

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**

सू. म. लघु एवं मध्यम उद्यम

Ph. 23062215 (Direct), 23063802-05 (Ext. 2471), FAX: 011-23061726, Website: [www.dcmsme.gov.in](http://www.dcmsme.gov.in),  
E-mail: [akverma@dcmsme.gov.in](mailto:akverma@dcmsme.gov.in)

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

MINISTRY OF MICRO, SMALL, & MEDIUM  
ENTERPRISES

(Government of India)

Nirman Bhawan, 7<sup>th</sup> Floor, Maulana Azad Road,

New Delhi-110108

BY SPEED POST

No. 5(3)/2013-MA

Dated: 30.7.2013

The Director,  
All MSME-DIs

**Sub: Participation of O/o DC (MSME) in India Pavilion at International Technical Fair 2013, Plovdiv, Bulgaria 2013 (30<sup>th</sup> Sept – 05 Oct 2013) being organised by Engineering Export Promotion Council (EEPC), India.**

Sir,

The Office of DC (MSME) is participating in the said fair being organised by EEPC, India for covering wide range of products.

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

**Machine Building** – The most prestigious exhibition forum of leading machine-building, metallurgy in Bulgaria.

- Metal-cutting and metal-working machines
- Metal Forming
- Precision Tools & Molding
- Welding equipment
- Food industry machinery
- Packaging manufacturing machinery
- Agricultural machinery

**ELTECH** - International exhibition on Electronics and Electrical Engineering

- Electrical materials
- Electronic components
- Electronic measuring devices
- Electric and magnetic measuring devices
- Monitoring and automation
- Automatic production process control systems
- Security systems
- Electric tools
- Electrical fixtures and fittings
- Electrical devices

**ENECO** – International exhibition on Power Engineering and Ecology

- Technologies and equipment for production and consumption of power resources
- Technologies and equipment for power engineering

- Technologies and equipment for environmental protection
- Treatment plants
- Environment parameters monitoring
- Waste management – storage, extraction and obtaining basic raw materials
- Sewage treatment and recovery
- Technologies and installation of management of environmental catastrophes
- Sanitary and disinfection systems
- Refrigerating, ventilation, air conditioning and heating equipment
- AUTOTECH** – International exhibition on Transport and Auto Service Equipment
  - Motor vehicles
  - Railway transport
  - Air transport
  - Non-motorized vehicles
  - Engines
  - Automotive spare parts and accessories
  - Garage and auto service equipment
  - Equipment and products for petrol and LPG stations, etc.
  - Alarm and security system
- STROYTECH** – An international exhibition on Building Machinery, Material & Technologies
  - Excavators and dredging equipment, road-construction machines
  - Building and construction equipment
  - Building materials
  - Prefabricated construction units
  - Window and door systems
  - Construction tools
  - Power tools and hand tools
  - Drilling equipment
  - Surveying instruments
  - Prefabricated buildings
  - Service equipment for construction sites
  - Construction services
  - Software products for the construction industry
- INTERMIN EXPO** – International Exhibition of Mining Industry
  - Mining machinery & resources
  - Exploration equipment
  - Design and construction in mining
  - Suppliers for the mining industry
  - Trading in mineral resources
  - Spare parts for mining & Construction equipments
  - Safety equipments etc.
- AQUATECH** – An international exhibition on Water Management & Technologies
  - Technologies and equipment for water treatment and purification
  - Installations, infrastructure technologies and equipment
  - Water supply and sewage equipment, tools and accessories
  - Tubes & Pipes
  - Laboratory and analysis equipment
  - Services

**CHEMICAL INDUSTRY** – An international exhibition on Chemical Industry

- Inorganic chemical products
- Organic synthesis products and semi-products
- Agricultural chemicals
- Cleaning agents and detergents
- Rubber products
- Plastics and plastic products
- Industrial dyes and additives
- Laboratory equipment and appliances
- Laboratory reagents and solutions
- Machinery and equipment for the chemical industry

**INFOTECH** – Information Technologies

- Hardware
- Software
- Internet solutions and services
- Communications
- Data exchange
- Text communication
- Visual and radio communications,
- Multimedia
- Office equipment
- Bank equipment
- Office consumables

**MOTOR SHOW – PLOVDIV** – An international motor show organized with support of Association of Car Manufacturers

On display at the Motor Show PLOVDIV are all car brands imported in the country, as well as the top selling models of world-renowned automobile manufacturers. The event attracts a great number of trade visitors and general public.

3. The International Technical Fair (ITF) is the most renowned Bulgarian forum of investment goods and technologies in southeastern Europe. The International Technical Fair gives an opportunity to world's leading companies in machine building, automobiles, transport, electronics, electrical engineering, construction, power engineering, information technologies, software products, ecology, etc. to showcase their strength in this important fair.

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 Bulgaria.

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. EEPC, New Delhi has informed that space rent per sqm. for the above fair is Rs. 10,000/- 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. 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. ₹ 45,000/- 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. 45,000 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 EEPC, 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. **13.08.2013**. 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. EEPC India will issue recommendation letters in favour of the representatives of the participating Indian companies in the said fair for issuance of visa. However, EEPC India will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Bulgaria 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.

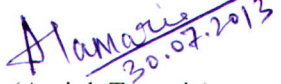
13. Entrepreneurs are permitted for availing the benefit under MDA scheme for participation in the International Trade fair and reimbursing their claim only once in a financial year irrespective of the number of units they own.

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. Micro, Small Enterprises who will submit their application through EEPC should submit a copy of their application along with all enclosures including copy of the DD submitted to their nearby MSME-Development Institute and it is mandatory failing which their application will not be considered.

16. 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)  
Asst. Director (MDA)

Encl : Proforma

**International Technical Fair, Plovdiv, Bulgaria, 30 SEP – 05 OCT 2013**  
**Application Form**

Name of the Company			
Postal Address			
Phone (with area code)			
Fax (with area code)			
E-mail			
Website			
Name & Designation of the Chief Executive			
Name & Designation of the Participants			
Space required (in sq. mtr.) Minimum 9 sq. mtrs.	..... Sqm	One-side <input type="checkbox"/>	Two-side <input type="checkbox"/>
Payment Details			
Cheque/DD No. & Amount			
Passport Details of the Participant/s (Passport No, date of issue, date of expiry and place of issue)			
PAN No. of the Company			
TAN No. of the Company			
Type of Units (please tick)	MSME <input type="checkbox"/>	Others <input type="checkbox"/>	
Status (please tick)	Manufacturer <input type="checkbox"/> Exporter <input type="checkbox"/>	Merchant <input type="checkbox"/> Exporter <input type="checkbox"/>	Other <input type="checkbox"/>
Total Annual Export (in Million US\$)	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
Total Export to European countries (in Million US\$)	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
Foreign collaboration, if any			
Products Manufactured/Exported			
Countries of Export			
Accreditation to International Standards (like ISO, QS)			
Nature of Display (please tick)	<u>Display of Samples</u> <input type="checkbox"/> <input type="checkbox"/> <u>Display of Posters</u>		

Please use separate sheet to furnish details of your company (within 80 words) for the Exhibitors' Profile.  
Please send us this Form duly filled-in and signed along with full payment by Demand Draft and some high resolution product pictures of your company.

Dated:

Signature : Office

Seal: