

MOST URGENT
BY FAX/ COURIER/ EMAIL

Ref. NJB/ MD/ Ambiente 2020-Frankfurt/2019-20

Date: 1st May, 2019**To**
All Regd. Jute Exporters.**Sub: Letter of Interest for participation in the Ambiente 2020 to be held at Frankfurt, Germany during February 7-11, 2020 for promotion of jute lifestyle products including promotional gift items.**

Dear Sir,

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry.


Ambiente 2018 featured 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time. The thrust products identified for promotion in this show are: promotional gift item including bags, home furnishings, fashion accessories, mats & matings, wall hangings, etc. NJB has initiated necessary action to book furnished booths (9 Sq. Mtr each) in Frankfurt.

We invite applications from regd. Jute exporters for participation in Ambiente 2020. The participants are required to pay 50% of space rental of a furnished booth of 9 Sq. Mtr. **in the form of Pay Order/Demand Draft drawn in favour of "National Jute Board" payable at Kolkata under Export Market Development Assistance Scheme being implemented by NJB.** The approximate stall cost to be borne by participants under EMDA Scheme is Rs. 1,38,000/- for a space of 9 Sq. Mtr. (being 50% of actual space rent paid to the fair organizer).

This may please be given top priority.

Thanking you,

Yours faithfully,


(Lt. Col. RBS Titus)
Director-Mktg