

By speed post

No.5()/2011-MA

Dated : 9th August 2011

**All Director,
MSME-DIs**

Sub: Participation of O/o DC (MSME) in AF'L-Artigiano Fiera, 16th International Crafts Selling Exhibition at Milan, Italy from 03 – 11 December, 2011 being organised by India Trade Promotion organisation (ITPO), New Delhi.

Sir,

The Office of DC (MSME) is participating in the said fair being organised by India Trade Promotion organisation (ITPO), New Delhi for covering wide range of products on arts and crafts.

2. The principle objectives of AF'L-Artigiano Fiera is to encourage and promote Indian export, joint ventures, technology transfer, marketing arrangements to business partners in Italy and build a strong image of Indian Products.

3. The objectives of O/o, DC (MSME)'s participation in this fair are to strengthen bilateral trade and promote Indian products & technologies and also identifying areas of exports in Italy.

4. As per the proposed amendment in the present SSI-MDA guidelines, all the willing participants of micro small entrepreneurs required to deposit 50 percent space rent at the time of booking of the stall for the respective fair. Therefore, the Micro & Small entrepreneurs of general category will now be required to pay 50 percent space rent at the time of booking of the space. For women & SC/ST entrepreneurs and entrepreneurs of NE Region need to pay 50 percent space rental charges as security deposit at the time of booking of space which will be refundable to them (provided if the total space rent booked by the unit is within limit of Rs. 1.25 lakh) after participation in the fair. On the other hand if the total space rent of any unit owned by women/SC/ST entrepreneur and entrepreneurs of north eastern region cross the upper reimbursement limit of Rs. 1.25 lakh, in that case security amount to the tune of 50 percent of Rs. 1.25 lakh i.e. Rs. 62,500/- will be returned to them after participation in the fair. In the event of non-participation in the fair, the security deposit will be forfeited. It is, therefore, suggested that in the case of unit owned by women or SC/ST candidate or belongs to owner of NE region, two DDs, one of Rs. 62,500/- and another of value equivalent to the excess amount of space rent crossing the limit of Rs. 1.25 lakh may be taken from the respective participating unit. All the relevant payment received in the form of DDs is required to be forwarded to the headquarters office along with the application and other relevant documents for taking further necessary action. In the event of non-participation in fair (whatever may be the reason including cancellation of visa request by the embassy), the deposit including security deposit will be forfeited.

5. Obtaining passport and visa is the sole responsibility of the participating MSEs and O/o DC(MSME) will only forward the request letter to ITPO to obtain invitation letter from the concerned Trade Fair Organiser in favour of participating unit so that the same may be submitted by them to concerned

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embassy for issuing necessary visa. However, procedure for obtaining passport & visa has to be followed by the respective MSEs and no refund of space rent is possible in the event of non participation of MSE in the fair whatever may be the reason including non availability of visa from concerned embassies.

6. ITPO, New Delhi has informed that the tentative space rent for minimum 06 sq. mts. booth or 12 sq. mts. for the above fair is **₹ 12,750/- per sq. mts. without shipment facility.** Each participating unit is required to book one build up booth of minimum size of 06 sq. mts. or 12 sq. mts. as mentioned above. **However, the stand will be 12 sq. mts. with one division to make 6 sq. mts. each but the partition in between will only be partial and not full. This is to satisfy the rules and regulations of the fair authority. Also note that few stands will be of little increase in size, to avoid the wastage area and willing unit may require to pay for extra space. For two side open booth, 10% extra will be charged. It may also be made clear to the participating units that space would be provided on the basis of first cum first serve, lay-out plan, location & availability of space etc.,** at Fair/ Exhibition site and the decision of the MSME Officer deputed to the Fair/ Exhibition shall be last and final and binding on participants. However, if any unit is provided more/less space than what they have booked, they shall be refunded/ charged proportionate amount as space hiring charges. Further it is to be mentioned that once the space rent has been paid by the unit according to the above guidelines and Office of DC (MSME) has conveyed the request for space booking for the unit to the ITPO, the refund of the space rent can not be possible to the individual unit even if they do not participate.

7. Since considerable importance is being attached to the participation of Office of DC (MSME) in the above fair, **you are requested to kindly assist, motivate and select the manufacturing Small & Micro enterprises registered with DIC/ DI as a manufacturing unit as per display product profile.** The criteria for selection/participation of entrepreneurs should primarily be based on the quality of product to be showcased, with entrepreneurs producing superior quality products to be given preference. However, the quality of the product preferably be of international standards or units having ISO: 9000/ 14000 certification.

8. The willing participatory unit required to submit the requisite DD along with copy of DIC registration certificate as a permanent manufacturing unit, proof of women, SC/ST entrepreneur, copy of the passport of the representative of the unit and application with request of actual amount of space required to be booked for the unit.

9. You are advised to select the small & micro manufacturing units and collect 50 percent of the space rent as per the instructions given in point No. 4 above from participating entrepreneurs on or before last date i.e. **15th September, 2011** as it will be difficult for this office to book space if the proposal is not received by **15th September, 2011**. The amount of 50 percent of space rental charges and security deposit shall be sent to Headquarters through DD as mentioned in point 4 above and should be prepared in favour of PAO (MSME), New Delhi along with list of participating units.

10. A Copy of the proforma for passport particulars and application form to be submitted to ITPO for participation in fair and exhibition abroad are enclosed for representatives who are likely to visit the fair. The filled up proforma may be forwarded to this office (in duplicate) as early as possible along with copy of their valid passport.

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11. **It is also requested that the participating units may please be advised to send the passport particulars of their two representatives along with the copy of their valid passport for recommendation of Visa etc. to ensure at least one representative may visit the fair due to unforeseen circumstances. It also please be noted that once name of person forwarded by the respective unit as a representative of their unit in the respective fair, it will not be possible to change the name in the later stage.**

12. **Obtaining passport and visa from the concerned embassy is the sole responsibility of the selected units and this office is not holding any liability for the same except forwarding recommendation letter to the embassy with a request for issuing visa to participating unit.**

13. The selected units will be reimbursed of the airfare as per the guidelines subject to maximum reimbursement ceiling of Rs. 1.25 lakh (including space rent and airfare) after participation in Fair/ Exhibition on the basis of submission of claim by their representative whose name has been approved by this office.

14. **The recommending MSE units may please be also indicated whether they belong to SC/ST/ Women entrepreneurs or from north eastern region along with supporting documents.**

15. Entrepreneurs are permitted for availing the benefit under SSI MDA scheme for participation in the International Trade fair and reimbursing their claim only once in a financial year irrespective of the number of units they own.

16. In case of any NGO, HSGs, other non profit entity etc. managed by Women Entrepreneurs and is engaged in manufacture activity by employing only economically poor & weaker groups of women workers for supporting their livelihood will also be considered as Women Entrepreneur provided they are registered or have filed with DIC as a MSE unit.

17. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.

Yours faithfully,

(DIPAK CHANDA)
Asstt. DIRECTOR (MA/IC&CD)
Tel.No. 23062249
Fax : 23061804

16th Addis Chamber International Trade Fair,
February 23-29, 2012, Addis Ababa, Ethiopia

Application Form

Name of the Company: _____

Address _____

Tel: _____ Fax: _____ Email: _____

Website: _____

Name & Designation of Key Executive _____

Are you a registered exporter?
(Yes/No) _____

If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify _____

Space requirement (in Sq Mtrs /Sq feet) _____ Corner/Non-Corner: _____

Total turnover of company: _____ US\$ million Export turnover: _____ US\$ Million

Products for display:

Brief profile of company (not more than 25 words):

Export Performance	Countries of Exports	Preceding three years	Commodity
exported			

(Please attach a Chartered Accountant's certificate of Export performance)

Whether you have participated in this fair earlier, if so when?

Display requirements:

- Assembly arrangements
- Display plan, if any

(On payment basis) Additional requirement

Exclusive telephone in booth:

Any other facility including display aids over and above ITPO's shell scheme package :

We hereby accept the Rules & Regulations of participation as per copy enclosed. Crossed demand draft, favoring India Trade Promotion Organization, payable at New Delhi

_____ being the amount of participation charges is enclosed.

(Signature of authorized signatory of the Company)

Name _____

Designation _____

Dated: _____