

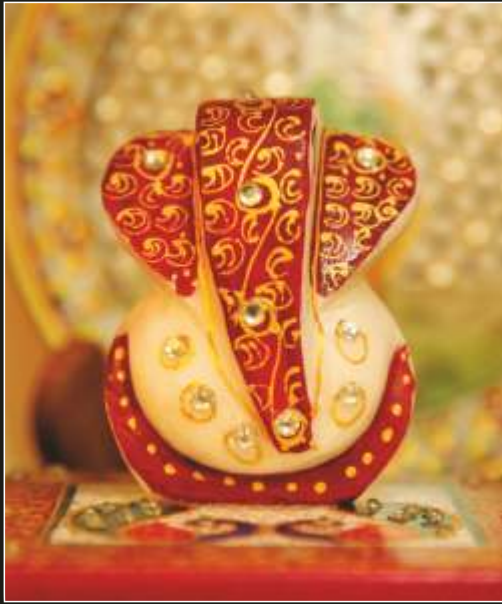


India pavilion

GLOBAL VILLAGE DUBAI 2014-15

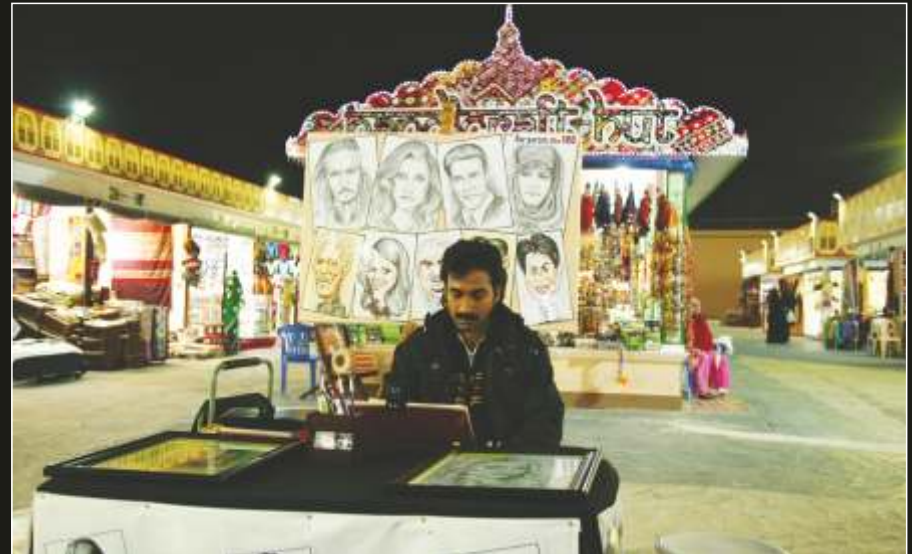


6th November 2014 to 11th April 2015



Global Village

The Global Village is one of Dubai's leading tourism, commerce and entertainment centers. From its humble beginnings in 1997, the Global Village has grown into a juggernaut that has forever altered the cultural landscape of the city and truly defined the term 'melting pot'. Countries from all corners of the world are showcased in this grand-scale international exhibition via themed pavilions that highlight their local architecture, crafts, products and cuisine. Every year, the myriad activities and performances on display attract not just the national population, but also resident expatriates and tourists from over 160 nations.





Where else in the world can you buy South African masks, Italian jewelry, Thai batik prints and Indian craft items? What other venue gives you the opportunity to watch Kuwaiti folk dancers and Chinese calligraphers while having authentic Turkish coffee in front of the Big Ben and the Gate of Yemen? You can tour the whole world without having to board a plane, and then enjoy the brilliant fireworks display that lights up the Global Village every evening, leaving everyone spellbound. With over 32 themed pavilions, 40 restaurants, an amusement park, and a newly added food court and fun fair, there is no better place for a comprehensive family outing.

In 2014, Global Village returns for its 19th year, promising to be bigger and better than before. Almost 5 million visitors were recorded in 2013-2014 over the 191 days of the season and this year's crowd is expected to exceed 5.2 million. The new season of **Global Village will commence on November 6th, 2014, and run until April 11th, 2015.**





Dubai Shopping Festival



Many major festivals fall during the Global Village season, including UAE National Day, Christmas, New Year and the famous Dubai Shopping Festival. To celebrate these grand occasions, the whole city becomes a festival unto itself. Over 40 elaborately decorated shopping malls open out to brightly lit streets, providing a treat for the senses. This is accompanied by the busiest shopping season of the year, as attractive discounts, bargains and promotions draw massive crowds. Added incentive comes in the form of raffles and other winning opportunities tied to purchase amounts.

Global Village is no exception when it comes to creating a festive atmosphere; pavilions are decked out in beautiful themed decorations and special performances are planned for that time period to create a memorable experience for everyone.





India Pavilion at Global Village

The India Pavilion is one of the star attractions at the Global Village every year. It is the ultimate platform for the sale and promotion of various products and services, and has been known to have one of the highest sales records at the Global Village. But it is not just a hub for trade and commerce. Craftsmen and artisans from the farthest reaches of India are provided an outlet to display their art on an international platform, and to spread knowledge of the work that they do.

There is also a vibrant display of traditional Indian clothing and handlooms, as well as samples of Indian foods to entice the taste buds. The recipient of multiple awards over the years, the India Pavilion has always given visitors a window into Indian culture with its impressive themed displays, handicrafts stations, decorated shopping stalls and cultural shows.

Each year, the pavilion's theme puts the spotlight on a different Indian state in the form of a gorgeous and impressive façade. Inside, the pavilion features a wide range of activities that showcase India's artistic and cultural traditions. There is also an elaborately decorated stage with a seating capacity of approximately 1,000 people; it is the only pavilion with a dedicated seating area. The stage hosts daily cultural programs in the evenings, in which performers specially flown in from various Indian states perform traditional folk dances.

THE STATE OF MAHARASHTRA IS THE THEME FOR THE INDIA PAVILION AT GLOBAL VILLAGE 2014-15. The facade will be a huge replica of the famous VICTORIA TERMINUS, measuring an incredible 80 meters in width and 10 meters in height. The terminus is an extravagant architectural feat that has been a mainstay of the Mumbai railway system for many years. It is considered to be the busiest railway station in India, and is a very prominent landmark for the state of Maharashtra.





Attractions of India Pavilion

The India Pavilion 2014-2015 will honor its theme state and its cultural contributions with a Bollywood Museum. As the home of one of the world's largest film industries, Bollywood is an integral part of India's cultural landscape. The museum will highlight popular Bollywood films and actors, and provide visitors with many chances for photography and the creation of memories.

Another main attraction at the India Pavilion is the presence of Indian portrait artists and demo craftsmen. The artists are skilled at drawing both serious portraits and caricatures, and never cease to amaze; henna artists are another major crowd puller, creating beautiful and eye-catching designs. Craftsmen come from all over India to demonstrate craftwork that has been carried on for many centuries. Creators of intricate 'bidri' art and makers of the traditional North Indian 'jutti' are among the craftsmen that will be present at the India Pavilion 2014-2015.

Homage is also paid to the familiar sights of India through the use of decorative props. Suggestion boxes designed as Bollywood-themed letterboxes and a replica of a typical Indian auto rickshaw are just a few of the highlights for visitors to the pavilion. They not only add an authentic look to the pavilion, but also serve as a major photographic opportunity.

In an atmosphere filled with fun for the whole family, children cannot possibly miss out. Miniature merry-go-rounds, puppet shows and a traditional Indian Bioscope will ensure that they experience all the joy that the India Pavilion has to offer.

Products at the India Pavilion :

Exhibitors can promote & sell the following products at the India Pavilion.

- Ethnic Handicrafts
- Ethnic Artwork



- Traditional Furnishings and Furniture
- Traditional Garments and Textiles
- Household Products and Appliances
- Gems and Jewelry
- Fashion Accessories (Shawls, Purses, Bracelets, etc.)
- Carpets
- Foodstuff
- Electronics Items
- Leather Goods
- Gift Items
- Ladies & Gents Footwear





The Organizers

E4 Entertainment is the organizer of the India Pavilion and has been successfully organizing exhibitions in the U.A.E since 2002. We are proud to have established ourselves as one of the pioneers in event management, in no small part due to the pavilions we have organized at the following exhibitions:

- Global Village Dubai: Australia, China, East Asia, Europe, India, Japan, Kenya, Malaysia, New Zealand, Singapore and Turkey
- Global Village Amman: India & Singapore
- Global Village Lebanon: Africa, China, India, Pakistan and Turkey



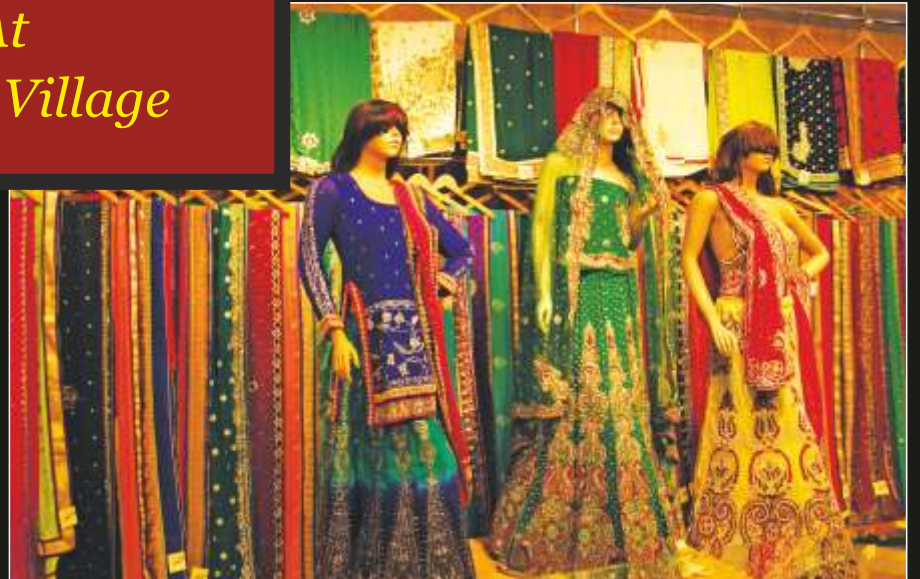
Our greatest achievement was the Global Village India 2007, which featured participants from China, the Czech Republic, Pakistan, South Africa, Thailand, Turkey, U.A.E., the United Kingdom and Vietnam, among others.

The dedication & expertise of E4 Entertainment has bagged them the 'BEST PAVILION' awards for the India Pavilion 2007-2008 and 2012-2013, as well as the 'Best Folklore' and the 'Best Global Day Award.'

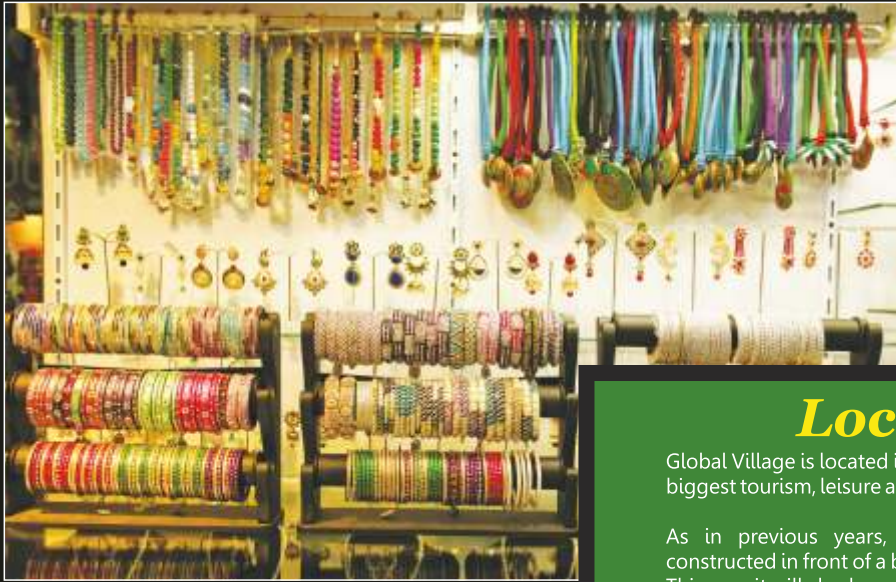




*A Glimpse of
India Pavilion
At
Global Village*



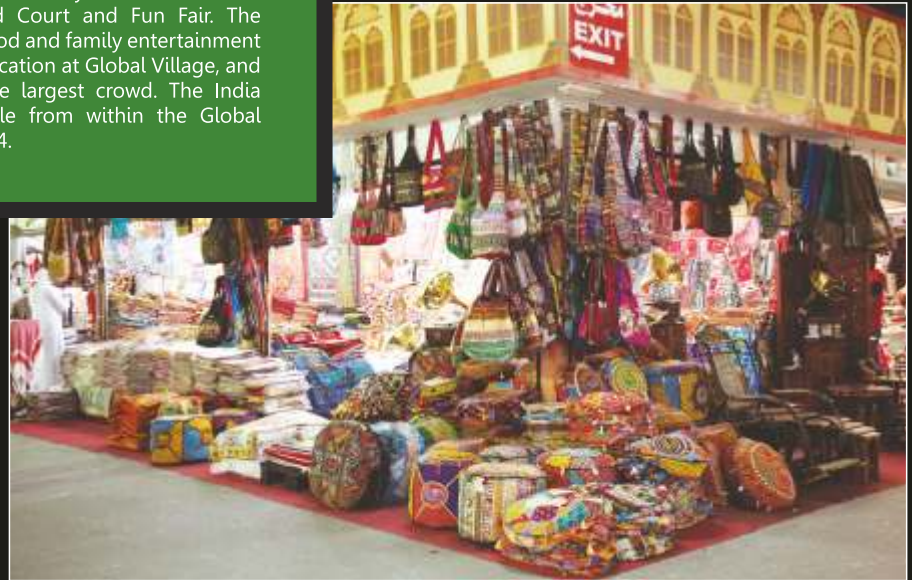




Location

Global Village is located in DUBAILAND® – the world's biggest tourism, leisure and entertainment project.

As in previous years, the India Pavilion will be constructed in front of a beautiful and scenic waterway. This year, it will also be conveniently located next to the new Global Village Food Court and Fun Fair. The combination of culture, food and family entertainment will make it the premier location at Global Village, and is expected to attract the largest crowd. The India Pavilion will be accessible from within the Global Village premises and Gate 4.



Stall Details

Stall Size	Stall #
2.5 X 2.5 mtrs	X2 to X8, X11 to X15, X 19 to X21, X 23, X24, X26, Y2 to Y15, Y17, Y20, Y30 to Y37, Y41 to Y54
2.5 X 5 mtr	X1, X9, X10, X16, X17, X18, X22, X25, X27, X28, Y18, Y19, Y21 to Y 25, Y27 to Y29, Y 40 and Y 55
3 x 3 mtrs	D1 to D5, D9, D10, D12 to D 15, K1 to K7
3.6 X 3.6 mtrs	A2, A3, A5, A9, A15, B2, B3, B8, B9, B12, B16, B17, B18, B21, C4, C7 to C11, C17, C18, C19, C22, C27, C30, C33, C24, C35, C36, G2 and G4
3.6 X 7.2 mtrs	A6 to A8, A10, A14, A16 to A22, A26 to A28, B7, B10, B11, B13 to B15, B19, B20, B22 to B27, C2, C5, C12 to C16, C20, C21, C23 to C26, C28, C29, C31, C32, C37, G1, G3, G5

STALL RENT:

For 2.5mtr X 2.5mtr size:

AED 20,000 onwards, depends on location of the stalls.

For 3mtr X 3mtr size:

AED 35,000 onwards, depends on location of the stalls.

For 3.6mtr X 3.6mtr size:

AED 48,000 onwards, depends on location of the stalls.

Please feel free to contact us for further details.

Visitation and Entry Timings:

4 pm to 12 am (weekdays)
4 pm to 1 am
(Weekends & Public Holidays)

Payment Terms:

35% of the rental amount and visa amount is due as an advance at the time of booking.
35% is to be paid on or before 15th September 2014.
The balance 30% of the rental has to be paid on or before 15th October 2014.

Cancellation:

If the booking is cancelled, the booking amount will be forfeited.

Additional Information :

The organizer will be assisting the exhibitors in the following (The exhibitors will bear all charges):

- Clearing materials from the airport/seaport.
- There is a 5% custom duty that is levied on all goods entering the U.A.E.
- Providing visas for staff/craftsmen of the exhibitors who will be on duty at the fair.
- Assisting overseas exhibitors in finding accommodation during their stay in Dubai.



Organised by:



e4 entertainment

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