

ARTIGIANO IN FIERA
2nd TO 10th DECEMBER, 2023
MILAN, ITALY

PDEXCIL MUM/For. Events MAI/2022-23/92/PartXI/124

15.06.2023

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) is organizing group participation in India Pavilion at Artigiano in Fiera, Milan, Italy from 2nd to 10th December, 2023 likely to be held under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

About the event:

Artigiano in Fiera is the most important event in the world dedicated to craftsmanship and small businesses. Artigiano in Fiera is to discover the artisans, products and territories on display in December in the Fieramilanocenter. The event is the ideal place where artisans from all over the world can present their products; tell their story and their work, enhancing the culture and typical features of their territory. Artigiano in Fiera, the largest event of its kind in the world and has become the International Expo of Crafts, Peoples and Nations. The fair seeks, selects and exhibits handcrafted and textiles products that stand out for their authenticity, originality and quality. Since 1996 they have been promoting artisans, creators of beauty and goodness, of unique and quality products, respectful of nature and people. **The exhibition is open to general public and trade visitor both for spot booking and retail and sale.**

The conditions of participation

Participation in the fair is allowed only to companies capable of guaranteeing originality, quality and authenticity of the products. Ge.Fi. Spa, through a direct verification or by its representatives, will evaluate these conditions. Companies that apply to participate must submit the following: -

- Company profile
- Product picture
- Previous event participation pictures
- Import Export Code (IEC) certificate
- Council / Association membership certificate

Following parameters will also be checked:

Authenticity: The products correspond to what is declared, thus excluding any form of imitation, counterfeiting, falsification or adulteration

Originality: The products have their own characteristics that distinguish them from others making them somehow unique

Quality: The set of characteristics of the products correspond as much as possible to a matrix of values that express the territory, tradition (also in an innovative key), a transformation of the raw material that is as respectful as possible of natural processes and the environment.

Event Details:

Venue	Fieramilano Rho-Pero, Milan, Italy
Date	2 nd to 10 th December, 2023
Exhibitor profile	Textiles, Handicrafts and enormous range and quality of handmade products
Visitor profile	The opportunity to create a network of customers and word of mouth that leads to increased sales
Standard Booth	12 sq mtrs: dividing walls, carpet flooring, sign with company name, lightning and power socket, 2 chairs.
Participation Fees	12 sq mtrs booth will cost INR 2,40,000/- (for PDEXCIL members)
	12 sq mtrs booth will cost INR 2,50,000/- (for Non-members)
	Proportionate rate will be charged for proportionate sq. mtr. subject to availability.

Participation information: Council has applied for MAI grant for Artigiano in Fiera, the decision from Ministry is still awaited and once the MAI Grant will be approved, subsidized participation rate as mentioned will be charged. To book the stall participation fees is to be sent at the mentioned bank details of PDEXCIL along with the filled application form (attached).

Payment Policy: Full and final participation fees is to be paid.

Note: If any TDS is applicable on the above participation fees, deduct and pay to the Income Tax Department and provide the Form 16A to the council. Late deduction of TDS after receipt of the Full & Final participation fees to the council will not be allowed/refunded.

Your participation in the event can be ensured by making advance payment of Rs. 1,00,000/- through RTGS/NEFT to PDEXCIL bank account on 15.06.2023 onwards. The booth allotment will be on FIRST-CUM-FIRST-SERVED (FCFS) basis. The payment through RTGS/NEFT for booking of space will start on 15th June, 2023 at 10:00AM.

In case payment is received in our below mentioned account before 10:00AM, the same will not be taken into account for seniority and will be treated only in the last on the same day. The seniority for booth booking will be solely decided based on the bank statement as and when the amount is credited in our account. A company can book only one booth and will not be allowed to withdraw at later stage.

Members are requested to kindly confirm your participation by making payment as mentioned above and send us duly filled in Registration Form along with confirmation of payment immediately.

Bank Details for Payment through RTGS/NEFT:

NAME OF THE ACCOUNT	POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL (PDEXCIL)
BANK	STATE BANK OF INDIA
BRANCH	SAKINAKA BRANCH, SAKI VIHAR ROAD, ANDHERI (EAST), MUMBAI- 4000072 TEL.NO. 022-28591973, 28521307
ACCOUNT NO	30112394507
IFS CODE	SBIN0000567
TYPE OF A/C	CURRENT ACCOUNT

Refund Policy:

- Only if any National level travel bans happen from India to Italy or vice-a-versa, due to Covid-19 pandemic or any other calamity, refund will be given.
- In case council cancels its participation in the event, refund will be given
- In any other case participation fee will not be refunded.
- If any issue related to visa such as visa not granted, appointment date not available etc., participation fee will not be refunded.

Cancellation Policy: In case of cancellation/withdrawal/rollover of participation by the applicant, full participation fees/advance payment will be forfeited.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel stay, foods, local travel expenses & any other incidental expenses will be borne by the participants by their own. However, eligible participants may claim reimbursement of airfare subject to the guidelines of MAI scheme and sanction of fund from Ministry of Commerce, Govt. of India.

Basic Eligibility Criteria for financial assistance under MAI scheme:

- A maximum of three participations in a particular trade fair/exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair/exhibition, thereafter have to participate in that fair on their own. In the case of exporters belonging to SC/ST/Women and the exporter 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.
- EPCs/Trade Bodies must ensure that the MAI funding support is only provided to a member/participant company for a maximum of three 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 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).

Basic Eligibility Criteria for air fare reimbursement:

- Exporter with an f.o.b. value of exports below Rs 50 crore in the preceding financial year
- Having membership with EPC for atleast past 12 months and submitting export return regularly
- Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position

- Claim to be submitted within 45 days of return to India in the prescribed format with all supporting documents (for more details refer MAI guidelines)
- Assistance would not be available to exporter of foreign nationality or holding foreign passport
- Airfare reimbursement is subject to the sanction of grant by the Dept. of Commerce

To ensure your participation, please send the application to PDEXCIL office by email/post/hand delivery. The application form can be sent on email id; pdexcilmumbai@gmail.com; pdexcilrodelhi@gmail.com

In case you need any clarification, please feel free to contact us at:

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(MAHESH N. SANIL)
EXECUTIVE DIRECTOR