



POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

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

Head Office: GC-2, Ground Floor, Gundecha Onclave, Kherani Road, Saki Naka, Andheri (East), Mumbai - 400 072. Maharashtra. **Fax:** +91(22) - 2850 4146

Tel Phone: +91(22) - 4969 6368 / 2850 2050/2060 | **Email:** pdexcilmumbai@gmail.com

Website: www.pdexcil.org | **CIN NO.** U74999MH1995NPL092486

पावरलूम विकास तथा निर्यात सञ्चालन परिषद्

ARTIGIANO IN FIERA 30TH NOVEMBER TO 8TH DECEMBER, 2024 MILAN, ITALY

PDEXCILMUM/FORG EVENTS MAI/92/2024-25/PART XIV/99

21.06.2024

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, Milan, Italy from 30th November to 8th December, 2024 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 Fiera Milano 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.**

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

Regional Offices

Erode: Basement No 1, Texvalley Main Mall Building, Gangapuram Post, Erode- 638 102, Tamil Nadu | **E-mail:** pdexcilia@gmail.com | **Tel Phone:** + 91 87785 82591

New Delhi: Flat No 511, 5th Floor, Indra Prakash Building, Plot No. 21, Barakhamba Road, New Delhi - 110 001 | **E-mail:** pdexcilrodeldhi@gmail.com | **Tel Phone:** + 91 (11) 4305 3536

- 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-Però, Milan, Italy		
Date	30 th November to 8 th December, 2024		
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 sqmtrs: dividing walls, carpet flooring, sign with company name, lightning and power socket, 2 chairs.		
Participation Fees	Booth Size	With MAI	Without MAI (Aprox. Amount)
	12 sqm	Rs. 2,50,000/-	Rs. 4,70,000/-
	<ul style="list-style-type: none"> • Proportionate rate will be charged for proportionate sq. mtr. subject to availability. • The above-mentioned participation charges include admin and registration charges including 18% GST) • The booth space will be allotted to participants who send in their complete application form and full payment on a First-cum-First served basis • Since the official approval from the Dept. of Commerce is awaited, we are presently charging the full participation fees as mentioned above, which is being levied by the organizers. On receipt of the subsidy from the Ministry, the reimbursement of participation charges after adjusting from the MAI grant shall be made. 		

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.

Your participation in the event can be ensured by making advance payment of Rs.1,00,000/- through RTGS/NEFT to PDEXCIL bank account. Booking starts on 24.06.2024 onwards and booth allotment will be on FIRST-CUM-FIRST-SERVED (FCFS) basis after the final approval from the Ministry of Commerce and Industry

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:

- 1) Only if at National level travel bans happen from India to Italy or vice-a-versa, refund will be given.
- 2) In case council cancels its participation in the event, refund will be given
- 3) 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 minimum Rs 50 Lakhs & 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:

PDEXCIL Head Office:- 022- 2850205012060,

Ms. Lavany Saxena, Assistant Director: +91-9892886912


Mr. Pankesh Chipkar, Section Officer: +91-9821126523

PDEXCIL Regional Offices:

Delhi: - Mr. Vishal Patyal, Regional Officer: +91-7814014458

Erode: Mr. C. Vijayakumar, Jr. Assistant: +91-8778582591

Yours faithfully,


(MAHESH N. SANIL)
EXECUTIVE DIRECTOR