Ref. No: CAPEXIL/WR/VRC/TP(A)(Flooring Show&BSM)/1395 Dated 7th June, 2017

***INDIA PAVILION WITH MAKE IN INDIA THEME AT   
THE FLOORING SHOW’2017 AT HARROGATE, U.K.***

***WITH BSM / B2B EVENTS IN U.K. & NETHERLANDS***

***16th to 23rd September, 2017 (incl. Journey Period)***

**

*Dear Esteemed Members,*

*To strive further on the path of Promotion & Facilitation of International Trade for Indian Exporting Community especially from the Construction Materials, Home Décor & Furnishing Industries incl. Granite, Marble, Natural Stones, Ceramics, Glass, Plywood & Wood Based Products, Coatings & Paints, Cement, Carpet etc.* ***The Council intends to organize INDIA Pavilion at one of the world’s well known Industry Show viz. The Flooring Show, Harrogate, U.K.***

*The INDIA Pavilion will be constructed in line with* ***MAKE IN INDIA Initiative of Govt. of India to be followed by Series of B2B Meets / BSM Events in U.K. & Netherlands to ensure maximum utilization of Resources & Time for optimization of Export Promotion Efforts and to advance Indian Trade Interest in these potential global markets.*** *CAPEXIL is fully committed with dedicated drive to develop & evaluate to newer trade & economic linkages between India & Europe in General and to explore all possible business opportunities for Indian Exporters of these products in particular. It has been a part of our consistent endeavour & stride for niche marketing.*

***U.K. & Netherlands holds immense business opportunities for India as per the below EXIM Data which itself denotes the  potential of these markets & prospect for Indian Exporting Community more particularly for wide range of Building & Constructions Materials****.*

***Import from the World in 2016***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Value in US$ Million* | | | | | |
| *Name of the Country / Region* | *Ceramic Products Chapter No.69* | *Granite, Marble, Natural Stone, Cement Chapter No.68* | *Wood, Plywood Chapter No.44* | *Glass & Glassware*  *Chapter No.70* | *Paints & Allied Products Chapter No.32* | *Plastering Materials, Cement Chapter No.25* |
| *1.       U.K.* | *1,771.41* | *1,837.72* | *6,640.21* | *2,419.08* | *2,472.81* | *977.48* |
| *2.       Netherlands* | *844.52* | *1,365.85* | *3,269.57* | *1,459.26* | *2,536.65* | *1,517.18* |
| *3.       Europe* | *16,217.49* | *18,476.06* | *50,710.58* | *28,538.07* | *34,091.83* | *14,572.03* |
| *Source:Trademap* |  |  |  |  |  |  |

***PROFILE / HIGHLIGHTS OF THE FLOORING SHOW, U.K.:***

* *3 day event from 17th to 19th September, 2017 at the Harrogate, United Kingdom.*
* *Showcases products like flooring, home furnishing, carpets, home textile, design & architecture products & much more.*
* *Profile for exhibit includes carpets and carpeting, carpet tiles, various floor tiles, parquet, fabricated wood block flooring, laminated flooring and linoleum, floors or natural and artificial stone, industrial and special floors, false floors and special floor structures, baseboard and floor units, materials and machinery for floor laying & maintenance, machines and equipment for flooring production.*
* *Industry’s flagship national event celebrates its 55th edition in 2017 which continues to be the best-loved and biggest event on the industry’s calendar bringing together all areas of the industry, including the retail and contract sectors – exhibitors and visitors alike get together for three intensive days of business activity and networking.*
* *To bring together all areas of the industry, from the retail to contract sectors, exhibitors and visitors alike, for three days of business and networking.*
* *I**nfluential list of supporting organisations & media partners, all of whom spread the word to their members/contacts. These include the key UK buying groups, who we are delighted to be able to work with viz. Associated Carpet Group, Contract Flooring Association, National Institute of Carpet & Floor Layers, Flooring Industry Training, SBID, SMC, NICF, CFJ, TCF, TRF & many more.*

***In order to achieve maximum mileage from the said event, CAPEXIL plans to hold Buyer Seller Meet / B2B Event also at U. K. & Netherlands to convert the entire exercise into comprehensive business proposition for our member participants.***

***Highly Subsidised Participation Charges under MAI Scheme of Govt. of India especially for the benefit of MSME & SSI Exporters: INR 1,60,000/- per member firm (Rs. One Lac Sixty Thousand) which includes…***

* *Standard Built Up Stand with Basic Furniture / Amenities: 3 SQM Space in INDIA Pavilion at The Flooring Show, U.K. with 1 Table and 2 Chairs, 1Waste Paper Basket, 1 back Panel with 2/3 Shelves, Basic Electricity*
* *Fascia & Show Guide Book Charges, Exhibitor Catalogue Entry etc.*
* *Company Profile in CAPEXIL’’s prestigious Colourful Brochure to be distributed for desired exposure*
* *Participation in B2B Meets / BSM Events in U.K. & Netherlands*
* *Hotel –* ***6 nights for 1 person per company on Twin Sharing*** *in both the countries*
* *Airports & Venue Transfers in Group*

***Please note: In addition to above, Reimbursement of Air Travel (Partial or Full for One Person from One Company in Economy Excursion Class) may be provided to the eligible member exporters subject to approval of the MOC&I. The matter is very much under consideration by the concerned ministry.***

***For any additional space booking over and above, 3 SQM as included in the package by any interested member firm, it would be subject to availability of space & at additional cost as may be applicable.***

***Please note:* This offer is valid only till 27th June, 2017 (Tuesday)**

***In view of above, applications are invited from member exporters of Construction Materials, Home Décor & Furnishing Products to actively participate.Kindly send your formal application, payment by Demand Draft / At Par Multicity Cheque in favour of CAPEXIL along with attached Registration Form duly filled, sealed & signed to enable us to confirm your participation.***

***The soft copy of formal application form must be submitted in excel format by return email to*** [***vrchitalia@capexil.in***](mailto:vrchitalia@capexil.in), [***uttamghosh@capexil.in***](mailto:uttamghosh@capexil.in) & [***accounts@capexil.in***](mailto:accounts@capexil.in).

***For any further query, pls. contact below CAPEXIL Officials to assist you.***

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| ***Shri V. R. Chitalia, CAPEXIL Mumbai***  ***Mobile: +91 98203 78805,***  ***Tel.: 022 2351 7178, 022 2352 3410***  ***Email:*** [***vrchitalia@capexil.in***](mailto:vrchitalia@capexil.in) | ***Shri UttamGhosh, Kolkata***  ***Mobile: +91 94330 18272,***  ***Tel.: 033 2289 1721/23/25***  ***Email:*** [***uttamghosh@capexil.in***](mailto:uttamghosh@capexil.in) | ***Shri KuntalGhosh, Kolkata***  ***Mobile: +91 9674992355,***  ***Tel.: 033 2289 1721/23/25***  ***Email:*** [***accounts@capexil.in***](mailto:accounts@capexil.in) |

*Kind regards,*

*Sd/-*

*V. R. Chitalia*

*Director, CAPEXIL*

*Mumbai - India*

*CIN No.: U36900WB1958NPL023786*

***Encl.: Registration Form in Specific Format***