

Deepak Kumar, IAS
Executive Director



India Trade Promotion Organisation

(A Government of India Enterprise)

Department of Commerce

Pragati Bhawan, Pragati Maidan, New Delhi-110001

Phone : 011-23371144, FAX : 011-23371292

E-mail : edoffice@itpo.gov.in

Website : www.indiatradefair.com

CIN No. : U74899DL 1976NPL008453

Member of : **ATPF** ASIAN TRADE PROMOTION FORUM

No. ITPO/ITE-TELAVIV/2018-19

July 31, 2018

Sub: Indian Trade Exhibition in Tel Aviv (Israel) from February 11-14, 2019.

Dear Sir,

India Trade Promotion Organisation (A Govt. of India Enterprise) under the administrative control of Department of Commerce as part of its trade promotion activities has been regularly organizing trade fairs/exhibitions abroad. The emphasis in the fairs has been to provide support & opportunities to Indian companies to display their exhibits in promising export markets and project 'Brand India'.

ITPO proposes to organize exclusive "Indian Trade Exhibition" in Tel Aviv (Israel) from February 11-14, 2019. The product profile is multi sector.

As an entity committed to trade promotion, ITPO has been organizing trade fairs abroad in association with other EPCs/Trade bodies/Govt. organisations. The prime objective of Indian Trade Exhibition is to encourage and promote Indian exports and build a strong image of Indian products in Israel. The display would also showcase India's development in various sectors.

With a view to increase the size of the event and build synergy, your active cooperation is solicited. You are requested to consider participation in the above mentioned exhibition. Your presence will contribute to trade promotion in this extremely important market.

Warm regards.

Yours sincerely,

(Deepak Kumar)

Sh. Ram Mohan Mishra, IAS
(AS & DC)
Ministry of Micro, Small and Medium Enterprises
Room No 123,
Udyog Bhawan, Rafi Marg,
New Delhi - 110011

Office of the Development Commissioner (MSME)
This letter has been entered in
e-office vide No. 38589 S 9/8/18
Dated 9/8/18
Initial of the
Officer / Official (CRU)



India Trade Promotion Organisation

Indian Trade Exhibition

Tel Aviv, Israel ♦ February 11-14, 2019

Dear Sir,

India Trade Promotion Organisation, a Government of India's premier trade promotion organization, is organizing **Indian Trade Exhibition**, from **February 11-14, 2019** at **Pavilion 10A, TLV Convention Centre, Tel Aviv, Israel**, concurrent with **International Mediterranean Tourism Market (IMTM Tourism Exhibition)** Feb.12-13, 2019.

India enjoys an extensive and strategic relationship with Israel. India is Israel's tenth largest trade partner. The bilateral trade between India and Israel has blossomed resulting in growth from US\$ 200 million to US\$ 4.16 billion in 2016. It is also estimated that almost 75% of bilateral trade in services flow from India to Israel.

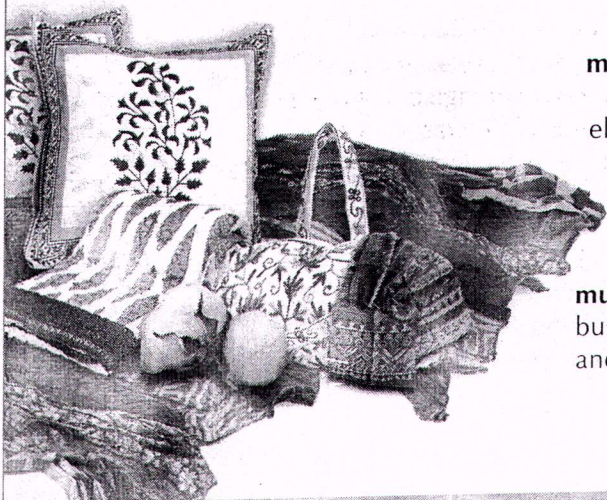
Ministry of Commerce has approved 50 lakhs under MAI grant to organize the event. This is a multi-product b to b and b to c exhibition. **The focus of the event will remain on Technologies, innovations, tools, instruments, fasteners, hardware, nanotech, new & renewable energy technology, scientific/lab & medical equipment, pharmaceuticals/chemicals & equipment, electricals and electronics, water technology, transport equipment, auto spare parts, components, tyre, accessories, food processing machines, construction industry, high-tech & smart manufacturing**

Non-Metallic Materials: Pearls, precious stones, polymer materials, plastics, on-metal based, rubber and allied products, glues and sealants, glass, ceramics, giftware, consumer goods, artificial jewellery, Fashion accessories, wooden furniture

Others: Home furnishing, jute products, leather products, jewellery, handlooms, handicrafts, textile & Apparels, crockery, cotton, silk, wool & woollen, services for industrial enterprises, investments, training and professional development.

The tentative rentals for participation are 14000/- per sq. mtr with IEC code. For Govt./PSUs/ Big Corporate/State Pavilions: Rs. 20,500/-per sq. mtr. An extensive publicity campaign through electronic and print media in cooperation with Indian embassy will be undertaken to attract visitor from all around.

The minimum size of booth is 9 sqm and larger booths in multiples of 3 sqm each. The package of services will include fully built up stands with carpet, lighting fascia, furniture, electric socket and publicity support besides visa recommendation.





India Trade Promotion Organisation

Indian Trade Exhibition

Tel Aviv, Israel ♦ February 11-14, 2019

Space can be booked by making an advance payment of Rs. 60,000/ by NEFT/RTGS in favour of India Trade Promotion Organisation. It may be noted that allotment will be made on first-come-first serve basis for which the criterion of NEFT/RTGS received in bank account is being adopted. The seniority for booth booking will be decided on the basis of bank statement as and when the booking amount is credited in ITPO's bank account besides other parameters. The possession of booth shall be given upon realisation of total participation fee.

For further clarification, please feel free to forward your queries to undersigned or to the following officials:

Sh. Brij Lal, Dy. General Manager
Sh. Debjit Sikdar, Manager
Sh. Kailash Chand, Dy. Manager (Fin.)

Email: brijlal@itpo.gov.in
Email: debjitsikdar@itpo.gov.in,
Email: kgyan@itpo.gov.in

Mob. 9818514779
Mob. 9971406601
Mob. 9891646004

Payment of rentals
Through NEFT/RTGS

INDIA TRADE PROMOTION ORGANISATION
HDFC Bank Limited
Branch: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg,
New Delhi-110 001
Saving Account No. 00031110005078
IFSC Code HDFC 0000003

Exhibiting at Indian Trade Exhibition, Tel-Aviv, Israel will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable. Please send the application form duly filled to:

Thanking you

Project Head: Indian Trade Exhibition, 2019
Tel Aviv, Israel

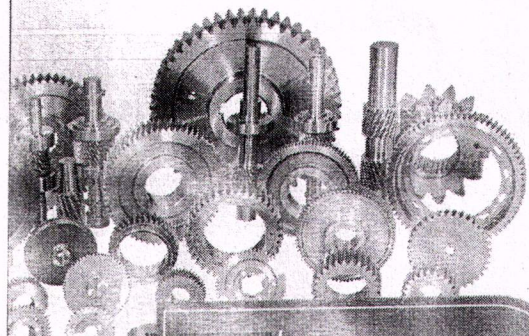
A.K. VASHIST

General Manager

India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan,
New Delhi-110001 Mob no. 8800102563
Email: akvashist@itpo.gov.in



Website:
www.indiatradeshfair.com





India Trade Promotion Organisation

(A Government of India Enterprise)
Pragati Maidan, New Delhi-110001

ITPO invites participation from Indian Trade & Industry, EPCs/Trade Bodies/
Government Organisations/ Associations/Federations for an exclusive

INDIAN TRADE EXHIBITION, TEL AVIV (ISRAEL)

February 11-14, 2019

Venue: TLV Convention Centre, Tel Aviv, Israel

Concurrent Exhibition:

IMTM Tourism Exhibition

Indian Trade Exhibition is proposed to be concurrent to IMTM Tourism Exhibition from Feb. 12-13, 2019
(International Mediterranean Tourism Market which is being held once in a year and draws 30000 visitors)

<http://imtm-telaviv.com/Exhibit/ExhibitionManual.aspx>

PRODUCT PROFILE

The focus of the event will remain on Technologies, innovations, tools, instruments, fasteners, hardware, nanotech, new & renewable energy technology, scientific/lab & medical equipment, pharmaceuticals/chemicals & equipment, electricals and electronics, water technology, transport equipment, auto spare parts, components, tyre, accessories, food processing machines, construction industry, high-tech & smart manufacturing

Non-Metallic Materials: Pearls, precious stones, polymer materials, plastics, on-metal based, rubber and allied products, glues and sealants, glass, ceramics, giftware, consumer goods, artificial jewellery, Fashion accessories, wooden furniture

Others: Home furnishing, jute products, leather products, jewellery, handlooms, handicrafts, textile & Apparels, crockery, cotton, silk, wool & woollen, services for industrial enterprises, investments, training and professional development.



Website:
www.indiatraderfair.com

PARTICIPATION CHARGES AND OTHER DETAILS

Tentative Participation Charges (Furnished booth)	For Govt./PSUs/ Big Corporate/State Pavilions: Rs. 20,500/- (Rupees eighteen thousand only) per sqm.	Extra for corner booth: Rs.2,000/- per sqm (Booth will be allotted on first come first served basis only)
	For SME companies: Rs.14,000/- (Rupees Fourteen Thousand only) per sqm. (Import Export Code (IEC) No. is mandatory)	
Booking of booths	Booking amount is Rs.60,000/- as an advance per booth through NEFT/RTGS. <u>Please note this is an advance amount only</u>	
Availability of Stands	Stands are available in module of 9 sqm (and in multiples of 3 sqm). Booths will be allotted on the basis of 'First Come First Serve basis. Minimum size of a corner stand will be 12 sqm and more	
Publicity	General publicity campaign through Print, Electronic & Social media for attracting maximum footfall.	
Fair Category	B-2-B & B-2-C	
Government Sponsorship	This event is being organised with MAI support of Department of Commerce.	
Visitors Profile	Distributors, Retailers, General Public, Buying Groups, Distributors, General Merchandise Buyers, Importers/Exporters, Specialty Stores, Wholesalers, Discount Stores, Supermarket Buyers, Boutique Stores, Manufacturers, Government Agencies etc.	
VISA	The VISA invitation letter and VISA fee etc. will be borne by the exhibitor(s).	
NEFT/ RTGS Detail	Name of the Beneficiary	India Trade Promotion Organisation
	Name of the Bank	HDFC Bank Limited
	Branch Address	G-3/4, Surya Kiran Building,19, Kasturba Gandhi Marg, New Delhi-110001
	ITPO's Bank Account No	00031110005078
	Type of Account	Saving
	IFSC Code	HDFC0000003

For further clarification, please feel free to forward your queries to undersigned or to the following officials:

Sh. Brij Lal, Dy. General Manager	Email: brijlal@itpo.gov.in,	Mob. 9818514779
Sh. Debjit Sikdar, Manager	Email: debjitsikdar@itpo.gov.in,	Mob. 9971406601
Sh. Kailash Chand, Dy. Manager (Fin.)	Email: kgyan@itpo.gov.in	Mob. 9891646004

Project Director

A.K. VASHIST General Manager

India Trade Promotion Organisation, Pragati Bhawan, Pragati Maidan, New Delhi-110001
Mob no. 8800102563 Email: avashist@itpo.gov.in



Website:
www.indiatradefair.com



India Trade Promotion Organisation
INDIAN TRADE EXHIBITION, TEL AVIV (ISRAEL)
February 11-14, 2019
APPLICATION FORM

Name of the Company _____

ITPO Membership No. _____

IEC Code No. (Please attach copy) _____
(MANDATORY)

PAN _____

TAN/TIN _____

Address _____

Telephone(s) _____

Fax _____

Email _____

Website _____

Name and Designation of
Key Executive _____

Director Identification
Number (DIN) (attach copy) _____

6- digit HS Code of product display _____

Are you a registered exporter
(If yes, attach a copy of Registration Certificate)

YES ☐ NO ☐

Are you registered as small-scale industry
(If yes, attach a copy of Registration Certificate)

YES ☐ NO ☐

Are you a member of an EPC/
Commodity Board/FIEO?
(If yes, please specify & attach RCMC)

YES ☐ NO ☐

Space Requirement (in sqm) _____

Corner ☐

Non-Corner ☐

(Corner stall subject to availability and premium charges in addition to participation)

Website:

www.indiatradefair.com



India Trade Promotion Organisation
INDIAN TRADE EXHIBITION, TEL AVIV (ISRAEL)
February 11-14, 2019
APPLICATION FORM

Whether Shipment facility is required

YES ☐ NO ☐

(Rupees lakhs)

Total turnover of your company	2015-16	2016-17	2017-18

(Rupees lakhs)

Export turnover of your company	2015-16	2016-17	2017-18

Have you participated in this fair before?

YES ☐ NO ☐

if Yes, in which year?

Brief write-up on your company (in not more than 25 words):

Additional display aid requirement(s) over and above Shell Scheme Package (on payment basis)

Booking Amount Details	NEFT/ RTGS details & Date	Bank	Amount

Declaration:

We hereby accept the Rules & Regulations of participation as per copy enclosed. Also, please find attached herewith the detail of payment made through NEFT/RTGS in favour of India Trade Promotion Organisation as per particulars given above towards advance/booking amount for India Trade Exhibition to be held in the month of February 2019.

Signature of authorized signatory of the Company
with stamp

Place: _____

Name _____

Place: _____

Designation _____

Website:

www.indiatradingfair.com

Rules & Regulations for participation in INDIAN TRADE EXHIBITION, Feb. 2019

Application in the prescribed form duly filled for participation is to be submitted along with participation fee through RTGS/Bank Transfer for booking of space. Space is offer with an area of 9sqm. (Minimum bookable space)

1. Allotment of Space to the Participants

- a) Selection of participants will be done on first-cum-first served basis subject to first receipt of advance booking amount of Rs. 50,000/- (Rupees fifty thousand only).
- b) ITPO would make allocation of available space in the show premises at its discretion.
- c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent paid to ITPO and debarring the participation from the future participation in ITPO's events.
- e) **Booking of stands with an advance payment of Rs. 60,000 through NEFT/RTGS in ITPO's bank account needs to be made.** The RTGS details are given in the application form. Booths will be allotted on **first-come-first-served basis** for which the criterion of RTGS payment of Rs. 60,000 in ITPO's bank account is being adopted. The seniority for booth booking will be decided on the basis of bank statement as and when the booking amount is credited in ITPO's account besides other parameters. The booth will be allotted only upon receipt of full payments for space rent. The first 50 exhibitors who book the booth providing IEC code will be entitled to get the benefit in rental under MAI grant.

2. Refund of Participation Fee

Part Refund of participation fee will be considered in case where

- a) The space rent paid by the participant is in excess of the actual amount due to ITPO.
- b) The participants after approval withdraw from the participation but space is subsequently let out to some other participants who pay for the space. In such cases the first party can be allowed the refund after deducting 20% of the total amount payable.
- c) There is a change in the venue and date of an event and due to this the participant is unable to participate.
- d) Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances
- e) In case of force majeure where the participant is unable to participate due to the circumstances beyond their control.



Rules & Regulations for participation in INDIAN TRADE EXHIBITION, Feb. 2019

3. Visa

- a) ITPO, as a trade promotion organization, will provide necessary assistance to the representatives of the participating company by issuing recommendatory letter only to the concerned Embassy for obtaining visa. VISA invitation letter and VISA fee etc. will be borne by the exhibitor(s).
- b) Visa recommendation letter will be issued only in favour of the Chief Executive / Proprietor / Senior Level Officer dealing with exports of the company who can take on the spot decision by them.
- c) ITPO shall not be liable, in case the concerned Embassy of the host/ transit country denies visa to a representative of the participating company for any reason.
- d) Since ITPO, 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.

4. General

- a) Only goods of Indian origin will be allowed for display in Indian Pavilion.
- b) Exhibits of participants, whose representatives do not turn up at the Fair/Show, will not be displayed.
- c) **ITPO may provide shipment agency for shipment of exhibits for display. Participants will make their own arrangements for dispatching the exhibits at their own cost and risk.**
- d) Participants will make their arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- e) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regards to import duty, any local taxes and forwarding the exhibits back to India will be borne by the participants in foreign exchange.
- f) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or show organizers.
- g) Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- h) All expenses for travel to & fro and stay abroad including boarding, lodging, medical treatment, insurance etc. will be borne by the participants themselves.



Rules & Regulations for participation in INDIAN TRADE EXHIBITION, Feb. 2019

- i) Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and / or the Fair Organizers.
- j) In the event of postponement/ abandonment/cancellation of the Fair/ Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- k) In case of default of any payment due from the participants, ITPO reserve the right to debar them from participation in ITPO's fair in India & abroad and bring to the notice of appropriate authority.
- l) ITPO's membership is mandatory for individual participating companies to be eligible for participation in the event.
- m) Any dispute / differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.
- n) The terms and conditions of participation shall be subject to the jurisdiction of courts in New Delhi.
- o) Refundable amount, if any, to the participant does not attract interest of any kind.

DECLARATION

I/We have studied the rules and regulations for participation carefully and agree to abide by the same.

Place: _____

Date: _____

Signature of the Authorised Representative
(Company Seal)

Name: _____

Designation _____

Please complete and return this form to:

A.K. VASHIST
General Manager
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan,
New Delhi-110001
Mob no. : 88001025
Email: avashist@itpo.gov.in



Website:
www.indiatradefair.com

ABOUT ISRAEL

Israel, officially State of Israel, (Hebrew Medinat Yisra'el, Arabic Isrā'īl), country in the Middle East, located at the eastern end of the Mediterranean Sea. It is bounded to the north by Lebanon, to the northeast by Syria, to the east and southeast by Jordan, to the southwest by Egypt, and to the west by the Mediterranean Sea. Jerusalem is the seat of government and the proclaimed capital, although the latter status has not received wide international recognition. Israelis regarded by Jews, Christians and Muslims as the biblical Holy Land. Its most sacred sites are in Jerusalem. Within its Old City, the Temple Mount complex includes the Dome of the Rock shrine, the historic Western Wall, Al-Aqsa Mosque and the Church of the Holy Sepulchre. Israel's financial hub, Tel Aviv, is known for its Bauhaus architecture and beaches.

The name Israel is a Hebrew baby name. In Hebrew the meaning of the name Israel is: May God prevail. He struggles with God. God perseveres; contends. In the bible when Jacob was in his nineties as a token of blessing God changed his name to Israel. Despite the regional geopolitical challenges, the Israeli economy has been identified as one of the healthiest and most secure in the world. Israel is the world's spiritual hub for innovation and a powerhouse for revolutionary R&D.

Bilateral Trade - India and Israel

The recent visit of both of the Prime Ministers Sh. Benjamin Netanyahu and Sh. Narendra Modi In the joint statement, the two leaders also expressed desire to scale up the existing Centres of Excellence in India which have been a mainstay of agricultural cooperation between the two countries by bringing in advanced Israeli practices and technology. The two Prime Ministers agreed that renewed efforts are required to realize the full potential for bilateral trade and investment, We, both are venturing into less explored areas of cooperation, such as oil and gas, cyber security, films, and start-ups, Israel boasts one of the most highly educated, entrepreneurial, and multi-cultural workforces in the world. The richness of the tapestry of Israel's different cultures results in a flexible work system, across sectors and locations. The reasons why Israel is your next best investment are endless.

Whether you are expanding your business, searching for inspiring technologies or simply looking for attractive opportunities; whether you're in Automotive, New Media & Internet, biotechnology, agriculture, Health & Life Sciences, Agro-Tech or Water Technologies, Israel's leading ecosystems have everything to offer you. The Bilateral Trade between India and Israel grew from \$200 million in 1992 to \$4.52 billion in 2014. As of 2014, India is Israel's tenth-largest trade partner and import source, and seventh-largest export source. India's major exports to Israel include precious stones and metals, organic chemicals, electronic equipment, plastics, vehicles, machinery, engines, pumps, clothing and textiles, and medical and technical equipment. Israel's imports from India amounted to \$2.3 billion or 3.2% of its overall imports in 2014. Israel's major exports to India include precious stones and metals, electronic equipment, fertilisers, machines, engines, pumps, medical and technical equipment, organic and inorganic chemicals, salt, sulphur, stone, cement, and plastics. Israeli exports to India amounted to \$2.2 billion or 3.2% of its overall exports in 2014.

As of 2014, India is the third-largest Asian trade partner of Israel, and tenth-largest. The both nations are negotiating an extensive bilateral free trade agreement, focusing on areas such as information technology, biotechnology, and agriculture also.

The 10 major items exported to Israel

Gems, precious metals and coins	: \$973.6 million
Organic chemicals	: \$296.5 million
Electronic equipment	: \$121.2 million
Medical, technical equipment	: \$59.3 million
Plastics	: \$56.4 million
Vehicles	: \$44.4 million
Machinery	: \$38.1 million
Other textiles, worn clothing	: \$31.8 million
Knit or crochet clothing	: \$31.6 million

