



POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt. of India)

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पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

PDEXCIL MUM/For Events MAI // 2021-22/92/Part III/ 37

21.06.2021

Sub: Artigiano in Fiera from 4th to 12th December, 2021 at Milan Italy

Dear All,

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) is organizing group participation in India Pavilion at Artigiano in Fiera from 4th to 12th December, 2021 at Fieramilano Rho-Però, Milan, Italy, 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 Fieramilano center. 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.**

Increase your visibility all year round

- To promote itself to its customers
- To be visible and easily traceable to your target market
- To establish a permanent point of visibility in an authoritative channel for the public and the press.

The data of Artigiano in Fiera

- 9 Pavilions
- 340,000 sqm area
- 1 million of visitors
- 3000 exhibition stands
- 100 + Countries of the World

Event Details:

Venue	Fieramilano Rho-Però, Milan, Italy
Date	4 th to 12 th December, 2021
Exhibitor profile	Handicrafts, textiles and enormous range and quality of handmade products For more information, please visit website: https://landingalive.artigianoinfiera.it/2021/index-en.html#an-simulation
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, 1 table, 2 chairs.

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.

Participation information:

Participation fees: Tentatively **INR 2,30,000/-** (Two Lakh Thirty Thousand Rupees Only)

***Note: Council has applied for MAI Grant for Artigiano in Fiera, the decision from Ministry is still awaited, once the MAI Grant will be approved a revised circular with final participation fee will be released.**

Payment Policy: INR 1,00,000/- as an advance amount for booking the stall is to be sent along with the application form (attached) on or before 10th July, 2021. Balance full and final amount is to be settled by 10th August, 2021.

Refund Policy: In case of any unforeseeable circumstances arising due to COVID-19 such as travel restrictions or travel ban by the country or any other situation as finalized by PDEXCIL's management, participation fees will be refunded to participants.

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

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

Interested members may fill the application form (attached herewith) immediately along with the participation fee as mentioned above by Demand Draft /Pay Order/Cheque/Online transfer in favor of "Powerloom Development & Export Promotion Council" payable at Mumbai along with company profile

to the head office of the PDEXCIL at Mumbai. Since there is limited availability of space, your prompt and early action is requested.

Basic Eligibility Criteria for financial assistance under MAI scheme:

Maximum of three participations in a particular trade fair/ exhibition, i.e., members who have availed assistance three times (including past cases) for a particular fair / exhibition and thereafter have to participate in that fair on their own. Further, MAI funding support shall only be provided to a member for a maximum of two MAI events in a year.

Basic Eligibility Criteria for air fare reimbursement:

- Exporter having export upto Rs. 30 crore in the previous year
- Having membership with EPC for atleast past 12 months and submitting export return regularly
- Only to regular Director/Partner/Proprietor of the company (1 person)
- Claim to be submitted within 90 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

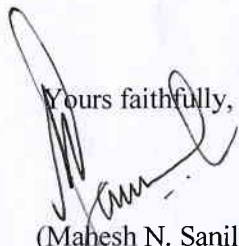
To ensure your participation, please send the application to PDEXCIL office by email/post/hand delivery along with the advance fee on or before 10th July, 2021. The application form can be sent on email id; pdexcilmumbai@gmail.com

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

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Yours faithfully,



(Mahesh N. Sanil)
Executive Director