

**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070

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EPCH-4/3(FURNITURE CHINA 2019/2019-20/CHINA)

05 April, 2019

To,

All Member(s),

SUBJECT: EPCH PARTICIPATION IN 25TH CHINA INTERNATIONAL FURNITURE EXPO (FURNITURE CHINA 2019) (09 - 12 SEPTEMBER 2019), SHANGHAI, CHINA

Dear Sir/Madam,

The China International Furniture Expo, better known as Furniture China is one of the leading international B2B Trade fair of the sector for over two decades. Over 3,500 exhibitors of furniture sector exhibited in 2018 edition that recorded more than 90,000 trade visitors. This trade fair is jointly organised by China National Furniture Association Shanghai & UBM Sinoexpo Int'l Exhibition Co., Ltd. at state of the art exhibition venue Shanghai New International Expo Centre (SNIEC), Pudong, Shanghai.

The total cost of 24 sq. mtr. booth is Rs. 3,78,000/- @ Rs. 15,750/- psm. EPCH will offer standard built-up booth of 24 sq mtr. with highly subsidized charges of Rs. 2,28,000/- @ Rs. 9,500/- per square meter under shell scheme (Subject to approval of Grant-in-Aid for financial subsidy). However, applicant has to submit the total cost of the 24 sq. mtr. booth of Rs. 3,78,000/- @ Rs. 15,750/- psm to the Council prior to participation. Besides the participation charge the show organiser further levies towards B2B promotion charges USD\$ 1200 per participants. Applicants will be asked to pay Rs. 85,000/- per stand separately in addition to participation charges.

Important: The Council has submitted a proposal to the Office of Development Commissioner (Handicrafts) for financial support to member exporters for participation in above fair. Once the financial support is available/granted by the O/o Development Commissioner (Handicrafts), the Council will refund an amount of Rs. 1,50,000 @ Rs. 6,250/- per square meter for 24 square meter on successful participation.

Please note that all expenditure like dispatch of goods, custom clearance, and payment of duties, air-ticket, boarding and lodging of personnel required for manning of booths are to be borne by the participants themselves. The Council will issue necessary visa recommendation letter in favor of member exporters. Grant of visa is the discretion of concerned Embassy. In case visa is not granted the Council will not be liable and any request for refund of participation charges will not be entertained.

Interested members may please forward their application along with a Demand Draft of **Rs. 2,00,000/-** in favour of "EXPORT PROMOTION COUNCIL FOR HANDICRAFTS" payable at New Delhi, or RTGS details mentioned in fact sheet. Balance amount to be deposited on confirmation of participation. The complete application along with requisite amount should reach to the Council's office latest by **20th April 2019**. If the applicant withdraws their participation after selection, the amount deposited along with application will be forfeited.

For further details, please contact Mr. Pankaj Kumar Saw, Jr. EPO on pankaj.saw@epch.com or Mobile: - 91-9958882460.

Thanking you,

Yours faithfully,

**[R. K. VERMA]
DIRECTOR****Encl:** 1. Fact sheet with Application form**IMPORTANT - Please forward few product photographs and website of your company for review of fair organiser and selection of participation.**



Export Promotion Council for Handicrafts

FACT SHEET OF

25th China International Furniture Expo (Furniture China 2019), Shanghai, China 9–12 September 2019

<i>Fair Date & Hours</i>	9 th September – 11 th September 2019 – 09.00 a.m to 06.30 p.m. 12 th September 2019 - 09.00 a.m. TO 14.30 p.m.
<i>Venue</i>	Shanghai New International Expo Centre (SNIEC) 2345 Longyang Road, Pudong New Area Shanghai P.R.C. 201204
<i>Exhibition Area</i>	3,00,000 Square Meter
<i>Exhibitors</i>	Around 3500 exhibitors
<i>Visitors</i>	90,000 trade visitors recorded during last edition
<i>Fair Profile</i>	The China International Furniture Expo, better known as Furniture China, takes the lead in the industry for over two decades. As one of the world's leading B2B trade fairs, over 100,000 participants are involved in the show every year. During the previous edition of i.e. 24 rd China International Furniture Expo 2018 recorded more than 90,000 trade visitors.
<i>Product Profiles:</i>	<ul style="list-style-type: none">• Wooden Furniture• Bedroom Furniture• Living Room Furniture• Dining Room Furniture• Table & Chairs• Contemporary Furniture
<i>Visitor Profiles:</i>	Importers, Agents, Buying offices, distributors/wholesalers, Furniture Market/ Shopping Mall, Real Estate Contractors, Independent Designers, Architect
<i>Participation Fee</i>	<ul style="list-style-type: none">• The participation charge is Rs. 9,500/- per square meter• Separately in addition to above Rs. 85,000/-for B2B promotional charges• EPCH offered minimum stand size of 24 sq mt. <p>The total cost of 24 sq. mtr. booth is Rs. 3,78,000/- @ Rs. 15,750/- psm. EPCH will offer standard built-up booth of 24 sq mtr. with highly subsidized charges of Rs. 2,28,000/- @ Rs. 9,500/- per square meter under shell scheme (Subject to approval of Grant-in-Aid for financial subsidy). However, applicant has to submit the total cost of the 24 sq. mtr. booth of Rs. 3,78,000/- @ Rs. 15,750/- psm to the Council prior to participation.</p> <p>Important: The Council is submitting a proposal to the Office of Development Commissioner (Handicrafts) for financial support to member exporters for participation in above fair. Once the financial support is available/granted by the O/o Development Commissioner (Handicrafts), the Council will refund an amount of Rs. 1,50,000 @ Rs. 6,250/- per square meter for 24 square meter on successful participation.</p>
<i>Organiser</i>	CHINA NATIONAL FURNITURE ASSOCIATION SHANGHAI UBM SINOEXPO INT'L EXHIBITION CO., LTD.
<i>Show website</i>	http://www.furniture-china.cn/en-us/
<i>Last date of submission of application</i>	20th April 2019 (WEDNESDAY)
<i>EPCH Contact</i>	Mr. Pankaj Kumar Saw, Jr. EPO Tel: +91 11 26135256 (Extn: 130) E-mail: pankaj.saw@epch.com

IMPORTANT - Please forward few product photographs and website of your company for review of fair organiser and selection of participation.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Application for

“25th China International Furniture Expo (Furniture China 2019) Shanghai, China

Last Date for submission: 20th APRIL 2019

VENUE: Shanghai New International Expo Centre (SNIEC)

DATE: 9-12 September 2019

1	Name of the Organization							
2	Address for Correspondence							
2	Telephone	City code-	9	1	-			
3	Fax	City code-	9	1	-			
4	Mobile no.	+ 91 -						
5	Email							
6	Website							
7	Size of Stand	<input type="checkbox"/> 24 Sq. Mtr.						
8	Product Profile	<input type="checkbox"/> Wooden Furniture <input type="checkbox"/> Living Room Furniture <input type="checkbox"/> Table & Chairs		<input type="checkbox"/> Bedroom Furniture <input type="checkbox"/> Dining Room Furniture <input type="checkbox"/> Contemporary Furniture				
9	Membership no.	EPCH/MEM/						
10	Renewal Fee Paid 2019-2020	YES <input type="checkbox"/> NO <input type="checkbox"/>						
11	Status Of The Company	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization						
12	PAN (Income Tax Permanent Account No.)							
13	CIN (Corporate Identification No)							
14	IEC Number							
15	AADHAR Card No.							
16	GSTN No.							
17	Name of Proprietor / Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]	NAME	Director Identification No. [DIN]					
18	Name & Designation of the Person who is / are Traveling for the Event. [Please enclose the Xerox copy of Frist & Last page of passport]	Name of person	Designation	Passport No.	Date of Issue	Date of Expiry		
19	Export Performance of Handicrafts Items only AMOUNTS IN RS [LAKH]	2015 – 2016	2016 – 2017	2017 – 2018				
20	HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [IF YES] PELASE TICK]	2012 <input type="checkbox"/>	2013 <input type="checkbox"/>	2014 <input type="checkbox"/>	2015 <input type="checkbox"/>	2016 <input type="checkbox"/>	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>

Note: *No further subsidy will be disbursed to member exporters in this fair as the participation charges have been subsidized by the Council. Participation of those organisations will be on without subsidy marked rates in case they are availing subsidy/grant-in-aid from any other department directly.*

GENERAL EXHIBITOR RULES

<u>1.</u>	<p>SPACE BOOKING</p> <ul style="list-style-type: none"> Participation application should be in prescribed format and be submitted within the prescribed date for booking of space. Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to EPCH and debarring the participation from the future participation in EPCH's event 														
<u>2.</u>	<p>ALLOTMENT OF SPACE TO THE PARTICIPANTS</p> <ul style="list-style-type: none"> EPCH reserves the right to select the participants. 														
<u>3.</u>	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited alongwith application will be forfeited. <p>However, Part-Refund of participation fee will be considered in case where:</p> <ul style="list-style-type: none"> The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable. There is a change in the venue and date of an event, Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances. 														
<u>4.</u>	<p>VISA</p> <ul style="list-style-type: none"> The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Senior Officer of the company. Since EPCH, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa. 														
<u>5.</u>	<p>GENERAL</p> <ul style="list-style-type: none"> Only goods of Indian origin will be allowed for display at India Pavilion. In case representative of the participants will not report at booth during the show. EPCH reserve its right to obtain reason from participants for NO SHOW. In case EPCH is not satisfied with clarification of participants EPCH may initiate the necessary action against such participants. Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organisers. Participants will be required to furnish complete information in EPCH Feedback form about "Business Generated on the spot" "Expected Business to be generated" and also "Number of Enquiries" etc. on the last day of the fair. Compliance with this rule will be one of the criteria for selection of the participants for future of EPCH programmes. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers. In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation in EPCH's Fair in India & abroad and bring to the notice of appropriate authority. Participants will make own arrangement for sending their exhibits / handling / clearing of exhibits in India as well as at destination and Council will not have any responsibility towards the same. Please ensure your exhibits should reach at exhibition venue at least one day before the opening of exhibition. All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase of exhibits not being displayed due to any reason, EPCH shall be under no liability to compensate expenditure of loss, if any incurred by the participants 														
BANK DETAILS FOR PAYMENT BY RTGS / NEFT	<table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">Beneficiary:</td> <td>Export Promotion Council for Handicrafts</td> </tr> <tr> <td>Address:</td> <td>'EPCH House", Pocket 6 & 7, Sector - C, LSC, Vasant Kunj, New Delhi.</td> </tr> <tr> <td>Bank:</td> <td>Oriental Bank of Commerce</td> </tr> <tr> <td>Branch:</td> <td>Mahipalpur, New Delhi</td> </tr> <tr> <td>Current A/c no.:</td> <td>00291010002970</td> </tr> <tr> <td>RTGS/IFSC Code:</td> <td>ORBC 0100029</td> </tr> <tr> <td>Branch Code</td> <td>0029</td> </tr> </table>	Beneficiary:	Export Promotion Council for Handicrafts	Address:	'EPCH House", Pocket 6 & 7, Sector - C, LSC, Vasant Kunj, New Delhi.	Bank:	Oriental Bank of Commerce	Branch:	Mahipalpur, New Delhi	Current A/c no.:	00291010002970	RTGS/IFSC Code:	ORBC 0100029	Branch Code	0029
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I have read, understood and accept the terms and conditions for participation in the above fair through the Council. I hereby enclosed the RTGS / Demand Draft No. _____ Dated _____ for Rs. 2,00,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in 25th China International Furniture Expo (Furniture China 2019) (9-12 September 2019), Shanghai, China.

Place:
Date:

Signature & Stamp:
Name:
Designation:

Encl.: 1. RTGS No. / Demand Draft of participation charges
2. Two product photographs
