



# Trade Fair Guidelines

Department of Trade  
Ministry of Economic Affairs  
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## 1. Introduction

Trade fairs are considered as an efficient means to promote goods and services, attract business partners, foreign investments and transfer of know-how and technologies.

The purpose of this guideline is to help government agencies, business firms, Non-governmental Organizations (NGOs) and individuals to plan and organize a trade fair or an exhibition in a systematic manner.

It outlines types of trade fairs and all procedural requirements that organizers/ exhibitors need to observe and fulfill while organizing a trade fair or exhibition.

This guideline shall be applicable for conduct of all categories of trade fairs.

## 2. Key objectives

- To facilitate Business to Business (B2B) interactions.
- To promote export and marketing of domestic products.
- To promote international trade and linkages.
- To promote technology transfer and market access.
- To disseminate information on goods and services to consumers.

## 3. Definition of Trade Fair

3.1 A trade fair refers to an event organized to showcase, demonstrate, create awareness, and promote knowledge and skills on products and services by bringing the buyers and sellers together for B2B interactions and promotion of business linkages.

## 4. Types of Trade Fair

**4.1 General Fair:** General fair refers to a fair where all types of consumer and industrial commodities are exhibited for promotional purposes

only. The exhibitors shall not be allowed to sell any of the goods brought in for display.

**4.2 Thematic Fair:** Thematic fair refers to a fair where only specific goods and services related to the theme of the fair are exhibited for promotional purposes. It includes education fair, tourism fair, environmental fair, construction fair, etc. However the exhibitors will be allowed to sell their products/ services subject to approval from the sectors concerned.

**4.3 Consumer Fair:** Consumer fair refers to a fair where consumer related goods and services are displayed and promoted. However the sale of consumer goods at such fair shall be regulated and preference shall be given for promotion of domestically produced goods.

## **5. Organizer of Trade Fair**

5.1 Any government agency, autonomous agency, NGO, Civil Society Organizations (CSO) and business entity shall be allowed to organize Trade Fair with the prior approval of the Department of Trade (DoT), Ministry of Economic Affairs (MoEA).

## **6. Duration of Trade Fair**

6.1 The maximum duration of the fair shall not be more than 5 days.

## **7. Procedure to seek approval**

The organizer shall:

7.1 submit application along with a proposal in the prescribed format (annexure I) to the DoT, MoEA.

7.2 submit a copy of valid event management license. However, exception may be made for government organizations, CSO and NGOs.

7.3 submit the proposal along with sectoral clearance, wherever required, to the DoT for approval at least before one (1) month from the actual deadline of the trade fair.

7.4 follow all the requirements mentioned in serial no 5, 6, 7,8

## **8. Requirements/ conditions**

### **8.1 Organizer**

The Organizer shall:

8.1.1 Identify and prepare the fairground as required for the specific trade fair.

8.1.2 Provide appropriate space for the exhibitors. The basic stand dimensions shall be typically 3 x 2 meter.

8.1.3 Provide information counter for the purpose of providing general information, direction and other related information to the exhibitors and visitors.

8.1.4 appoint an agent or person with good communication skills in at least two languages (Dzongkha and English) to manage the information counter.

8.1.5 provide promotional tools such as printed materials, press coverage, advertisement, posters, brochures, etc. to promote and facilitate the fair.

8.1.6 provide basic amenities (annexure II) to the exhibitors and visitors. The organizer may furnish and decorate stands with sound systems and other CCTV systems as appropriate.

8.1.7 be responsible for arranging necessary permit/ visa after obtaining necessary sectoral clearance and recommendations from the Department of Trade to facilitate participation in trade fairs &

exhibitions.

- 8.1.8 be responsible for ensuring public order and safety for the entire duration of the event.
- 8.1.9 ensure that waste and rubbish are kept to a minimum throughout the event. The organizer should provide with waste containers for the sorting and disposal of waste in the fairground.
- 8.1.10 adhere to Customs clearance & assessment procedure and conditions for regional/ international trade fairs & exhibitions as prescribed in annexure III by Department of Revenue & Customs (DRC), Ministry of Finance (MoF).
- 8.1.11 abide by law & order, rules and regulations of the country.

## **8.2 Exhibitor**

### **The Exhibitors shall:**

- 8.2.1 provide enough information brochures, product details, and contact points.
- 8.2.2 have sufficient knowledge on products on display and be able to provide enough guidance and product information.
- 8.2.3 conduct and manage the event professionally.
- 8.2.4 adhere to Customs clearance & assessment procedure and conditions for regional/ international trade fairs & exhibitions as prescribed in annexure III by DRC, MoF.
- 8.2.5 abide by law & order, rules and regulations of the country.

## **9. Evaluating results and post-event activities:**

- 9.1 The organizer should carry out feedback survey as per the prescribed format (annexure IV) to evaluate the success of the event for future improvement. In addition, a brief report on the event shall be prepared by the organizer and submit to DoT after the completion of the trade fair for better coordination and future record.

## **10. Participation in International Trade Fair:**

- 10.1 The Department of Trade, MoEA shall facilitate and coordinate participation of firms/ agencies in the regional and international trade fair to enhance our export and B2B interactions.
- 10.2 Any agency (Government/ CSO, NGO/ Private) participating in the regional and international trade fair shall provide information about their participation and share the report on the event with DoT after the completion of the trade fair for better coordination and future record.

**APPLICATION FOR PARTICIPATION IN TRADE FAIR**

Please complete the application form and submit it with the following supporting documents to the Department of Trade for approval, at least 1 month before the commencement of the fair.

1. Name of the Trade Fair:.....
2. Name of the organizer  
Business establishment/ NGO/ Agency:.....
3. License No (if applicable):.....
4. Address:.....  
Phone Number:.....  
Fax Number:.....  
E-mail address: .....
5. Type of fair you are organizing (Please tick one)
  - a) General Trade Fair
  - b) Thematic Trade Fair
  - c) Consumer Trade Fair
6. Location of trade fair: .....
7. Duration of the trade fair (Date & Nos. of Days):.....
8. Previous trade fairs organized
  - a) Name of Fair:.....
  - b) Duration - date, month & year (when it was organized):.....
  - c) Location:.....
  - d) Nos. of Exhibitors:.....

I hereby declare that the information submitted above is true and correct to the best of my knowledge. In case any information is found incorrect and misleading, I assume full responsibility and shall be liable for applicable fines and sanctions in vogue. I also undertake to abide by the requirements stipulated in the Trade Fair Guidelines

Signature: ..... Date : .....

A copy of the following documents should be provided along with the prescribed format to the Department of Trade for approval at least 1 month before the commencement of the fair.

1. Brief proposal with a clear objective of the fair.
2. Latest copy of the valid business license if applicable.
3. Official letter addressed to the Director, Department of Trade for Government/ NGOs.
4. A map of the trade fair location with a layout plan of the fair site showing:
  - i. Numbered stalls.
  - ii. Location of the stalls.
  - iii. Dimension of each stall size.
5. List of the exhibitors along with the details/ types of products to be displayed/ promoted or sold.
6. Sectoral Clearance:
  - i. Approvals from relevant authorities/ agencies for use of the fair site.
  - ii. Clearance/ Permit from relevant authorities/ agencies - e.g. Bhutan Agriculture and Food Regulatory Authority (BAFRA), Drug Regulatory Authority (DRA), Ministry of Education, Tourism Council of Bhutan (TCB), Department of Culture, MoHCA, etc.

**Basic Amenities**

1. Standard space.
2. Furniture (1 table and 2 chair).
3. Provide 1 power socket.
4. Information counter at the entry.
5. Parking.
6. Eatery.
7. Adequate water supply.
8. Adequate lighting facilities.
9. Adequate public toilet.
10. Security services.
11. Basic firefighting equipments and first aid.
12. Fire Fighter – to coordinate with RBP.
13. Medical unit and ambulance – to coordinate with Hospital.
14. Provide cleaner (dry and wet) and waste bin.

**Customs Clearance & Assessment Procedure and Conditions for  
Regional / International Trade Fairs & Exhibitions**

1. The National Counterpart/ Coordinating Agency (NCA) must provide detail information and profiles of all the participants/ clients containing their name, address with contact details, business description (type, nature etc.) etc. to the Department of Revenue and Customs (DRC, HQ) prior to their entry into the country. Also, provide in advance, their indicative entry and exit point into/ from the country.
2. At the time of first entry of the participants into the country, the NCA must also send their representative along with the participant to fulfill Customs formalities at the Point of Entry (PoE) and Customs checkpoint.
3. At the PoE and Customs checkpoint, the participant and NCA representative must initiate declaration to Customs with following supporting documents:
  - i. Commercial Invoice.
  - ii. Packing list/ Inventory of the goods.
  - iii. NCA undertaking letter on behalf of the participant (endorsing as alternate party to be held accountable in case of any default by the main participant).
  - iv. Applicable permits from concerned agency/ authority.
4. The participants shall ensure that prohibited items are not brought along or imported into the country. In case of restricted items, the participants must ensure that required formalities with concerned agency/ authority in Bhutan is fulfilled and where applicable required documents/ permits is availed and same made available to Customs at the time of import or declaration.
5. The participants shall ensure that they declare their baggage's to Customs if it is beyond permissible free baggage allowance.

6. Customs at the PoE will consider the import as temporary import whereby no applicable duties and taxes will be collected at that point. Further, declaration and information provided to Customs therein shall not be considered as final and binding.
7. On release of goods from Customs checkpoint at the PoE, the Customs shall also initiate physical stock verification based on participants' declaration and documents at the time of unloading/ transshipment of the goods. The concerned shall inform Customs in advance prior to initiating unloading/ transshipment action.
8. Till the goods exit the country on completion of the event, the goods shall be under Customs control/ supervision.
9. At the time of sale, the participant shall issue sale receipt to the buyer and maintain counter folio for the purpose of Customs assessment.
10. The participants shall also maintain Sale Chart/ Daily Sales record at the end of every day sales. Same to be made available for Customs assessment purpose.
11. Assessment and collection of Customs Duty, Sales Tax and other applicable taxes if any shall be collected at the point of sale and during the last closing day of the event and based on detail stock verification by Customs.
12. Valuation for the purpose of collecting Customs Duty shall be on Cost, Insurance and Freight (CIF) value as determined by Customs. For the purpose of Sales Tax, valuation to be based on the Selling Price of the goods sold.
13. The Customs and the concerned participant upon finalizing the assessment and collection of applicable duties and taxes will jointly formulate a revised stock/inventory of goods with detail stock sale and balance statement, also containing duties and tax payment information. The same document has to be endorsed by the Customs for subsequent process/ formalities to be completed.

14. The participants must ensure to exit the balance stock within seven days from the last date of the event. If the balance Stock does not exit the country (re-export) then it will be deemed as sold and applicable duties and taxes shall be collected. In case of intentional offence committed, applicable fines and penalties shall be also collected as per the law.
15. In case of goods arriving via air or any other entry points in Bhutan and to be taken or re-routed to another part of Bhutan via Indian territory, then transit declaration process must be also fulfilled by the concerned through Customs export counter of that particular exit point. While processing for transit declaration, the concerned parties must also provide endorsed copy of the documents received from first entry Customs checkpoint.
16. On arrival and entry of the goods at second border entry check point, the concerned must again declare to Customs and submit copies of the endorsed documents along with transit declaration form.
17. For effective coordination, communication and completion of all formalities successfully, the NCA must provide Customs with a working counter at the event venue to carry out Customs responsibility mainly assessment and collection of duties and taxes.
18. The NCA must provide overall focal contact point for the event.
19. For the success of the event, all parties concerned shall render full support and cooperation.
20. In case of any default, it shall be dealt as per the provisions of the laws.

**Report**

Title of the Fair:.....

Type of the Fair: General/ Thematic/ Consumer:.....

Start and End Date: .....

1. Objective of the Fair.
2. Composition of the exhibitors.  
*(It should include proportion of domestic and foreign firms participated; types and number of companies/ firms represented; geographical representation of the domestic firms and country/ regional representation in case of foreign firms)*
3. Products and Services exhibited.  
*(Briefly mention types of products and services exhibited. What were the key differences observed between the goods and services exhibited by national firms and foreign firms. Also mention about any B2B and other related activities organized during the event)*
4. Event outcome.  
*(Explain how successful was the event in terms of achieving its intended objectives. What were the contributing factors? Briefly explain about the visitors' reaction and how successful was the event in attracting crowd)*
5. Challenges.  
*(Mention key obstacles and challenges encountered in organizing the event)*
6. Lessons learned (if any)
7. Any other (please specify below)

Contact details of the organizer:

Name of the organizer:.....

Address:.....

Contact No:.....