

CIRCULAR

AYXL/Intl.Event MAI/2024-25 /02

Date: 07.09.2024

We are pleased to inform that Ayushexcil (Ayush Export Promotion Council) is organising group participation in ***Cosmoprof Bologna, from 21-24 March 2025, to be held at Cosmoprof Bologna, Italy, under MAI scheme of Ministry of Commerce & Industry, Govt. of India.***

For over 50 years, Cosmoprof has been the benchmark event for companies and professionals in all sectors of the cosmetics industry, from the supply chain to the finished product. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market.

The event is organized by the BolognaFiere Group, one of the top international player in the fairs market, in partnership with Cosmetica Italia – the personal care association.

Fact Sheet -

- **Attendees :248556 +**
- **Exhibitor's : 3,000+ exhibiting companies from 69 countries**
- **248,500+ operators from more than 150 countries**
- **30 country pavilions**
- **Area : 20,000 M2**

Cosmoprof's mission is to promote deep and lasting connections among businesses, providing fertile ground for the discovery and anticipation of market trends. Committed to supporting companies and professionals in the cosmetics industry worldwide, offering tools and networking opportunities that adapt to the specific needs of each market. Cosmoprof looks beyond the horizon, with the goal of spreading beauty and innovation to every corner of the world.

This platform is to create a global network of business opportunities for the cosmetics industry, catalyzing the exchange of ideas, collaboration, and inspiration.

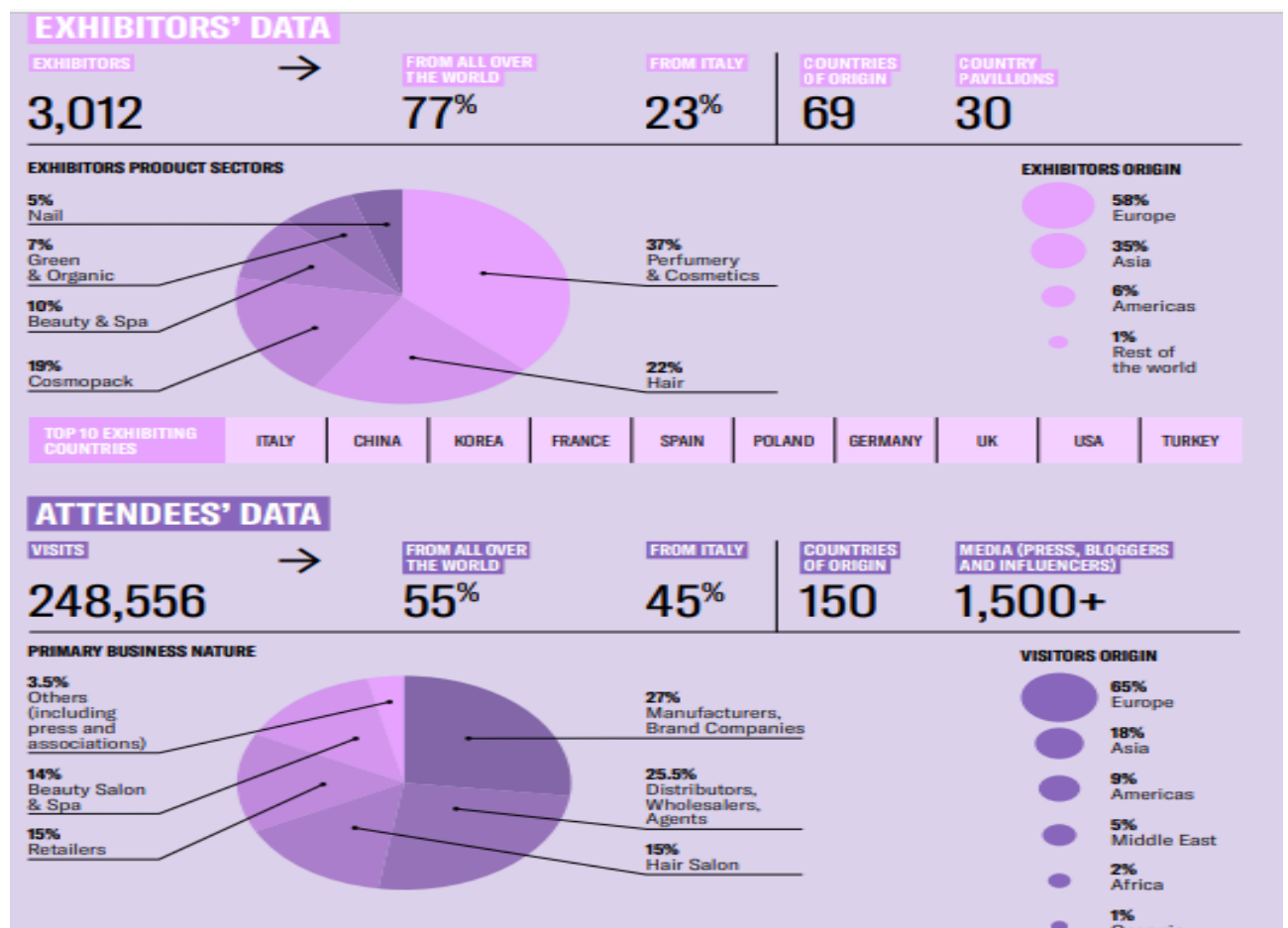
Cosmoprof Worldwide Bologna is a 3-show-event with a unique trade fair concept.

The exhibition space covers the entire BolognaFiere exhibition centre (a gross area of 200,000 sqm) and is dedicated to all the various sectors of the beauty industry. For the first time all shows will open in the same day, facilitating the meeting between distribution, retail and professional channels.

Be one of over 3000+ exhibitors that will have the chance to do business

- with 20 k+ industry professionals all in 4 days, in one location
- Market your company, industry insights & unique product offerings
- before and during the show to help drive qualified visitors to your stand
- Meet with current clients saving months of travel
- Meet with new buyers and industry professionals
- Promote new products
- Gain visibility and brand awareness
- Achieve proven return on investment and return on objectives

Last editions insights :



INDIA- ITALY TRADE :

The bilateral trade between India and Italy registered at Euro 14.34 billion in 2023. The exports from India to Italy reached Euro 9.16 billion, a decrease of -8.86% compared to the previous year 2022.

During 2023, India's imports from Italy was Euro 5.18 billion, registered an increase of 7.69% compared to the year 2022. The balance of trade remains in India's favour with Euro 3.98 billion. Balance of trade has been in India's favour since 1988.

The top items of exports from India to Italy are: organic basic product, clothing, general purpose machinery, precious metals and other non precious metals, other textile products, fish, crustaceans and molluscs (processed and preserved), **pharmaceuticals, dyes and pigments and yarns, organics** , apparel, electrical machinery, Plastics, Iron & Steel Articles, Oil & Minerals Fuels, Leather goods.

Principal items of India's imports from Italy: machinery for textile, garment and leather industries, special purpose machinery; organic basic products; parts and accessories for vehicles; taps and valves; paper and cardboard; Machine tools for metal shaping; Ornamental and building stone, limestone, gypsum, chalk and slate; Tubes, pipes, hollow profiles and related accessories in steel (excluding cast steel); pumps and compressors; chemical products.

Future Prospects for investment and trade are encouraging, as India is increasingly being seen as an emerging economy in the world and an important economic partner in Asia, both in terms of trade and investment, as well as in market size.

Exclusive India Pavilion for Indian exhibitors at the fair.

Name	Cosmoprof Bologna
Venue	<i>Bologna, Italy</i>
Date	<i>21 -24 March 2025</i>
Exhibit Sectors	FOR RETAIL DISTRIBUTION Exhibitor profile: Brand companies looking for retail and professional distribution. COMPANY IN THE COSMETIC SUPPLY CHAIN Exhibitor profile: The entire beauty supply chain, from ingredients to finished products.

	<p>PRODUCTS</p> <p>This section is dedicated to the branded finished products both for professional and retail channel.</p> <p>Beauty Salon & Spa Products</p> <p>Equipment and Furnishing</p> <p>Hair Care</p> <p>Nail & Accessories</p> <p>Natural & Organic</p> <p>Perfumery, Cosmetics & Toiletries</p> <p>SUPPLY CHAIN: Cosmopack India is the section dedicated to the entire beauty supply chain, from ingredients to finished products.</p> <p>OEM & ODM, Private Label</p> <p>Machinery & Equipment</p> <p>Primary Secondary Packaging</p> <p>Ingredients & Raw Materials</p>	
<p>Visitor profile</p>	<p>INTERNATIONAL BUYERS, IMPORTERS, DISTRIBUTORS: interested in new international beauty products. Spa Owners, Salon Owners, Distributors, Wholesalers, Agents, Importers, Exporters.</p> <p>PRODUCT MANUFACTURERS, R&D: Product Development, Marketing, Operations Managers, Buyers and Packaging Design Supervisors, CEOs, General Management from the following sectors: Make up, Skin care, Personal care and Oral hygiene, Products containing alcohol, Products for Nail, OTC products.</p> <p>DEPARTMENT STORES – RETAIL AND DRUG CHAIN, CONCEPT STORES</p> <p>Category managers and buyers from companies interested in developing high-quality private</p>	
<p>Visa</p>	<p>AYUSHEXCIL will issue the visa recommendation letter to the participants</p>	
<p>Participation charges</p>	<p>Booth Size</p>	<p>Without MAI</p>
	<p>6 SQM – Standard Booth</p>	<p>Rs 5,80,000 /-</p>

	12 SQM – Standard Booth	Rs. 10,20,000/-
	Mandatory charges from organisers INR 1,70,000.00 per EXHIBITOR	
	<p>PLEASE NOTE :</p> <p>Since the official approval from the Dept. of Commerce is awaited , we are presently charging the participation fees (without MAI subsidy), On receipt of the subsidy from the Ministry, the reimbursement of participation charges after adjusting from the MAI grant shall be made.</p>	
Standard Booth Facilities	Front Maxima with 3 Sides System Panel, Carpet, 1 Fascia, 1 Reception Desk, 1 Round Table, 3 Chairs, 3 Spotlight , 1 Power Socket, 1 Waste Basket	
Booth Allocation	<ul style="list-style-type: none"> · Applications received will be treated on First-cum-First served basis due to limited availability of the space · 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. 	

Payment Policy: Full and final amount is to be settled before 15. 11.2024.

Refund Policy: Only if National level travel bans happen from India to Indonesia or vice-versa or council cancel its participation in the event. In case of any individual travel and visa issue or any other case no refund will be given.

Cancellation Policy: Withdrawal of participation from the above fair will be allowed on the following basis:

- 80% Cancellation charge, if withdrawn on or before 10.02.2025.
- No refund will be available if withdrawn thereafter.

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 latest guidelines of MAI scheme and sanction of fund from Ministry of Commerce, Govt. of India.**

To book the stall please make full and final participation fees through RTGS/NEFT to AYUSHEXCIL bank account on or before 15.11.2024 along with application form as attached.

Bank Details for Payment through RTGS/NEFT:

NAME OF THE ACCOUNT	AYUSH EXPORT PROMOTION COUNCIL (AYUSHEXCIL)
BANK	Punjab National Bank
BRANCH	2, TANSEN MARG, NEW DELHI
ACCOUNT NO	0359200100000769
IFS CODE	PUNB0035920
TYPE OF A/C	SB ACCOUNT

Note: If any TDS is applicable on the above participation fees, deduct and pay to the Income Tax Department and provide the Form 16A to the council. Late deduction of TDS after receipt of the Full & Final participation fees to the council will not be allowed/refunded.

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 below Rs 50 crore in the preceding financial year.
 - Reimbursement of airfare to the companies having nil exports/start-ups/new exporters may be allowed to the participants as per the following conditions.
 - The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Schemes guidelines.
 - The exporter has been active in the domestic market and has at least annual turnover of 50.00 lakh in the preceding financial year.
 - For other exporters also, it will be necessary to have minimum annual export turnover of Rs. 50.00 lakh in the preceding financial year to avail reimbursement of airfare.
 - Having membership with EPC for at least 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 AYUSEHCIL office by email. The application form can be sent on email id; info@ayushexcil.in; ashutosh.srivastava@ayushexcil.in
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- In case you need any clarification, please feel free to contact us at:

Thanks and regards

Ashutosh Srivastava
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(An EPC set up by Ministry of Ayush, Govt. of India)
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