The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in the Asian International Trade & Cultural Expo 2016 from 01-10 October, 2016 at Port Louis (Mauritius) being organized by Federation of Indian Export Organizations (FIEO)

Sir/ Madam,

The Office of DC (MSME) is participating in the said fair being organized by FIEO, New Delhi for covering wide range of products.

2. The exhibits to be covered in the exhibition are:-

<table>
<thead>
<tr>
<th>Products on Display</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curtains, tulles, decorative trimmings &amp; embroidery; Decorative &amp; upholstery fabrics; Bedding &amp; bathroom textile; Bedspread covers; Bed sheets; Tablecloths; Towels and bathrobes; Rugs, mats; Arts and accessories; Furniture; Flooring, Stone products; Lighting; Wall coverings; Other interior design products; Gardening Products; Bedding &amp; Accessories; Security Equipment's &amp; Accessories; Agro products; Paints; Electronics; Kitchen Wares &amp; accessories; Table and kitchen textiles; Bar and beverage utensils, cooking, roasting; Baking utensils, cutlery, knives; Kitchen equipment's, appliances; Glassware, porcelain ware, ceramic ware, silverware, metal ware, plastic ware; Household appliances, cleaning appliances; Handicrafts.</td>
<td></td>
</tr>
</tbody>
</table>

RESTRICTED ITEMS
Please note that jewellery, Clothing, Garments, Shoes, Churidaars are not allowed in this Home Theme Exhibition and in case some companies breach the conditions they will be refused to participate in the expo.

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

4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having EM II or through 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 FIEO on the basis of first come first served & availability of space at Fair/Exhibition site.

5. The unit may apply at concerned MSME-DI. It is advised that MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the subject fair. The offer of participation to the unit would be available on the basis of first come first served & availability of space at Fair/Exhibition site.

6. The facts for participation in the subject fair are tabulated below:

<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>Asian International Trade &amp; Cultural Expo 2016 from 01-10 October, 2016 at Port Louis, Mauritius (SALE ALLOWED)</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for the subject fair</td>
<td>FEDERATION OF INDIAN EXPORT ORGANISATIONS, Nirvat Bhawan, Rao Tula Ram Marg, Opp. Army Hospital Research &amp; Referral, New Delhi-110057</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Mr Sunil Dutt, Assistant Director, FIEO Phone: 91-11-46042147(Direct)/46042222 Mobile: 9911137999 Fax: 91-11-26148194; E-mail: <a href="mailto:sunildutt@fieo.org">sunildutt@fieo.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
| **d.** | Minimum booth/ stall size provided by FIEO  
(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) |
|   | The cost of booking 6 sq. mtrs. one side open booth/ stall is Rs. 160000.  
The cost of booking 6 sq. mtrs. two side open booth/ stall is Rs. 170000. |
| **e.** | Mode of payment related details |
|   | (i) Demand Draft in the name of Federation of Indian Export Organisations or FIEO payable at New Delhi.  
(ii) In case of RTGS, the details of the bank are as under:- |
|   | 1) Name of Beneficiary : FIEO  
2) Name of Bank : Axis Bank Limited  
3) Account No., : 47301010060914  
4) Type of Account : Saving Account  
5) Branch Address : 29, CC Basant Lok Complex  
Vasant Vihar, New Delhi-57  
6) IFSC Code : UTIB000473 |
| **f.** | To whom DD/Banker’s Cheque be submitted |
|   | Mr Sunil Dutt, Assistant Director, FIEO  
Niryat Bhawan, Rao Tula Ram Marg, Opp. Army Hospital Research & Referral, New Delhi-110057 |
| **g.** | Closing date for the submission of application |
|   | 05.09.2016 |
| **h.** | Other terms and conditions for the participation in the trade fair |
|   | Expenses towards additional items have to be borne by the exhibitor excluding in the equipped booth. Only limited stalls are under grant and preference will be given on the basis of first-cum-first-served basis and on receipt of full participation fee to FIEO |

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 **05.09.2016**.

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 FIEO.

9. FIEO 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](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.

Enclosures: As above

Yours faithfully,

(A.K. Tamaria)  
Deputy Director

Copy to: FIEO, New Delhi  
****