

## ATA Carnet

# A boon for exporters and exhibitors

ATA Carnet offered by Federation of Indian Chambers of Commerce and Industry (FICCI) has turned out to be a boon for exporters and exhibitors. Exporters who have to carry large number of samples when they travel abroad as part of sales promotion campaigns in the past faced lot of difficulties while getting custom clearances in foreign lands. Not only they wasted lot of time in getting customs clearance they also had to offer bank guarantee or bond to ensure that the goods will be carried by them on their return journey. This was a very cumbersome process.

With an ATA Carnet they are able to clear through green channel acting as a passport for goods acceptable in most of the countries. One of the biggest benefits of carnets is that it eliminates the need to spend time to complete all the different paperwork for customs clearance in India and overseas. It also saves you money, as there's no need to put down a 'bond' each time you enter a foreign country. This has made life much easier for exporters and exhibitors.

Carnet used mainly for taking goods to overseas exhibitions, demonstrations, to ease the customs paperwork when professional equipment is needed overseas or for sales people to carry around valuable commercial samples. It directly helps the exporters in the country by encouraging them to participate in international trade fairs/exhibitions and by undertaking business promotion tours. Without a carnet, it would be necessary to go through customs procedures es-



tablished in each country for the temporary importation of goods.

The key benefit using an ATA Carnet is that it is valid for six months to a year and for multiple trips and a single document is enough for clearing goods in different countries. Not only does it al-

low exhibitors/business travelers to enter foreign countries temporarily without paying duties or taxes, it allows them to do so in 71 carnet countries and territories throughout the period of its validity

In India, the sectors that draw utmost advantage of this system are



Hongkong Jewellery Show

# Indian observer

16<sup>th</sup>-31<sup>st</sup> July, 2011



Vivek Oberoi, Dr. R.K. Pachauri and Prannoy Roy at NDTV—Toyota Greenathon

the Media-Entertainment and the Gems and Jewellery, especially so as the invoice value in both the cases is very high and a lot of time and effort can be saved through carnet

In the Indian jewellery industry, some of the prominent companies like Ganjam Nagappa & Son Pvt Limited, Bapalal Keshav Lal, Gili In-

dia Pvt Limited are the regular users of ATA Carnet. They have taken jewellery samples under Carnet number of times for their exhibitions/business promotion tours abroad and had hassle free trips. The recent International Jewellery Shows like Hong Kong International Jewellery Show 2011, JCK Las Vegas Show 2011 etc. have attracted

several jewellery companies across India to opt for ATA Carnet.

Likewise, in the entertainment and media industry, several production houses including the likes of Dharma Productions, Shree Ashtavinayak Cine Vision Limited, Kunal Kohli Productions Pvt Limited, Excel Entertainment Pvt. Limited, NDTV etc are regular carnet users. These companies have taken expensive shooting equipments under ATA Carnet with them while traveling abroad for shooting and didn't have to pay any duty in any of the country they visited

Recently NDTV has taken Carnet to countries like USA, Canada, Japan and UK for its famous programme called 'NDTV-Toyota Greenathon'. Scheduling the shoot/business meetings in more than one country would mean executing a fresh bond/bank guarantee in each of the countries which can be quite time consuming as well as annoying. As the Carnet allows multiple country visits during its validity period, no doubt, all over the world, it is the most preferred way of carrying goods on a temporary basis.

When doing business in this fast-paced world, the temporary import and export of your goods between countries can add unnecessary hurdles – but an ATA Carnet from FICCI puts your business in the fast lane.

As the approved body in India to issue ATA Carnets, FICCI has helped countless businesses transport a range of goods all over the world and back. Furthermore, FICCI ensure your business meets the relevant requirements and compliance codes of the carnet system and stay in constant contact with the Indian Customs and all the partner chambers in the network countries.

So whether it's exhibition displays or filming equipment, testing equipment or scientific tools – FICCI is your one-stop carnet resource in India.



JCK Las Vegas Show 2011