



**EPCH**  
हस्तशिल्प निर्यात संवर्धन परिषद्  
Export Promotion Council for Handicrafts

हस्तशिल्प निर्यात संवर्धन परिषद्  
**EXPORT PROMOTION  
COUNCIL FOR HANDICRAFTS**

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CIN U20299DL1955NPLO23253  
GST NO: 07AAACE1747M1ZJ

EPCH-4/1(16)/Ambiente`2025

August 24, 2024

To, All Member(s),

**SUBJECT: AMBIENTE 2025 AT MESSE FRANKFURT, GERMANY FROM 07 - 11 FEBRUARY 2025 - APPLICATION FOR PARTICIPATION**

Sir/Madam,

Messe Frankfurt Exhibition GmbH, Germany is organizing 'AMBIENTE 2025' scheduled from 07<sup>th</sup> to 11<sup>th</sup> February 2025 at Messe Frankfurt, Germany. Ambiente 2025 is the consumer-goods event with the widest international product range in Europe. For more details; please visit: <https://ambiente.messefrankfurt.com/frankfurt/en.html>

Germany continues to be the 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 items covered by the Handicrafts sector. Germany represents tremendous business opportunities for Indian exporters.

Export Promotion Council for Handicrafts (EPCH) is participating in Ambiente 2025 from 07 - 11 February 2025 in 3 halls/sections i.e. hall 10.1 (Giving section), 10.2 (Dining Section) & 10.4 (Living section) at Messe Frankfurt, Germany with the support of the Department of Commerce, Ministry of Commerce & Industry, Govt. of India under MAI scheme and inviting application from members for participation as charges & support under:

**PARTICIPATION CHARGES:**

- The participation charge is Rs. 62,000/- per sq. mtr for Wooden Structure Built-up Booth before subsidy.
- Two sides open/corner stands will bear additional 10% amount of total participation charges.
- The Messe Frankfurt also charges an additional EURO 985 (equal to Rs. 92,500/-) from each participating company towards their Obligatory Media Charges.
- Financial support under MAI Scheme to the eligible participants after the successful completion of above participation and on receipt of grant from MAI Department. The Council will make refund as reimbursement of Rs.16,000/- per sq. mtrs (upto maximum 10 sq. mtrs. space) to the eligible participants only.
- Eligible exhibitors can also claim air fare reimbursement (economy excursion class) upto the maximum ceiling limit of Rs.90,000/- as per MAI guidelines upon submission of their claims in prescribed format. Eligible exhibitors can also claim reimbursement of 50% total freight amount with an upper ceiling of ₹50,000/- per participant towards shipment of exhibits. The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event. **Please refer to the excerpts related to the revised MAI Guidelines (Annexure-I).**

The participation charges of the Council are inclusive of space rent, built-up booth, carpet, spotlights, 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.

Cont. page 2

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 organiser.

Interested members are requested to submit their duly filled application form in the prescribed format (enclosed herewith) along with an advance amount of Rs. 3,75,000/- by way of DD/RTGS in favour of the Export Promotion Council for Handicrafts payable at New Delhi latest by **20<sup>th</sup> September 2024 (Friday)**. 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 on [varun.kumar@epch.com](mailto:varun.kumar@epch.com) and mobile no: +91-9818725533

**Important: Effective immediately, we have transitioned to a new Virtual Bank Account for all financial transactions.**

**Please DO NOT make any payments to our existing current account in PNB Bank.**

<b>**VIRTUAL ACCOUNT INFORMATION for payment by RTGS/NEFT</b>	
Account Name: <b>Export Promotion Council for Handicrafts</b>	Bank Name: <b>Union Bank of India</b>
<b>**YOUR VIRTUAL BANK ACCOUNT NUMBER is a combination of the first Nine letters of EPCH account (i.e.17730EPCH) and the last Six Digits of your EPCH Membership number.</b>	Branch: <b>FCS Centre Bangalore, Bangalore</b>
	IFSC Code: <b>UBIN0996335</b>
<b>Company Name:</b>	

<b>EPCH Account</b>	<b>Membership Number</b>	<b>Your Virtual Bank Account No.</b>
17730EPCH	.....	17730EPCH.....

Looking forward to your immediate response.

Thanking you,

Yours faithfully,

Sd/-

(R. K. Verma)

Executive Director

**Encl:** As above



# Export Promotion Council for Handicrafts

## FACT SHEET

OF

## “AMBIENTE 2025”

Venue: **Messe Frankfurt, Germany**

Date: **07 - 11 February 2025**

<b>Fair Date &amp; Hours</b>	07 <sup>th</sup> - 10 <sup>th</sup> February 2025 @ 9.00 A.M. TO 6.00 P.M. 11 <sup>th</sup> February 2025 @ 9.00 A.M. TO 5.00 P.M.
<b>Venue</b>	Frankfurt Fair and Exhibition Centre, Messe Frankfurt, Germany
<b>Fair Profile</b>	Ambiente 2025 starting from 07 to 11 February, 2025 at Messe Frankfurt, Germany is the consumer-goods event with the widest international product range in Europe. For more details; please visit: <a href="https://ambiente.messefrankfurt.com/frankfurt/en.html">https://ambiente.messefrankfurt.com/frankfurt/en.html</a>
<b>Product Profiles:</b>	
<b>Giving:</b>	Seasonal gifting, Artificial flowers, Potpourri, Arts and crafts, Gift stationery, Room fragrances and incense sticks, Candles, Animal figures, Handcrafted figures, Personal accessories, Gift boxes & bags, Design and trend-oriented gift articles
<b>Living:</b>	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
<b>Dining:</b>	Tableware, Table-top, Glass, Porcelain, Ceramics, Table Decorative & Accessories, Kitchen Trends & indulgence sectors.
<b>Participation Fee</b>	<ul style="list-style-type: none"> <li>The participation charge is Rs. 62,000/- per sq. mtr. before subsidy for Wooden structure Built-up Booth.</li> <li>Two sides open/corner stands will bear additional 10% amount of total participation charges.</li> <li>The Messe Frankfurt also charges an additional EURO 985 (equal to Rs. 92,500/-) from each participating company towards their Obligatory Media Charges.</li> </ul>
<b>Financial Support under MAI scheme</b>	<ul style="list-style-type: none"> <li>Financial support under MAI Scheme to the eligible participants after the successful completion of above participation and on receipt of grant from MAI Department. The Council will make refund as reimbursement of Rs.16,000/- per sq. mtrs (upto maximum 10 sq. mtrs. space) to the eligible participants only.</li> <li>Eligible exhibitors can also claim air fare reimbursement (economy excursion class) upto the maximum ceiling limit of Rs. 90,000/- as per MAI guidelines upon submission of their claims in prescribed format.</li> <li>Eligible exhibitors can also claim reimbursement 50% of total freight amount with an upper ceiling of ₹50,000/- per participant towards shipment of exhibits.</li> </ul> <p>The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event. <i>Please refer to the excerpts related to the revised MAI Guidelines (Annexure-I).</i></p>
<b>Organiser</b>	Messe Frankfurt Exhibition GmbH ( <a href="http://www.ambiente.messefrankfurt.com">www.ambiente.messefrankfurt.com</a> )
<b>Last date of submission of application</b>	<b>20<sup>th</sup> September, 2024 (Friday)</b>
<b>EPCH Contact</b>	Mr. Varun Kumar, Export Promotion Officer Tel: +91 11 26135256 (Extn: 127) Mobile: +91 9818725533 E-mail: <a href="mailto:varun.kumar@epch.com">varun.kumar@epch.com</a>

**Please Note:** The participation guidelines of organizer of Ambiente 2025 i.e. Messe Frankfurt Exhibition GmbH shall be applicable.

**\*\*\* 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. For more details, please check your eligibility before submission of application. <https://epch.in/mai/RevisedMAIGuidelines-dt19thJuly2021.pdf>

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.

**EPCH Application form for  
“AMBIENTE 2025”**

VENUE: MESSE FRANKFURT, GERMANY  
DATE: 07 – 11 FEBRUARY 2025

Last Date for submission: **20<sup>th</sup> September, 2024**

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"/> 9 Sq. Mtr. <input type="checkbox"/> 10.5 Sq. Mtr. <input type="checkbox"/> 12 Sq. Mtr.      (approx.) <i>However, the actual size will be as per layout.</i>				
8	Open sides request	<input type="checkbox"/> One side open <input type="checkbox"/> Two sides open <b>** (subject to availability only)</b>				
9	Hall Preference according to product profile of Messe Frankfurt	<input type="checkbox"/> Hall No. 10.1 (Giving Section) <input type="checkbox"/> Hall No. 10.2 (Dining Section) <input type="checkbox"/> Hall No. 10.4 (Living Section)				
10	Membership no.	EPCH/MEM/				
11	Renewal Fee Paid 2024-2025	YES <input type="checkbox"/> NO <input type="checkbox"/>				
12	Status of the Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization				
13	PAN (Income Tax Permanent Account No.)					
14	CIN (Corporate Identification No)					
15	IEC Number					
16	AADHAR Card No.					
17	GSTN No.					
18	Name of Proprietor / Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]	NAME		Director Identification No. [DIN]		
19	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
21	PRODUCTS TO BE DISPLAYED	LIST OF HS CODE IS ENCLOSED ** <b>HS CODE [ IT IS MANDATORY ]</b>				
22	Export Performance of Handicrafts Items only AMOUNTS IN RS [LAKH]	2021 – 2022	2022 – 2023	2023 – 2024		
23	HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [ IF YES] PELASE TICK]	2013 <input type="checkbox"/>	2014 <input type="checkbox"/>	2015 <input type="checkbox"/>	2016 <input type="checkbox"/>	2017 <input type="checkbox"/>
		2018 <input type="checkbox"/>	2019 <input type="checkbox"/>	2020 <input type="checkbox"/>	2023 <input type="checkbox"/>	2024 <input type="checkbox"/>

The participation guidelines of organizer of Ambiente i.e. Messe Frankfurt Exhibition GmbH shall be applicable. I have noted the terms and conditions of EPCH as per circular dated 24<sup>th</sup> August, 2024.

Place: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

## GENERAL EXHIBITOR RULES

<u>1.</u>	<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>
<u>2</u>	<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>
<u>3</u>	<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 along with 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>
<u>4</u>	<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/Partner/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>
<u>5</u>	<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>The Exhibitors / member exporters must ensure &amp; undertake that the handicraft products on display in their booths are the designs. Any complaints brought to the notice of the fair organiser and/or EPCH shall be dealt with strictly and if required they also decide to remove such exhibits from display and or closure of that booth.</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 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</li> </ul>

**Important: Effective immediately, we have transitioned to a new Virtual Bank Account for all financial transactions.**

<b>**VIRTUAL ACCOUNT INFORMATION for payment by RTGS/NEFT</b>		
Account Name: <b>Export Promotion Council for Handicrafts</b>		Bank Name: <b>Union Bank of India</b>
<b>**YOUR VIRTUAL BANK ACCOUNT NUMBER is a combination of the first Nine letters of EPCH account (i.e.17730EPCH) and the last Six Digits of your EPCH Membership number.</b>		Branch: <b>FCS Centre Bangalore, Bangalore</b>
<b>Company Name:</b>		IFSC Code: <b>UBIN0996335</b>
<b>EPCH Account</b>	<b>Membership Number</b>	<b>Your Virtual Bank Account No.</b>
17730EPCH	.....	<b>17730EPCH.....</b>

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.3,75,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in Ambiente 2025 from 07 - 11 February 2025 at Messe Frankfurt, Germany.

Place:  
Date:

Name:

Signature & Stamp:  
Designation:

With regard to participation in fairs / exhibitions abroad, Ministry of Commerce & Industry, Govt. of India has recently made certain amendments in the existing MAI guidelines for the beneficiary under MAI scheme vide dt. 26.6.2023. Some excerpts of the scheme related to exporter's participation in international fairs are provided as follows:

**MAI Guidelines for space booking & participation:**

- 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.
- In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc).
- 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 Reimbursement Guidelines:**

- i. The ceiling of airfare reimbursement to Indian exporters for participation in events abroad and also for hosting foreign buyers in RBSMs in India enhanced by 20%, as indicated below, with effect from FY 2023-24:
  - a. ₹1,50,000/- for Africa and American continents; and
  - b. ₹ 90,000/- for other markets (such as Europe, WANA, ASEAN, CIS, NEA etc).
- ii. Reimbursement of airfare to the companies having nil exports/ start-ups/ new exporters may be allowed up to 10% of the total number of participants, subject to the following conditions:
  - a. The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Scheme guidelines.
  - b. The exporter has been active in the domestic market and has at least annual turnover of ₹ 50.00 lakh in the preceding financial year.

(Note: For other exporters also, it will be necessary to have minimum annual export turnover of ₹50 lakh in the Preceding financial year to avail reimbursement of airfare.)

**Reimbursement of freight charges of exhibits**

- MAI Support provided for shipment of exhibits on 50% funding basis to Micro and Small Enterprises, as defined in the MSME Act, with an upper ceiling of ₹50,000/- per exporter per event.
- Such Support of Freight charges will be available to only such exporters who are eligible for airfare reimbursement under the Scheme, i.e. the exporters having f.o.b. value of exports of less than ₹50 crore in the preceding financial year.

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**DECLARATION / UNDERTAKING**

I / We hereby declare that M/s. \_\_\_\_\_, (IEC no: \_\_\_\_\_) Address: \_\_\_\_\_, submitted the application to EPCH for participation in Ambiente 2025 scheduled from 07 – 11 February, 2025 at Messe Frankfurt, Germany under MAI Grant. The details of participation under MAI Grant are given below:

**A. FOB Value of export of handicrafts during last Three Financial Years:**

<b>YEAR</b>	<b>AMOUNT IN RS.</b>
FY 2021 - 22	_____
FY 2022 - 23	_____
FY 2023 - 24	_____

**B. As per MAI scheme of MOC&I, Grant-in-aid is admissible for participation in international fair i.e. Ambiente at Frankfurt, Germany for maximum 3 years (including earlier years also), the details of above company of previous participation held in Ambiente Fair is given below:**

Have you participated earlier held in Ambiente	<b>YES</b> <input type="checkbox"/> / <b>NO</b> <input type="checkbox"/>				
If YES, please tick	<b>2013</b> <input type="checkbox"/>	<b>2014</b> <input type="checkbox"/>	<b>2015</b> <input type="checkbox"/>	<b>2016</b> <input type="checkbox"/>	<b>2017</b> <input type="checkbox"/>
	<b>2018</b> <input type="checkbox"/>	<b>2019</b> <input type="checkbox"/>	<b>2020</b> <input type="checkbox"/>	<b>2023</b> <input type="checkbox"/>	<b>2024</b> <input type="checkbox"/>

**C. As per scheme of MAI Grant, a member exporter/company can avail maximum 2 times financial support under MAI Scheme in a financial year i.e. FY 2024 – 25. I hereby declare that our company have participated/plan to participate in the following fair under MAI Grant in FY 2024 – 25:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

I / we declare that the company is not under Investigation / Charged / Prosecuted / Debarred / Blacklisted under EXIM Policy of India or any other law relating to Export & Import Business.

I / we solemnly declare that the above particulars submitted are correct. I / we hereby undertake that myself and the company are accountable and responsible for any incorrect information given in the above claim.

I / we agree to provide any additional document(s)/information to the Council pertaining to our above declaration as and when sought by the Council.

Place:

Date:

Signature of Authorized Representative of the Firm

(Company Seal)

Name .....

Designation .....

**AMBIENTE 2025 (07 – 11 February 2025) Messe Frankfurt, Germany**

Details to be provided for checking & availing MAI Grant by the participating company:

Name of the participating Company / Organisation	
Type of company (Private/ Partner/ Limited/ Proprietor)	
PAN Card Number	
CIN Number (in case of private limited)	
IEC Number	
GST No.	
Name of Director / Partner / Proprietor	
Designation	
DIN Number	
Whether belongs to MSME	Yes <input type="checkbox"/> No <input type="checkbox"/>
Women Entrepreneur	Yes <input type="checkbox"/> No <input type="checkbox"/>
Category (SC, ST, GENERAL) *	
HS Code: 6 Digit	
HS Code: 6 Digit	
HS Code: 6 Digit	
HS Code: 6 Digit	
Name of person attending the fair	
Passport No.	
Product Items on display	

Place:  
Date:

Signature of Authorized Representative of the Firm  
(Company Seal)

Name .....

Designation .....

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