

विकास आयुक्त (सू. म. लघु एवं मध्यम उद्यम)  
सू. म. लघु एवं मध्यम उद्यम मंत्रालय,  
(भारत सरकार),  
निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-११००१०८



**MSME**

OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL, & MEDIUM ENTERPRISES)

MINISTRY OF MICRO, SMALL, & MEDIUM  
ENTERPRISES

(Government of India)

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BY SPEED POST

No. 5(7)/2013-MA

Dated: 13.08.2013

The Director,  
All MSME-DIs

**Sub: Participation of O/o DC (MSME) in AF'L Artigiano in Fiera International Fair, Milan (Italy), Nov 30-Dec 08, 2013 being organized by India Trade Promotion Organisation (ITPO).**

Sir,

The Office of DC (MSME) is participating in the said fair being organized by **India Trade Promotion Organisation**, Pragati Maidan, New Delhi for covering wide range of products.

2. The following focus areas would be covered in the exhibition:-

- Display products: Handicrafts, Jewellery, Textiles, Home Furnishing, Gift items, Carpet & Coir Products.

3. AF'L Artigiano is a very popular event in Italy and south Europe. There is a very good potential for Indian handicrafts, home furnishing, carpets and gift items.

4. 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.

5. As per the MDA scheme guidelines, all the willing participants of Micro Small entrepreneurs who are registered in DIC as a manufacturing unit is only eligible for consideration and require 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 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 crossed the upper reimbursement limit of Rs. 1.25 lakh, in that case security amount to the tune of 50 percent of total space rent in the form of two DDs, one of Rs. 1.25,000/- 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. Rs. 1.25 lakh DD will be returned to them after participation in the fair. In the event of non-participation in the fair, the security deposit & deposit for excess of Rs.1.25 lakh ( if any) given by women/SC/ST entrepreneurs and entrepreneurs of north eastern region will be forfeited. 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.



6. ITPO has informed that space rent per sqm. for the above fair is Rs. 20,500/- per sq. mtr. for one-side open built-up booths. 10% extra payable for two sides open booth (subject to availability). The available stall size will be 6 sqm, 9 sqm, 12 sqm and 16 sqm. Thus, for booking of 6 sq. mt. (one side open) space, the applicant unit required to pay as follows:

- (i) Unit belongs to general category is required to pay for space rent. ₹ 61,500/- in the form of DD drawn in favour of PAO(MSME), New Delhi.
- (ii) Unit owned by women/SC/ST entrepreneur or from NER is also required to pay DD of ₹ 61,500 in favour of PAO (MSME), New Delhi which will be refunded to the unit after participation in the fair. The amount will be forfeited in event of non-participation.

**As you may aware that the DDs are valid for 03 months only from the date of issue. Therefore, in order to avoid the problem of validity, the date of issue of DDs should be after September 30, 2013.**

7. It may be made clear to the participating units that space would be provided on the basis of first cum first serve & availability of space etc., at Fair/ Exhibition site and the decision of this office shall be last and final and binding on participants. However, if any unit is provided less/more space then 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 whatever may be the reason.

8. 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.

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. 6 above** from participating entrepreneurs on or before last date i.e. **20.10.2013**. The amount of 50 percent of space rental charges and security deposit shall be sent to Headquarters through DD as mentioned in point 6 above along with list of participating units and their necessary documents.

10. A copy of the registration form is enclosed for representatives who are likely to visit the fair. The filled up proforma may be forwarded to this office as early as possible along with copy of first & last two pages of their valid passport.

11. ITPO will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, ITPO will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Italy in India. 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. The selected units will be reimbursed of the airfare as applicable 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.

13. Entrepreneurs are permitted for availing the benefit under 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.

14. 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.

15. Recommended MSEs after participation in the trade fair should submit their reimbursement claims through concerned MSME-Development Institute to this office within one month from the completion of the date of fair failing which it may be presumed that unit is not interested to claim the reimbursement.

Yours faithfully,

*Amit k Tamaria*  
13.08.13

(Amit k Tamaria)  
Asst. Director (MDA)

Encl: Proforma



**INDIA TRADE PROMOTION ORGANISATION**  
**APPLICATION FOR PARTICIPATION IN FAIRS AND EXHIBITIONS ABROAD**

1. Name of the Exhibition & Dates : **AF-L' Artigiano In Fiera, 2013**  
**18<sup>th</sup> International Crafts Selling Exhibition**  
**Milan, (Italy)**
2. a) Name of the Company : \_\_\_\_\_  
b) Address : \_\_\_\_\_  
Tel.: \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_  
Web \_\_\_\_\_ Sales Tax / Tin No. \_\_\_\_\_
3. Name & Designation of Key Executive of Company \_\_\_\_\_
4. Are you a registered exporter? (Yes/No) \_\_\_\_\_ IEC Code No. \_\_\_\_\_  
(If yes, please attach a photocopy of Registration Certificate).
5. Are you registered as Small Scale Industry? \_\_\_\_\_  
(If yes, please attach attested copy of Registration Certificate.)
6. Are you a member of an EPC/Commodity Board? If so, please specify \_\_\_\_\_
7. Space requirement (in sq.mtrs.) (without shipment) \_\_\_\_\_
8. (i) Turnover of Company \_\_\_\_\_ US\$ million (ii) Export Turnover \_\_\_\_\_ US\$ million
9. Products for display \_\_\_\_\_
10. Brief profile of Company (not over 25 words) \_\_\_\_\_
11. (i) Export performance Preceding three years \_\_\_\_\_  
(ii) Countries of Exports \_\_\_\_\_ (iii) Commodities Exported \_\_\_\_\_  
(Please attach a Chartered Accountant's Certificate of Export Performance)
12. Whether you have participated in this fair earlier, if so when? \_\_\_\_\_
13. Display requirements:  
(i) Display plan \_\_\_\_\_ (ii) Additional requirements (On payment basis) \_\_\_\_\_

We hereby accept the Rules & Regulations of participation as per copy enclosed crossed Demand Draft favouring "India Trade Promotion Organisation, payable at New Delhi, for \_\_\_\_\_ Rs.  
\_\_\_\_\_ being full amount of participation contribution.

(Signature of the authorised signatory of the Company)  
Name \_\_\_\_\_  
Designation \_\_\_\_\_

Dated: \_\_\_\_\_

**IMPORTANT:** VAT not to be applied to exhibiting companies' resident outside Italy according to the Italian DPR 633/72 Art. 7 quinquies.

Applicants are requested to submit an official document with their VAT/fiscal identification number, issued by the competent authority of their country not before 6 months from the date of their application form. Should this document not be attached to the application form, invoices shall be issued with Italian VAT (see section 32 of the General Regulations).