

विकास आयुक्त (सू. म. लघु एवं मध्यम उद्यम)
सू. म. लघु एवं मध्यम उद्यम मंत्रालय,
(भारत सरकार),
निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-११००१०८



MSME

OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL, & MEDIUM ENTERPRISES)

MINISTRY OF MICRO, SMALL, & MEDIUM
ENTERPRISES

(Government of India)

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BY SPEED POST

No. 5(4)/2013-MA

Dated: 31.07.2013

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in Thessaloniki International Fair, Thessaloniki (Greece), Sept. 7-15, 2013 being organized by India Trade Promotion Organisation (ITPO).

Sir,

The Office of DC (MSME) is participating in the said fair being organized by **India Trade Promotion Organisation**, Pragati Maidan, New Delhi for covering wide range of products.

2. The following focus areas would be covered in the exhibition:-

Display products: Thessaloniki International Fair, Thessaloniki (Greece)

- Multi-product Show covering Engineering Products, Jewellery, Textiles, Home Furnishings, Processed Food, Spices, Tea, Coffee, Handicrafts, Carpet, Coir Products, Tourism etc.

3. **About the Thessaloniki Fair** - This is not only the leading trade fair of Greece but also of the entire region. Thessaloniki is the second largest city and port of Greece and the gateway to the Balkans countries.

Greece's own manufacturing base is narrow and it is heavily dependent on global imports. Thus, the national level participation at the fair will provide an appropriate platform to Indian companies to explore business opportunities not only in Greece but also in neighboring countries.

More than 1000 companies from about 40 countries participate in this annual event which is organized in an area of 30,000 sq mts (net) and is visited by more than 2,50,000 visitors from Greece and other European countries.

4. The objectives of O/o DC (MSME)'s participation in this fair are to strengthen bilateral trade and promote Indian products & technologies and also identifying areas of exports in Greece

5. As per the MDA scheme guidelines, all the willing participants of Micro Small entrepreneurs who are registered in DIC as a manufacturing unit is only eligible for consideration and require to deposit 50 percent space rent at the time of booking of the stall for the respective fair. Therefore, the Micro & Small entrepreneurs of general category will be required to pay 50 percent space rent at the time of booking of the space. For women & SC/ST entrepreneurs and entrepreneurs of NE Region need to pay 50 percent space rental charges as security deposit at the time of booking of space which will be refundable to them (provided if the total space rent booked by the unit is within limit of Rs. 1.25 lakh) after participation in the fair. On the other hand if the total space rent of any unit owned by women/SC/ST entrepreneur and entrepreneurs of north eastern region crossed the upper

reimbursement limit of Rs. 1.25 lakh, in that case security amount to the tune of 50 percent of total space rent in the form of two DDs, one of Rs. 1,25,000/- and another of value equivalent to the excess amount of space rent crossing the limit of Rs. 1.25 lakh may be taken from the respective participating unit. Rs. 1.25 lakh DD will be returned to them after participation in the fair. In the event of non-participation in the fair, the security deposit & deposit for excess of Rs.1.25 lakh (if any) given by women/SC/ST entrepreneurs and entrepreneurs of north eastern region will be forfeited. All the relevant payment received in the form of DDs is required to be forwarded to the headquarters office along with the application and other relevant documents for taking further necessary action.

6. ITPO has informed that space rent per sqm. for the above fair is Rs. 12,000/- per sq. mtr. for one-side open built-up booths. 10% extra payable for two sides open booth (subject to availability). Each participant unit need to book a minimum space of 9 sq. mtr. Larger booths in multiple of 3 sq. mtr. are also available. Thus, for booking of 9 sq. mt. (one side open) space, the applicant unit required to pay as follows:

- (i) Unit belongs to general category is required to pay for space rent. ₹ 54,000/- in the form of DD drawn in favour of PAO(MSME), New Delhi.
- (ii) Unit owned by women/SC/ST entrepreneur or from NER is also required to pay DD of Rs. 54,000 in favour of PAO (MSME), New Delhi which will be refunded to the unit after participation in the fair. The amount will be forfeited in event of non-participation.

7. It may be made clear to the participating units that space would be provided on the basis of first cum first serve & availability of space etc., at Fair/ Exhibition site and the decision of this office shall be last and final and binding on participants. However, if any unit is provided less/more space then what they have booked, they shall be refunded/ charged proportionate amount as space hiring charges. Further it is to be mentioned that once the space rent has been paid by the unit according to the above guidelines and Office of DC (MSME) has conveyed the request for space booking for the unit to the ITPO, the refund of the space rent can not be possible to the individual unit even if they do not participate whatever may be the reason.

8. Since considerable importance is being attached to the participation of Office of DC (MSME) in the above fair, you are requested to kindly assist, motivate and select the manufacturing Small & Micro enterprises registered with DIC/ DI as a manufacturing unit as per display product profile. The criteria for selection/participation of entrepreneurs should primarily be based on the quality of product to be showcased, with entrepreneurs producing superior quality Products to be given preference. However, the quality of the product preferably be of international standards or units having ISO: 9000/ 14000 certification.

9. You are advised to select the small & micro manufacturing units and collect 50 percent of the space rent as per the instructions given in **point No. 6 above** from participating entrepreneurs on or before last date i.e. **14.08.2013**. The amount of 50 percent of space rental charges and security deposit shall be sent to Headquarters through DD as mentioned in point 6 above along with list of participating units and their necessary documents.

10. A copy of the registration form is enclosed for representatives who are likely to visit the fair. The filled up proforma may be forwarded to this office as early as possible along with copy of first & last two pages of their valid passport.

11. ITPO will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, ITPO will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Greece in India. It also please be noted that once name of person forwarded by the respective unit as a representative of their unit in the respective fair, it will not be possible to change the name in the later stage.

12. The selected units will be reimbursed of the airfare as applicable subject to maximum reimbursement ceiling of Rs. 1.25 lakh (including space rent and airfare) after participation in Fair/ Exhibition on the basis of submission of claim by their representative whose name has been approved by this office.

13. Entrepreneurs are permitted for availing the benefit under MDA scheme for participation in the International Trade fair and reimbursing their claim only once in a financial year irrespective of the number of units they own.

14. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.

15. Recommended MSEs after participation in the trade fair should submit their reimbursement claims through concerned MSME-Development Institute to this office within one month from the completion of the date of fair failing which it may be presumed that unit is not interested to claim the reimbursement.

Yours faithfully,

Amit k Tamaria
31.07.13

(Amit k Tamaria)
Asst. Director (MDA)

Encl: Proforma

Application Form

Name of the Fair/ Exhibition: Thessaloniki International Fair, Thessaloniki (Greece)

Dates: Sept. 7-15, 2013

Name of the Company: _____

Address _____

Tel: _____ Fax: _____ Email: _____

Website: _____

Name & Designation of Key Executive _____

Are you a registered exporter? (yes/No) _____

If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify _____

Space requirement (in Sq Mtrs) _____ Corner Preference (Subject to Availability): _____

Total turnover of company: _____ US\$ million Export turnover: _____ US\$ Million

Products for display:

Brief profile of company (not more than 25 words):

Export Performance Countries of Exports Preceding three years
Commodity exported

(Please attach a detail performance):

Whether you have participated in this fair earlier, if so when?

Display requirements:

Display plan, if any

(On payment basis) Additional requirement

Exclusive telephone in booth:

Any other facility including display aids over and above ITPO's shell scheme package:

We hereby accept the Rules & Regulations of participation as per copy enclosed. Crossed demand draft, favoring India Trade Promotion Organization, payable at New Delhi is attached.

(Signature of authorized signatory of the Company)

Name _____

Designation _____

Brief Rules and Regulations for Participation in Fair Abroad

1. Space Booking:

Application in prescribed form for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 9 Sq Mtrs and in multiples of 3 Sq Mtrs thereof.

2. Allotment of space to the Participants:

Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

3. Refund of Participation Fee:

- (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- (ii) In the event of withdrawal 3 months before the start of the event. 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
- (iii) No refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. Visa:

- (i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
- (ii) ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.
- (iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
- (iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.

5. General:

- (i) Only goods of Indian origin will be allowed for display at India Pavilion.
- (ii) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
- (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Sub-letting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.
- (iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
- (v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
- (vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

Date

(Signature)
Name & Designation