RTGS / NEFT	<p>Beneficiary: Export Promotion Council for Handicrafts Address: 'EPCH House', Pocket 6 & 7, Sector - C, LSC, Vasant Kunj, New Delhi.</p> <p>Bank: Oriental Bank of Commerce Branch: Mahipalpur, New Delhi Current A/c no.: 00291010002970 RTGS/IFSC Code: ORBC 0100029 Branch Code 0029</p>
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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.2,00,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in Ambiente 2020 from 07-11 February, 2020 at Messe Frankfurt, Germany.

Place:
Date:

Signature & Stamp:
Name:
Designation:

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