No.5(24)/2016-ITF Dated: 18.10.2016

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, GoI, in the India Pavilion at Arab Plast 2017, Dubai, UAE, January 08-10, 2017 being organized by EEPC India

Sir/ Madam,

The Office of DC (MSME), M/o MSME is participating in the said fair being organized by the EEPC India for a wide range of products.

2. The exhibits to be covered in the exhibition are given at annexure I (Section A).

3. The objectives of O/o DC (MSME)'s participation in this fair are to strengthen bilateral trade and to promote the exports of Indian products with the country hosting the fair. The participating MSEs will get the opportunity to acquaint themselves with new technologies available, negotiate with prospective buyers, generate business enquiries, obtain confirmed export orders, etc.

4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having Udyog Aadhar Memorandum (UAM) are only eligible. The eligible MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. All categories of units will be provided 100% of economy class air fare subject to maximum Rs.1.25 lakhs or actual air fare paid, whichever is less (for one representative from each participating enterprise). Space would be provided by EEPC India on the basis of first come first served & availability of space at Fair/Exhibition site.

5. The unit may apply at the concerned MSME-DI. It is advised that the MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the fair as mentioned in the subject above. The offer of participation to the unit would be available on the basis of first come first served. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf.

6. The salient points/terms & conditions as regards participation in the subject fair are given at annexure I (Section B).

7. MSME-DIs will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 09.12.2016.

8. After approval of DC(MSME), this office will issue a permission letter. On the basis of permission letter, MSEs will submit space rent charges for space booked by them directly to EEPC India.

9. The EEPC India 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, the issuance of visa to the unit is the sole discretion of the concerned Embassy.

10. 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.

11. “Micro & Small entrepreneurs” are permitted for availing the benefit under revised MATU scheme guidelines for participation in the International Trade fair only once in a financial year irrespective of the number of units they own. However, it may please be noted that one representative cannot represent more than one MSE in a financial year.

12. You are requested to assist, motivate and select the manufacturing MSEs as per display product profile as per scheme guidelines.
13. After the participation, the unit can claim the admissible subsidy for space rent and air fare by submitting the claim in prescribed format available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf at concerned MSME-DI within a period of two months from the closing day of the fair failing which it may be presumed that the unit is not interested in the reimbursement.

14. However, the actual participation in the aforesaid fair to be funded by O/o DC (MSME) is subject to the final approval of the competent authority.

Yours faithfully,

(A.K. Tamaria)
Deputy Director

Copy to: EEPC India, New Delhi
### Section A

**Products on Display**

**Plastic Packaging Machinery & Technology, Equipment & Services:** Machines & Equipment for Processing recycling, Mixers for Food & Liquid, Two Roll Mills, Powder Compactors, Crushers, Shredders, Grinders, Pelletizers, Compounding Plant

**Semi-Finished Products, Technical Parts & reinforced Plastics, Other Equipment for Pre-Processing Recycling:** Machinery & Plant for Processing, Extruders & Extrusion Lines, Extrusion Lines for Films, Sheets, Filaments etc., Extrusion Lines for Sheet of Pipes & Cables, Extrusion Lines for Rubber, Injection Molding Machines, Blow Molding Machines, Presses, Compression & Transfer, Tabletting Presses, Machinery for Foam, Reactive or Reinforced Resins, Pre-Expanders, Foaming Machinery for Parts & Blocks, Reaction Molding Machinery & Plant, Filament Winding Machines, Machinery for Open Cast Molding, Pultrusion Equipment, Spraying Equipment, Other Processing Machines, Calenders, Rollers, Rotating Molding Machines, Sheet Casting Machines, Machines for Tyre Industry


**Parts & Components:** Screw, Barrels, Rolls, Nozzels, Heating Elements

### Section B

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Important facts related to the fair</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
<td>India Pavilion at Arab Plast 2017, Dubai, UAE 8th – 10th January, 2017 (3 days)</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for the fair</td>
<td>EEPC INDIA Vandhna Building (7th Floor) 11, Tolstoy Marg New Delhi – 110 001</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Ms. Ruchika Gupta Sr. Executive Officer EEPC INDIA Vandhna Building (7th Floor) 11, Tolstoy Marg New Delhi – 110 001 Tel : 23314171 &amp; 23314174 E-mail : <a href="mailto:rgupta@eepecindia.net">rgupta@eepecindia.net</a></td>
</tr>
<tr>
<td>d.</td>
<td>Minimum booth/ stall size provided by EEPC India (The admissible space rent subsidy will be applicable for the minimum booth/ stall size. The space rent charges in excess of charges for the minimum booth size will be borne by the concerned unit)</td>
<td>The cost of booking 12 sq. mtrs. one side open booth/ stall is Rs. 396000. The cost of booking 12 sq. mtrs. two side open booth/ stall is Rs. 435600.</td>
</tr>
<tr>
<td>e.</td>
<td>Mode of payment related details</td>
<td>(i) Cheque favouring “EEPC INDIA”. (ii) The details of the bank for RTGS/ NEFT are as under:- Name of Bank: HDFC BANK LTD. Branch : CENTRAL PLAZA Address of Bank : 2/6, SARAT BOSE ROAD, KOLKATA – 700 020</td>
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<td><strong>f.</strong></td>
<td>To whom cheque be submitted</td>
<td></td>
</tr>
</tbody>
</table>
|   | Ms. Ruchika Gupta  
|   | Sr. Executive Officer  
|   | EEPC INDIA  
|   | Vandhana Building (7th Floor)  
|   | 11, Tolstoy Marg  
|   | New Delhi – 110 001 |
| **g.** | Closing date for the submission of application |
|   | 02.12.2016 |
| **h.** | Other terms and conditions for the participation in the trade fair |
|   | **Participation charges to include the following:**  
|   | 12 Sq. Mtrs. Standard built-up booth which include the following: 1 table; Carpet Flooring; 2 chairs; 3 spotlights; 1 plug socket; Fascia |