



XXIV Expoartesánias

EXPOARTESANÍAS 2014
December 5th to the 18th
Bogotá - Colombia

INTERNATIONAL PARTICIPATION MANUAL

EXPOARTESANIAS

Expoartesánias is an association between Artesanías de Colombia (Handicrafts from Colombia) and CORFERIAS (International Business and Exposition Centre). It is the only artisan hand craft dedicated fair in Latin America, was created in 1991 as a strategic program from Artesanías de Colombia that pursues to promote high quality and design standards in handicraft products. The fair gives dynamism and strengthens to the craftwork sector, and has turned into an important merchandizing platform geared towards to the national and international markets. On the other hand, it recovers traditions, turns craftsmanship into a profitable activity, contributes to the social and economic well being of the sector and turns the demand needs into a reality.

For fourteen days, from December 5th to the 18th 2014, indigenous and afro-Colombian communities, and rural and urban handcrafters from all regions around the country and other countries, will get together in a total area of 10.000 square meters, on the first level of pavilions 1, 3, 5, 6 and 8.

1. PARTICIPANTS

Handcrafters and/or representatives of governmental and private organizations or NGOs can participate in Expoartesánias, with traditional or contemporaneous products that are representative of the country of origin.

Handcrafters who wish to exhibit and commercialize their products at the Fair, must comply with the evaluation and selection process, even if they have participated in this Fair or in another commercial event organized by Artesanías de Colombia or Corferias.

Applications will be received ONLY between January 23rd and April 31st of 2014.

Disclaimer: In neither case will Expoartesánias participate or be responsible for any discussions or claims that arise between the participants or potential exhibitors in relation to the existence in their favor of exclusive rights or any other issues, which must be brought by the parties before the competent authorities.



Carrera 37 N° 24 - 67 Bogotá, D.C. – Colombia
Tel: (57-1) 3445411 - (57-1) 3445420 (57-1) 3445413 Telefax: (57-1) 3445215 Ext. 5221
Correo electrónico: expoartesantias@corferias.com www.expoartesantias.com





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2. PARTICIPATION REQUIREMENTS

Starting on January 23rd, international exhibitors interested in participating in the Fair may complete their applications, by calling the following telephone numbers: (57-1) 3445411/13, or via email at expoartesánias@corferias.com ferias@artesániasdecolombia.com.co and lfetiva@artesániasdecolombia.com.co you can send the application form together with the following requirements:

1- **Application Form** duly completed and signed.

2- A MAXIMUM OF 5 PHYSICAL PRODUCT SAMPLES of what they wish to exhibit and commercialize. Those who have already participated in prior fairs must present at least 5 physical samples of new products developed. If the country of origin is not Colombia, and the exhibitor cannot comply with the above requirement, he/she must send good quality photographs via email to expoartesánias@corferias.com

Note: *This year for Expoartesánias 2014 will not receive any physical samples; you must to send us a catalogue or photographs about your products, this photo has to follow next requirements:*

- a. *Catalogue quality photo*
- b. *White or neutral color background (if the color of the product are white the background have to be black or a contrast background color)*
- c. *General product shot, with all product sides or faces, if the product has different decoration per each side.*
- d. *Close up shot, highly detailed photo, showing product finishing and special decoration.*
- e. *Scale photo shot, please let us know the measures of you product, you could put on scenery some reference objects about the measures (hands or quotidian object for example).*
- f. **.Jpg image file only are allow for photographs; Power point ,PDF, Word or Excel files are allow for catalogues, brochures, etc., also you could send us your online catalogue or Web page via e-mail.*

3- **List of products** with retail prices, distributor prices, in Colombian pesos (COP) and US dollars (USD), dimensions, size and monthly production capacity. See price list, below.

4- **Printed or digital catalog or photographs** ordered and referenced of all and each of the products to be sold. This material is indispensable for evaluation and selection.

5- **Corporate image:** packaging, logo, tags and product care and maintenance information.

6- **Product Process images:** To verify the product origin you must to send us photographs about your workshop and products crafting and process.





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Once products have been evaluated during the term established for this, those interested will be notified if they have been accepted or not. Application forms are non transferable. In case a participant is selected, he/she may only participate with the products approved by the selection committee.

If documents are sent via regular mail, they must be sent in a legal sized envelope, labeled as follows:

Name of the Workshop
Exhibitor's Name
Address, telephone, fax, email, city and country.

If the documents are sent via e-mail, they must be sent with follow information:

Subject: Expoartesánias 2014 entry request and Company name.

E-mail body: Complete data, Company's name, company's owner or representative, country, and other important information you want to provide us.

The documents and graphic materials will not be returned to the applicants.

Application forms will be accepted from January 23rd to April 31st 2013. Once this period is over, application forms will be analyzed from June 16th and onwards, in accordance with the space availability after the selection process.

More information:

Expoartesánias

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