

**To**  
**All Non- Members of HEPC**

Sir/Madam,

**Sub: Inviting application from Non- member exporters for participation in Ambiente 2023 - Reg.**

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### **1.0 About Ambiente Fair**

Ambiente is organized into three separate product segments: **Dining, Giving and Living**. The broad spectrum at Ambiente includes Tableware, Kitchenware and household products in the **dining area**, gifts and personal accessories in the **giving area** and interior design, furnishing and decoration in the **living area**.

As there is demand from the exporters to participate in this event, Council would like to participate in this event **under National Handloom Development Programme scheme during 2022-23**.

Details of participation in **Ambiente 2023, Frankfurt, Germany** are as below:

Date : 03<sup>rd</sup> – 07<sup>th</sup> February 2023

Timings: 9.00 am to 6.00 pm

Venue : Hall 10.1, 10.2 and 10.4 Messe Frankfurt Exhibition Gmbh, Frankfurt, Germany

### **2.0 Stall Size**

#### **Hall 10.1 and 10.2 - Living / Giving**

**Products** : Interior decoration/design, Home Textiles, Carpets, Rugs, Home Concepts, Home and dining accessories, Bathroom furnishings and accessories, Fashion accessories, Bags, etc.

#### **F54 block – 10.1 - All Standard Booths**

<b>Booth size</b>	<b>Participation fee (subsidized)</b>
10.5sqm each (3mtr x 3.5mtr) - 2 corner booth	<b>Rs.356650/- (inclusive of corner charges and mandatory media package)</b>
10.5sqm each (3mtr x 3.5mtr) - 5 normal booth	<b>Rs.332500/- (inclusive of mandatory media package)</b>

#### **F48 block – 10.2 - – All Standard Booths**

<b>Booth size</b>	<b>Participation fee (subsidized)</b>
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8.75sqm each (2.5mtr x 3.5mtr) - 1 corner booth	<b>Rs.312375/- (inclusive of corner charges and mandatory media package)</b>
10.5sqm each (3mtr x 3.5mtr) - 5 normal booth	<b>Rs.332500/- (inclusive of mandatory media package)</b>

### **Hall 10.4 – Dining**

**Products :** Kitchen and Table Textiles, Table Cloths & Napkins,

### **E50 block – 10.4 - Raw Space**

<b>Booth sizes</b>	<b>Participation fee (subsidized)</b>
16sqm each (4mtr x 4mtr) - 1 corner booth	<b>Rs.302200/- (inclusive of corner charges and mandatory media package)</b>
16sqm each (4mtr x 4mtr) - 1 normal booth	<b>Rs.283000/- (inclusive of mandatory media package)</b>

**Booth sizes are prefixed and no alteration is feasible.**

### **PROHIBITED ACTIVITIES:**

- ❖ Open display of “price tags” and other such items which is objectionable to fair authorities
- ❖ Encroaching on AISLE area and other activities which affect co-exhibitors
- ❖ Subletting the allotted stall.

### **3. Grant Eligibility**

HEPC has proposed participation in this fair under National Handloom Development Programme of Office of the Development Commissioner (Handlooms)

- Member participants are entitled for participation under subsidised category availing grant only upto a maximum of two participations in a particular trade fair during the scheme period viz., 2021-22 to 2025-26
- Participants with annual export turnover of less than Rs.50 crore in the preceding financial year (2021-22) will be eligible for subsidized participation charges.
- Each participant company (for one person) will also be eligible for Travel grant reimbursement of Rs.50,000/- (Economy class) or actual travel cost, whichever is less subject to approval from Ministry.
- **Subsidized participation in only one event in a calendar month is allowed and a maximum of 3 events in a year.**

**5.Payment details :** Payment has to be made through any one of the following mode of payment.

#### **Option 1 : Online payment through payment gateway**

Online transfer (using Debit / Credit card) via Payment gateway which is available on HEPC official website ([www.hepcindia.com](http://www.hepcindia.com)) or using this link below which directs you to the payment page (<https://www.onlinesbi.com/sbicollect/icollecthome.htm?corpID=619676>)

#### **Option-2: Online payment through net banking**

Payment may be made through RTGS to the following account of the Council

Name of Account : Handloom Export Promotion Council  
Bank Details : State Bank of India,  
Branch : Greams Road, Chennai  
Account No. : 35346171521  
IFS Code : SBIN0020243

**(Please mention your company name in the remark column, while making payment through bank transfer.)**

**Option-3: Payment through Demand Draft/at par multicity cheque** in favour of 'Handloom Export Promotion Council' payable at Chennai. (only if Online/RTGS payment is not feasible)

Please click the link below ([https://www.hepcindia.com/assets/fronview/Past\\_Reports/Payment\\_Procedure.pdf](https://www.hepcindia.com/assets/fronview/Past_Reports/Payment_Procedure.pdf)) for more details on Instructions for payment.

Amount once paid will not be refunded under any circumstance except cancellation of event participation by HEPC.

### **6. Application form**

Please click the link <https://forms.gle/rP7RdXupXhPhfqvq5> to download the application form and submit it with payment details.

**7. Last date for receipt of application along with payment is 20.10.2022**

With regards,

N.Sreedhar  
Executive Director