



## 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(1)/Heimtextil/2019-20

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09 Sept, 2019

### Sub: Participation in Heimtextil, 2020 at Messe Frankfurt, Germany, 07-10 January, 2020

Dear Member(s)

Germany is the heart of the European Union (EU) and is economically the strongest country in the EU and is the second largest trading nation in the world. Heimtextil is the annual starting point of the business for manufacturers and trade visitors from all over the world. Trade visitors from all continents attend Heimtextil for sourcing as well as to find new suppliers. In 2019 edition of the Heimtextil about 3016 exhibitors from 65 countries participated and about 67,216 trade visitors from 156 countries visited for their sourcing. It is one of the leading and important sourcing trade show in the Europe for home and textiles sourcing.

We are pleased to inform you that the Export Promotion Council for Handicrafts is participating in Heimtextil 2020 to be held from 07<sup>th</sup> to 10<sup>th</sup> January, 2020 at Messe Frankfurt, Germany.

- The Council invites the application @ **Rs 38,000/- per sq. mtr** for standard booth package with limited display aids.
- MAI Grant will be reimbursed after successful participation @ Rs.18,000/- per sq mtr towards space charges and upto Rs. 70,000/- maximum (actual airfare or Rs. 70,000/- whichever is lower) towards the air fare reimbursement for one representative per participant subject to fulfilment of necessary documents & terms and condition.
- **Please Note, the participation under MAI scheme is given below in note. Please read carefully \*\*\* P.S.**
- The size of available booth is 9 Sq. Mtr (Hall no. 10.3) and 15 Sq. mtr (Hall no. 6.2) as per product.
- The show organiser also will charge **Rs. 48,000/-** per participant in additional to the space charges towards the Compulsory Media package Charges
- **10% additional charges** on total cost calculated on full participation rate for two side open booth.

Participation Charges includes standard booth package with limited display aides like as spot light, name fascia, carpet & electric socket in Hall No. 10.3 (Household Textile Section) & 6.2 (Home Textile Section). Basic power supply in exhibitor stands, additional power supply to be ordered at own cost. The Council has reserve the right to select the participants. Participants have to make their own arrangement/expenses towards Travel, Hotel Accommodation, Shipment / clearing, Customs Duties of exhibits, Visa etc. The Council may issue visa recommendation letter in favour of member organization (Proprietor / Partners / Directors / Chief Executive / Senior level officer maximum two only) EPCH shall not be liable in case of visa is not granted by the concerned Embassy. Participant have no right to claim refund if visa not granted.

Interested members are requested to submit their duly filled application form in the prescribed format (enclosed herewith) along with amount of Rs.1,75,000/- (Rupees One Lakhs Seventy Five Thousand only) by way of demand draft / pay order / RTGS / NEFT in favour of the Export Promotion Council for Handicrafts payable at New Delhi . Application is invited on first-cum-first-serve basis, latest by **25.09.2019**. The participation guidelines as prescribed by the EPCH/fair organizer (Messe Frankfurt) shall be applicable. The applicants will be informed to deposit the balance participation charges by demand draft/RTGS only after selection by the Council. In case of withdrawal of participation after the selection by the Council, the application money deposited will be forfeited. The application form along with general terms & conditions of participation is enclosed. The Council reserves the right for selection of participants. For further details, please contact to Mr. Rajesh Singh on Tel: +011-26135256 (Ext. 117) or Mobile No. 8800722199.

Thanking you,

Yours faithfully  
(R. K. Verma)  
**Director**

Encl: Application form & Fact sheet

**\*\*\* 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 the EPCH.

**Airfare:** The eligible participants will also get reimbursement of air fare (maximum upto Rs. 70,000/-) equivalent to the amount approved & after receiving the grant from E&MDA Department, Ministry of Commerce & Industry, Govt. of India. The reimbursement to members of EPCH with exports upto F.O.B. value of Rs.30 crores in preceding financial year & have completed 12 months of Membership and is regularly filing returns with the EPCH. Permissible only to the regular Director / Partner/ Proprietor of the company.

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## APPLICATION FOR HEIMTEXTIL 2020, 7-10 JANUARY, 2020

Last Date for submission: **25.09.2019**

<b>1</b>	<b>Name of the Organization</b>				
<b>2</b>	<b>Address for Correspondence</b>				
	<b>Telephone</b>	City code- _____			
	<b>Fax</b>	City code- _____			
	<b>Mobile no.</b>				
	<b>Email (in block letter please)</b>				
	<b>Website</b>	<b>www.</b>			
<b>3</b>	<b>Size of Stand</b>  (Please select as per product display)	<input type="checkbox"/> 9 Sq. Mtr. <b>(Hall 10.3)</b>  <b>Two side open</b> : YES <input type="checkbox"/> NO <input type="checkbox"/>  <b>Household Textiles</b> Participants need to showcase 70% products in <b>Bed</b> : Bed linen, bedding, throws (plaids, duvets and bedspreads), mattresses, mattress protectors and toppers, sleep systems, other bedroom textiles and decorative cushions and pillows, accessories; <b>Bath</b> : Terry products, bathroom curtains, bath mats, bathrobes, bath- room accessories ; <b>Table</b> : Table linen, table decorations, accessories, kitchen linen, textile kitchen accessories, coated table coverings and foils & <b>Accessories</b> : Textile and non-textile, home accessories.	<input type="checkbox"/> 15 Sq. Mtr. <b>(Hall 6.2)</b>  <b>Two side open</b> : YES <input type="checkbox"/> NO <input type="checkbox"/>  <b>Home Textiles</b> Participants need to showcase 70% products in the categories of <b>Window</b> : Decorative fabrics, curtains, textile curtain accessories ; <b>Upholstery</b> : Furniture fabrics, furniture leather, artificial leather, outdoor fabrics, fibres and yarns ; <b>Floor</b> : Carpets, rugs, carpet tiles and carpeting & <b>Wall</b> : Wallpapers, wall coverings, wall decoration, colours, varnishes and accessories		
<b>4</b>	<b>Membership no.</b>	EPCH/MEM/			
<b>5</b>	<b>Renewal Fee Paid -2019-2020</b>	YES <input type="checkbox"/>		NO <input type="checkbox"/>	
<b>6</b>	<b>Status Of The Company</b>	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization			
<b>7</b>	<b>PAN (Income Tax Permanent Account No.)</b>				
<b>8</b>	<b>CIN (Corporate Identification No)</b>				
<b>9</b>	<b>IEC Number</b>				
<b>10</b>	<b>GST No.</b>				
<b>11</b>	<b>Name of Proprietor / Partners /Directors</b> [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]	NAME	Director Identification No. [DIN]		
<b>12</b>	<b>Name &amp; Designation of the Person who is / are Traveling for the Event.</b> [Please enclose the Xerox copy of Frist & Last page of passport]	Name of person	Designation	Passport No.	Date of Issue
					Date of Expiry
<b>13</b>	<b>PRODUCTS TO BE DISPLAYED</b>	As per product Profile of the Hall opted			
<b>14</b>	<b>Export Performance of Handicrafts Items only</b> AMOUNTS IN RS [ LAKH]	2016 – 2017	2017 – 2018	2018 – 2019	
<b>15</b>	<b>HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [ IF YES] PELASE TICK]</b>	2016 <input type="checkbox"/>	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>	2019 <input type="checkbox"/>

## GENERAL EXHIBITOR RULES

1.	<p><b>SPACE BOOKING</b></p> <ul style="list-style-type: none"> <li>Participation application should be in prescribed format and be submitted within the prescribed date for booking of space.</li> <li>Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.</li> <li>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</li> </ul>
2	<p><b>ALLOTMENT OF SPACE TO THE PARTICIPANTS</b></p> <ul style="list-style-type: none"> <li>EPCH reserves the right to select the participants.</li> </ul>
3	<p><b>WITHDRAWAL &amp; REFUND OF PARTICIPATION FEE</b></p> <ul style="list-style-type: none"> <li>Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited alongwith application will be forfeited.</li> </ul> <p><b>However, Part-Refund of participation fee will be considered in case where:</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
4	<p><b>VISA</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
5	<p><b>GENERAL</b></p> <ul style="list-style-type: none"> <li>Only goods of Indian origin will be allowed for display at India Pavilion.</li> <li>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.</li> <li>Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organisers.</li> <li>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.</li> <li>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.</li> <li>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 &amp; abroad and bring to the notice of appropriate authority.</li> <li>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.</li> <li>All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.</li> <li>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</li> </ul>

<b>BANK DETAILS FOR PAYMENT BY RTGS/NEFT</b>	<p><b>Beneficiary:</b> <b>Export Promotion Council for Handicrafts</b></p> <p><b>Address:</b> <b>'EPCH House', Pocket 6 &amp; 7, Sector - C, LSC , Vasant Kunj, New Delhi.</b></p> <p><b>Bank:</b> <b>Oriental Bank of Commerce</b></p> <p><b>Branch:</b> <b>Mahipalpur, New Delhi</b></p> <p><b>Current A/c no.:</b> <b>00291010002970</b></p> <p><b>RTGS/IFSC Code:</b> <b>ORBC 0100029</b></p> <p><b>Branch Code</b> <b>0029</b></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.1,75,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in **Heimtextil 2020 at Messe Frankfurt, Germany from 07-10 January, 2020.**

Place:  
Date:

Signature & Stamp:  
Name:  
Designation:

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

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“HEIMTEXTIL 2020” (7-10 January, 2020)

## FACT SHEET

<i>Fair Date &amp; Hours</i>	07 <sup>TH</sup> – 09 <sup>TH</sup> January, 2020 @ 9.00 A.M. TO 6.00 P.M. 10 <sup>TH</sup> January, 2020 @ 9.00 A.M. TO 5.00 P.M.
<i>Venue</i>	Frankfurt Fair And Exhibition Centre, Messe Frankfurt, Germany
<i>Exhibitors</i>	Approx. 3016 exhibitors from 65 countries (Heimtextil, 2019)
<i>Visitors</i>	About 67,216 trade visitors from 156 countries ( Heimtextil, 2019)
<i>Fair Profile</i>	Heimtextil is the biggest and most important international trade fair for home and contract textiles, and will be held in Frankfurt am Main from 07 to 10 January 2020. The wide range of products showcased at Heimtextil is subdivided into the home textiles and the household textiles product segments. The fair is the industry's most important global event for interior textiles, interior design and interior trends.
<i>Country Profile</i>	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 . Germany represents tremendous business opportunities for Indian exporters.
<b>Product Profiles:</b> Companies need to ensure they maintain 70% of exhibits as per the product category / categories of the hall they are opting and assigned space.	
<b>Household Textiles – Halls 10.3</b>	
<b>Bed</b>	<i>Bed linen, bedding, throws (plaids, duvets and bedspreads), mattresses, mattress protectors and toppers, sleep systems, other bedroom textiles and decorative cushions and pillows, accessories</i>
<b>Bath</b>	<i>Terry products, bathroom curtains, bath mats, bathrobes, bath- room accessories</i>
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<b>Home Textiles – Hall 6.2</b>	
<b>Window</b>	<i>Decorative fabrics, curtains, textile curtain accessories</i>
<b>Upholstery</b>	<i>Furniture fabrics, furniture leather, artificial leather, outdoor fabrics, fibres and yarns</i>
<b>Floor</b>	<i>Carpets, rugs, carpet tiles and carpeting</i>
<b>Wall</b>	<i>Wallpapers, wall coverings, wall decoration, colours, varnishes and accessories</i>
Please note: Organizers reserve the right to close the booth and debar from participation in case the product display is not followed as per fair guideline.	
<b>Participation Fee</b>	The participation cost is <b>Rs. 38,000/-</b> per sq. mtr. for standard built booth package with limited display aids in <b>Hall No. 10.3 (Household Textile Section) &amp; 6.2 (Home Textile Section)</b> . MAI Grant will be reimbursed after successful participation @ Rs.18,000/- per sq mtr towards space charges and upto Rs. 70,000/- maximum (actual airfare or Rs. 70,000/- whichever is lower) towards the air fare reimbursement for one representative per participant subject to fulfilment of necessary documents & terms and condition. <b>Rs. 48,000/-</b> per participant in addition to the space charges towards the Compulsory Media package Charges. <b>10% additional charges</b> on total cost calculated on full participation rate for two side open booth
<b>Organiser</b>	Messe Frankfurt Exhibition GmbH
<b>Last date of submission</b>	<b>25.09.2019</b>
<b>EPCH Contact</b>	Mr. Rajesh Singh : 8800722199 Tel: +91-11- 26135256 (Ext: 117) , E-mail: rajesh.singh@epch.com

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