

CIRCULAR

To all Members/RTEs of the Council

29th January, 2015

Dear Members/ RTEs,

Sub: Inviting application for participation in 5th edition of “India International Hand-woven Fair” at Chennai Trade Centre, Chennai, Tamilnadu, from 11-13th March 2015– Reg.

With its four consecutive successful earlier editions, India International Handwoven Fair (IIHF) being organized by Handloom Export Promotion Council has registered a mark in International Calender of events. The event has earned its name as a final destination for the exporter in establishing trade link with importers and for the importers in meeting their sourcing requirements.

FACTS & FIGURES OF IIHF 2014 (4TH EDITION)**Visitors Profile :**

IIHF truly evolved as a vibrant meeting point with an attendance of 80 overseas buyers and 195 domestic exhibitors during 4th edition .

Overseas Buyers from Australia, Belgium, Bulgaria, Canada, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Italy, Japan, Mauritius, New Zealand, Poland, Serbia, Slovakia, South Africa, Taiwan, Turkey, UK, UAE, and USA, participated in the event.

Exhibitors Profile :

Domestic participant exhibitors from Tamil Nadu, Kerala, Uttar Pradesh, Andhra Pradesh, Karnataka, Maharashtra, West Bengal, New Delhi, Haryana, Madhya Pradesh, Odisha, Jharkhand, Himachal Pradesh, Jammu & Kashmir, Manipur, Kerala and Assam displayed products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

Consequent on the phenomenal success of the 4th edition of India International Handwoven Fair held during 2014, Handloom Export Promotion Council is organizing the 5th edition of India International Hand-woven Fair, at Chennai Trade Centre, Chennai, Tamilnadu, from 11-13th March'2015.

IIHF-2015 - SHOW INFORMATION :

Show Name : India International Hand-woven Fair

Date :11-13th March'2015

Venue : Chennai Trade Centre, Chennai

Product Profile: Table linen, Bedlinen, Kitchen Linen, Furnishing elements, Curtains, Floor coverings, Wall hangings, Trimmings and embellishments, Indian attire (lungies, sarees, dhoties sarongs, RMHK), Fashion accessories (Stoles, Scarves, Shawls etc) , Jute products, Gift articles & collectors' items

No. of Exhibitors proposed: 300 Nos

No. of Buyers expected : 170 Nos

PARTICIPANTS PERSPECTIVE :

HEPC has already established links with the overseas buyers across the globe and it is expected that major buyers from different parts of the world will visit this fair to source their products. Buyers are expected from USA, Europe, Asia, CIS & LAC countries. About 170 buyers including buying agents from different countries will be attending the event. Already about 70 buyer applications received.

STAND PACKAGE :

Minimum Booth area offered- 9 sq.mtrs

Space for a standard booth **[details of display items being provided in each booth]	Total Cost of 9 sq.mtrs	Total Cost of 12 sq.mtrs.
Participation fee @Rs.4000/- per sq.mtre plus 12.36% Service Tax	Rs.40450/- * (inclusive of 12.36% Service Tax)	Rs.53933/.* (inclusive of 12.36% Service Tax)
Additional stand space	Additional space in multiples of 3 sq.mtrs only	
Corner booth	10% extra	

*- Please note that the participation fee is already subsidized one and no further grant will be available.

As a special promotion measure , the Council is offering the participants from other than Tamil Nadu a lump sum amount of Rs.3000/- as reimbursement of travel / freight charges on completion of participation in the event .

**** [details of display items being provided in each booth]**

	Table	Chairs	Shelves	Curtain Rods	Lights	Pin Board	Plug point
9 m2	1	2	9	2	3	1	1
12 m2	1	3	12	3	5	1	1

Further, we are offering the following options of accessories in a standard stand.

9m2 Stand - **Option (A)** 9 shelves & 2 curtain rods

OR

Option (B) 2 shelves & 9 curtain rods

12m2 Stand - **Option (A)** 12 shelves & 3 curtain rods

OR

Option (B) 3 shelves & 12 curtain rods

Kindly confirm your option to arrange for the same along with any additionally accessories required on payment. .

Council has a dedicated website www.iihfchennai.com for this event and a wide publicity is being undertaken by the Council in print & electronic media inviting trade visitors mainly Importers through spot registration during Council's fair participation abroad / Chamber of commerce abroad / Trade portal / Indian mission abroad / Foreign mission in India. You can avail a free listing in this website and invite the attention of buyers by submitting your application early for participation in this event. Further, you can also avail the opportunity of getting your profile circulated to Indian Consulate abroad, Chamber of Commerce, etc.

Interested members may, therefore, avail this excellent opportunity to increase their business by participating in this event by sending the application form (please download the national fair application from the link www.hepcindia.com/forms.php along with DD / Multicity cheque for the requisite amount in favour of "Handloom Export Promotion Council", payable at Chennai.

Please note that application of the member exporters will be considered on the basis of First Come First Served basis subject to space availability with HEPC. No refund of participation charges will be considered under any circumstances

As the fair represents an invaluable opportunity to contact buyers, avail this golden opportunity to enhance your business!!!

Thanking you,

Yours faithfully,

sd/-

**R.Anand,
Executive Director**

THE HANDLOOM EXPORT PROMOTION COUNCIL, CHENNAI - 34
APPLICATION FORM FOR PARTICIPATION IN FAIRS IN INDIA

Name of the Fair	
Name of the firm	
Address of the Company	
Tel (+91-Area code- Number)	
Fax (+91-Area code- Number)	
Email	
Website	
Name & Designation of the key executive	
Membership Registration No. & Date (Please enclose a copy of Certificate)	
	SSI /NON-SSI
IECode	
Whether renewed for the annual year 2014-15	Yes / No
Total export performance in the preceding year (2013-14)	
Are you filing the export returns regularly	Yes / No
Whether you have applied through any of your Associate / group organisation for participation in this event ? If yes, Name of the organization	
Whether you have participated in this fair earlier, if so when ?	
Number of events participated through the Council for the last 3 years (2011-12; 2012-13; 2013-14) Please attach a separate sheet if necessary	1) 2) 3) 4) 5)
Number of events participated through the Council for the current year from April 2014 onwards	1) 2) 3)
Products for display	
Display area required in sq .mtrs (Specify if corner stand is required)	

Date :

Signature of the applicant with seal

TERMS & CONDITIONS FOR NATIONAL FAIR

Firms desirous of participating should apply in writing to HEPC in the prescribed form (attached) together with a D.D. towards participation fee

1. Selection of participants will be done as per the following criteria:
 - a. Export turnover and product acceptability.
 - b. Suitability for export
2. HEPC reserves the right to reject any application for participation without assigning any reason thereof.
3. HEPC will make allocation of available space in the show premises at its discretion and its decision to this regard will be final and binding on all.
4. Participant who acquires space through either the Fair organizers or through any other source will not be considered for participation and if it is found that they have indulged in such activities, they will be debarred in future for 3 consecutive years from participating in the events organized by HEPC.
5. Participant who acquires space through false information is liable to repay the grant amount and also be debarred in future for 3 consecutive years from participating in the events organized by HEPC
6. Participants will make their own arrangements for dispatching the exhibits for display and bringing them back to India after display.
7. Participants will not be allowed to remove the exhibits during the show without specific written permission from HEPC.
8. Participants will adhere to such other regulations as may be prescribed by the Fair Authorities.
9. In the unlikely event of postponement/cancellation of the Show, HEPC shall be under no liability to compensate expenditure, if any, incurred by the participants.
10. HEPC will not be responsible for any damage or loss of exhibits during transit or during the fair.
11. No refund of participation fee will be made by HEPC under any circumstances excepting in case of non participation by HEPC.
12. Those who had already participated 3 times in the fair through HEPC are not eligible for the grant – in – aid under D.C.(HL) / MDA scheme They will be requested to pay full participation fee.
13. In the event of violation of the Fair authority Rules by a participant, HEPC/ Fair authorities shall have the right to close down the stall of the participant concerned immediately.
14. Participants are also required to furnish information regarding value of business generated through this fair participation during 6 months – One year period after fair participation

DECLARATION

We have studied the rules for participation carefully and we agree to abide by the same. We also declare that we have not availed any other Government Assistance from any other sources.

Name & Signature of the authorized
Representative of the firm

Date
Place