



PHARMACEUTICALS EXPORT PROMOTION COUNCIL
(Set up by Ministry of Commerce, Govt., of India)
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20th July

Hyderabad

To
All the Members of Council

Dear Sir / Madam,

Sub: CPHI India – 1st – 3rd December 2006 – Pharmexcil Pavilion

Our members are aware that CPHI Worldwide is the most popular and highly participated event held globally. This exhibition is famous for promotion of sale of pharmaceutical ingredients, namely, bulk drugs. The CPHI authorities have been organizing this event in Europe, Japan and China so far. We are happy to inform that such an organization of international repute have come to India for the first time and with the active support and cooperation of Pharmexcil, they are organizing CPHI India at Mumbai in December 2006. Pharmexcil also has entered into an MOU with them. The highlights of the event are given below.

- a) CPHI India is being organized on 1-3rd December 2006 coinciding with the IPC (Indian Pharmaceutical Congress), a yearly event of Indian Pharmaceutical Association, wherein more than 5,000 visitors from various segments attend the conferences and exhibition
- b) Pharmexcil is organizing an International Pharma conference on 29/30.11.2006 at Mumbai inviting about 100 delegates (importers/buyers, drug regulatory authorities, Pharma associations etc) from Latin American Countries. All these delegates will be attending CPHI India after the conference.
- c) Pharmexcil is associated with the organizers in organizing the event in India.

For more details on the above exhibition, members may log on to CPHI, India (<http://www.cphi-india.com/>)

Council is organizing 'Pharmexcil Pavilion' in CPHI, India, by taking 300 sq. meters of space, the highlights of which are as follows:

- a) Members can have smaller size of stall i.e. 9 sq.meters stall in the Pavilion, whereas minimum stall size outside the pavilion is 12 sq.meters.
- b) Since council is associated with the CPHI, India, in organizing the event, Pharmexcil members participating in the Pavilion are given group advertising facilities in the Directory of CPHI, Catalogue of Pharmaceutical Expo etc., at free of cost.

Location of the Pavilion:

The Pavilion is ideally located in stalls Nos. A 32, B 32 and A 43. Members may see our website for floor plan (<http://www.pharmexcil.com/v1/asp/CPHIindia2006.aspx>) of CPHI as well as Pavilion Plan.

Pavilion Construction:

We will arrange for the construction of stalls in the Pavilion and the same will be allotted to the members with the following furniture:

1 table, 3 Chairs, 1 Info Desk, 1 Stool, 2 spot lights, 1 socket, 1 brochure stand, carpet, fascia, walls.

Cost of the stall:

All the stalls are of 9 sq.meters size. Cost of each stall will be Rs.1,10,000/-. However, stalls with two sides open i.e. stall Nos. 1,9,10,18,19,28,27 and 36 will cost Rs.1,25,000/- each. Cost of the stall includes VAT, furniture, electricity charges etc. (No provision for refund of VAT in India)

Other Services offered:

b) Distribution of brochures/catalogues

We also offer service to distribute the brochures/catalogues of members, who are not able to attend the exhibition. Service Charges for this facility is Rs.10,000/- per member. Members have to ensure that their material (not more than 100 brochures/CD) is reached in time to the Council's booth at their own cost, by courier.

c) Advertisement:

On this occasion, Pharmexcil is planning to bring out a dummy size booklet and CD for distribution to the visitors. This booklet and CD contain information about Indian Pharmaceutical industry, about Council and its activities, apart from the information about all the participants in the India Pavilion. We also carry advertisements in the booklet from the members. Details of advertisement tariff are given below:

a) Front Inside page	::	Rs. 10,000/-
b) Inside Full page	::	Rs. 7,500/-
c) Inside Half page	::	Rs. 3,000/-
d) Back Inside page	::	Rs. 10,000/-
e) Back Page	::	Rs. 15,000/-

Mechanical details about the advertisement material will be informed to the members soon.

Payment Schedule:

50% of the amount has to be paid on reservation of the stall and balance 50% should be paid on or before 30.9.2006.

Allotment of stalls:

Floor plan of Pharmexcil-India pavilion is available in our web site. While the members have the liberty to choose the stall required by them, generally allotment will be made on first-come-first-serve basis. However, final decision of allotment rests with the Council.

Cancellation of Allotment:

In case payment is not made as per the above schedules, Council reserves the right to cancel the allotment of the stall and re-allot the same to the other interested members. If cancelled before 30.9.2006, advance amount paid will be refunded after deducting 10% as our charges and if cancelled after 30.9.2006 and before 31.10.2006, 50% of the advance amount will be deducted. For any cancellations after 31.10.2006, entire advance amount will be forfeited.

Members are advised to take advantage of this opportunity of exhibiting at CPHI, India by being a part of Pharmexcil pavilion.

With regards

DR. PV APPAJI
EXECUTIVE DIRECTOR