



# ABOUT THE ORGANISERS



**BNCCI** Bengal National Chamber of Commerce & Industry, an ISO 9001-2008 Organization established in 1887, has been actively pursuing the cause of trade & industry promotion from the eastern region in general and West Bengal in particular through its diverse portfolio of activities. These include organizing trade missions to other countries as well as receiving overseas missions, providing information on industrial & trade policies and promoting trade fair participation.

**ITPO** India Trade Promotion Organization, as the nodal agency of the Government of India, has been a pioneer in facilitating trade exchanges and showcasing the country's industrial progress through various trade fairs in India and abroad. Its promotional tools also include Buyer-Seller Meets, Contact and Product Promotion Programmes, Promotion through overseas Department Stores, Market Surveys and Information Dissemination on products and markets. ITPO is associated with BNCCI in organizing IITF, Kolkata, India since its inception.



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# 26th INDUSTRIAL INDIA TRADE FAIR

BNCCI

27th DEC.'13 - 5th JAN.'14

BRAND BENGAL | OPPORTUNITIES UNLIMITED



## MILAN MELA, KOLKATA

### Organisers :

**Bengal National Chamber of Commerce & Industry**

### In association with :

**India Trade Promotion Organisation**

**EMPOWERING MICRO & SMALL ENTERPRISES**

## Invitation



26th Industrial India Trade Fair (IITF) the premier event of Bengal National Chamber of Commerce and Industry will be organized at Milan Mela - The Permanent Fair Complex in Kolkata during December 27, 2013-January 5, 2014 in association with India Trade Promotion Organization.

Since its inception in 1987, IITF has been showcasing industrial progress of West Bengal and also providing an opportunity to National & International business entities to access the business potential of West Bengal. This Fair provides an excellent opportunity to entrepreneurs, particularly the MSME segment to showcase their products & services on B2B as well as B2C platforms. During the period of the Fair, several Business Meets are held for B2B interactions between the Participants & the Major Govt & Corporate Sector Buyers, which immensely benefits the Participants.

The Fair endeavours to project the various dimensions of industrial development and potential opportunities in engineering, automobiles, electronics, chemicals, jute, rubber, handicrafts, jewellery, consumer goods, real estate, education and various other sectors. In short, IITF is a global platform where businessmen, technocrats, entrepreneurs and service providers converge.

I on behalf of the Bengal National Chamber of Commerce & Industry heartily invite you to avail this opportunity of sharing the immense business prospects and contributing towards the growth of the country at the 26th edition of this Fair.

Looking forward to your presence in this edition of the Industrial India Trade Fair.

*Sandip Sen*

**Sandip Sen**  
 Chairman

26th Industrial India Trade Fair Committee  
 Former President  
 Bengal National Chamber of Commerce & Industry



### Unmatched event

The Industrial India Trade Fair, the largest one of its kind in Eastern & North-Eastern India, projects the Industrial progress of the region and other states encompassing various sectors. Kolkata, apart from being the nerve centre of the Eastern India, also happens to be a natural gateway to South-East Asia and to some of the SAARC countries in the region namely Bangladesh, Nepal & Bhutan. This renders lot of market opportunities for business entrepreneurs into these markets.

### Opportunity

Exposer, Publicity, Market expansion, Finding new buyers and new distributors, Diversification, Tie - ups, & Joint-Venture, Buyers - Sellers interaction, Foreign Buyer's partnership, Launching of New Products, Distribution, Business lounge facility available.

### Strengthening connection

Company from Countries like Vietnam, Bangladesh, Pakistan, Sri Lanka, Nepal, Bhutan, Thailand, China, Japan, Myanmar, Iran & Turkey. Several Government of India enterprises representing the core sectors of steel, coal, petroleum, petrochemicals, telecommunications and finance, besides various State Governments and different departments of Government of West Bengal.

### A few show-cases - people's choice

BHEL, KoPT, GRSE, DVC, BSNL, Coal India, DGCIS, Indian Railways, OFB, IOC, NSIC, MSME, WBREDA, Balmer Lawrie, FSEZ, WB Housing Board, CAPEXIL, State Bank, UBI, Allahabad Bank, UCO Bank, MCC-PTA, Peerless, DCL Group, JMDC, LG, Videocon, Honda, Tata Steel, Exide, ITC, TVS, ONGC, Tyre Corporation and many more.

### Display focus at Fair

Products, Equipment, Technologies and Service related to :  
• Engineering including Electrical & Electronics • Telecommunications • Chemicals and Petrochemicals • Construction Equipment and Materials • Environment including Pollution-Control devices • Solar Power • Packaging • Food-Processing & Poultry  
• Information Technology & Education • Textiles and RMGs • Handicrafts • Transport  
• Mining • Leather • Agro-based industries • Ceramics, Plastic and Rubber • Health Care  
• Consumer durables & Non-durables • Insurance & Banking.

Sectors mentioned above are indicative but not exhaustive.

### Participation fee

Category	National
Open Space (minimum 18 sq. mtr.)	Rs. 1750 per sq. mtr.
Constructed stall (9 sq. mtr. - front side open)	Rs. 40,000 per stall
Constructed stall (9 sq. mtr. - 2 sides open)	Rs. 45,000 per stall
Constructed stall (6 sq.mtr.)	Rs. 30,000 per stall

Refundable Security Deposit of Rs. 5000/- by a separate cheque / DD.

### Not to Miss the "Early bird discount"

10% on above rate - if booked before 27th September, 2013 + an attractive complementary banner advertisement space in IITF website for one year.

### Participation Scope

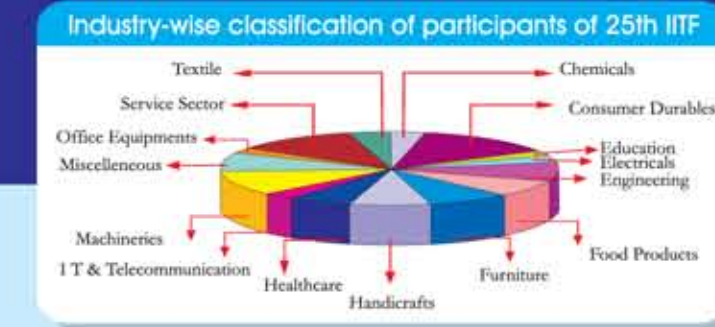
Participants to construct their pavilion / stall(s) at their own cost.

#### Covered Readymade Booth

Built up 9 sq. mtr. booth with carpeted floor, side and rear panel based walls, three spot lights, one plug point, fascia, two tables & two chairs. Built up 6 sq. mtr. booth with two spot lights and others remaining same as above.

### Electricity

**Open Space: Rs.120 per kw per day towards Energy consumption.** Additional payment to empanelled contractors for drawing Service lines, Internal Wiring and Fitting.  
**Covered Stalls:** 3 x 100 or 2 x 100 watts Spot light is free. Beyond the above, Rs. 120 per kw per day as energy consumption charge.



### Space booking & payment

Incase of cancellation, confirmation has to be sent in writing within 6th December, 2013.

Enclosed Application Form, duly filled, may be submitted to the BNCCI accompanied by a DD/Banker Cheque in favour of "B.N.C.C. & I., A/c Fair" towards participation fee and or security deposit as under :-

With Application form 30% of booking fees, as 1st installment, 45% being 2nd installment within 27th September, 2013 and balance 25% amount on or before December 6, 2013 along with service Tax and Cess @12.36% failing which participant's advance payment will be liable for forfeiture. Allotment of space / stall will be made on receipt of full payment only. The final allotment will be at the entire discretion of BNCCI/organizer. For details visit website : <http://www.indiatrdefair.org>

### Last date of booking

06.12. 2013 for participation and/or advertising materials.

Participation charges once paid cannot be refunded.

### Prohibited items

Arms, explosives, inflammable and radio active goods, narcotics and toxic substances besides any other items, which may be considered harmful to the fair environment, are prohibited.

### Highlights

Seminars & Sectorwise Buyer-Seller Meets \*Prestigious Awards to Participants for outstanding presentation \*Technology transfer seminar \*Modern Food Court Facility \*Assistance for accommodation \*Local sight-seeing \*Travel desk \*Emergency medical service & Banking facility.

### Fire safety measures

Any type of Fire Works, open flame of any kind for cooking or any other display purpose, inside the Fair ground is strictly prohibited.

### Fair guide

A colourful Fair Guide containing details of participating firms and their display profiles will be published.

### Advertisement tariffs for Guide Book

Ordinary page (B/W)	: Rs. 6,000/-
Special page (B/W)	: Rs. 8,000/-
Special page (Col.)	: Rs. 10,000/-
2nd & 3rd Cover page(Col.)	: Rs. 20,000/-
Back Cover page (Col.)	: Rs. 25,000/-

### Technical data of the Guide

Overall Size : 21.5 cms x 14 cms • Print area: 17 cms x 11 cms

### Advertisement options

- In IITF website for one year Rs. 10,000 per slot
- Banner and Flex Hoarding at Milan Mela Ground

### Sponsorship Opportunity

Entry Gate, Business Meet, Inaugural and Closing Ceremony, Cultural Programme, Entry Ticket Printing, Booking Counter, Light Box on Electric Poles, Indication Boards, Panel Boards at strategic location, Exhibitor kit, Own Popup Stands inside & outside Halls, Distribution of Company Literature, Hoardings, Wings of Backdrop on Stage and many more.



Entry Gate of 26th IITF

