

**MOST URGENT**  
**BY FAX/ COURIER/ EMAIL**

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

Date: 30th April, 2019

**To**  
**All Regd. Jute Exporters.**

**Sub: Letter of Interest for participation in the Christmasworld 2020 to be held at Frankfurt, Germany during January 24-28, 2020 for promotion of jute lifestyle products including promotional gift items.**

Dear Sir,

Christmasworld is the world's biggest trend and order platform for the international seasonal and festive decoration sector – and therefore the perfect B2B trade fair for a great start to the new business season. Christmasworld in Frankfurt am Main brings together manufacturers and retailers, as well as major commercial buyers from all over the world.

In 2019, **45,304 visitors from 123 countries** attended Christmasworld to discover the latest products and trends being shown by **1,085 exhibitors from 44 countries**. The thrust products identified for promotion in this show are: promotional gift item including bags, home furnishings, fashion accessories, mats & mattings, wall hangings, etc. NJB has initiated necessary action to book furnished booths (100 sq. ft. 10'x10' each) in Frankfurt am Main, Frankfurt.

We invite applications from regd. Jute exporters for participation in Christmasworld 2020. The participants are required to pay 50% of space rental of a furnished booth of 10 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. 2,25,000/- for a space of 10 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**