The Director,
All MSME-Dls

Sub: Participation of O/o DC (MSME), M/o MSME, Gol, in the INDEE Kenya, Nairobi, November 08-10, 2016 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 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 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-Dls will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 19.10.2016.

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. Taharia)
Deputy Director

Copy to: EEPC India, New Delhi

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<table>
<thead>
<tr>
<th>Products on Display</th>
<th>Products on Display</th>
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<tbody>
<tr>
<td><strong>Automobile Parts</strong>; <strong>Commercial Vehicles</strong>; <strong>Cutting Tools &amp; Hand Tools</strong>; <strong>Electric Motors, Generators, Batteries</strong>; <strong>All types of Wires and Cables</strong>; <strong>Transformers, Switchgears, Circuit Breakers</strong>; <strong>Pumps, Compressors, Diesel Engines</strong>; <strong>Machine Tools &amp; Accessories</strong>; <strong>Bicycles</strong>; <strong>Food Processing Machinery</strong>; <strong>Construction Machinery</strong>; <strong>Agricultural Machinery &amp; Equipment</strong>; <strong>Machinery For Mining</strong>; <strong>Heavy engineering machinery</strong>; <strong>Industrial Castings &amp; Forgings</strong>; <strong>Steel Pipes/Tubes &amp; Fittings/Flanges</strong>; <strong>Tractors &amp; Agricultural Machinery &amp; Equipment</strong>; <strong>Lifting And Handling Equipment &amp; Parts</strong>; <strong>Wire rods</strong></td>
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<td><strong>Pharmaceuticals machinery &amp; equipments</strong>; <strong>Pharma Processing Equipments</strong>; <strong>Packaging Machineries &amp; Materials; API – Bulk Actives; Lab Equipments – Glasswares – Consumables; Utilities Products &amp; Services; CRO &amp; Research; Contract Manufacturing; Medical devices and technology; health care equipment; Clinics equipment and products; Laboratory and analytical equipment, component and products; Pharmacy and dispensary equipment and furniture</strong></td>
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<tr>
<td><strong>Packaging machines and equipments</strong>; <strong>Machines for packaging of loose products; Filling &amp; sealing machines; Vertical and horizontal flow wrapping machines; Biscuit /bread packaging machines; Forming and sealing machines; Wrapping and blister packaging machined; Counting and labeling machines Checking, inspecting and coding machines; Plastic packaging machines</strong></td>
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<tr>
<td><strong>Packaging Material</strong>; <strong>Plastic films &amp; foils, Paper, Carton, Boxes, Cans, Cardboard, Sacks, Jackets, Containers, Baskets, Glass, Closing and Sealing material, Strapping, Tapes, adhesives, Closures, Caps, Pallets, label etc.</strong></td>
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<td><strong>Machines &amp; Equipment for printing of packaging material; Printing machines; Labeling machinery Coating and lamination machinery; Storage, Bulk bagging and logistic equipments</strong></td>
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<td><strong>Plastic Machinery</strong>; <strong>Machinery and Equipment for Plastic and Rubber Industry; Machines &amp; equipment for pre-processing &amp; recycling; Machinery and plant for processing; Post-processing machinery Machinery &amp; plant for finishing, decorating, Printing and marking; Auxiliary equipment; Moulds and dies Ancillary equipment; Measuring and test equipment; Parts and components; Raw Material and Auxiliaries</strong></td>
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<td><strong>Food technology</strong>; <strong>Machines &amp; equipment for basic food processing (Snacks, Potato, Noodle, Pasta) Machines &amp; equipment for Meat processing, fish processing); Machines &amp; equipment for beverages (tea, coffee, tobacco etc); Dairy equipment; Bakery and Confectionery equipments; Sugar mill machinery &amp; equipment; Poultry farm equipment and supplies</strong></td>
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<td><strong>Refrigeration and air-conditioning technology</strong>; <strong>Refrigeration plants; Ventilation, air-conditioning and heating technology; Cold storage equipment and storage; Conveyer systems and belts; Testing &amp; measuring equipment; Safety and quality assurance systems; Waste removal and disposable systems</strong></td>
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<td><strong>Liquid Filling</strong>; <strong>Process technology for the production / processing of beverages, milk and liquid food Filling and packaging technology; Process automation, engineering, control and IT solutions PET point (PET technology for beverages and liquid food); Energy systems, water and waste water Restaurant and catering equipment</strong></td>
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<td><strong>Agricultural machinery</strong>; <strong>Agricultural Machinery &amp; Equipments; Harvesting Machinery &amp; Equipments Farm equipment and machinery; Tractor / Harvester / Rotavator/Combine; Irrigation system and equipment; Equipment for drilling and sowing; Cultivators &amp; Sprayers; Agricultural land levelers, Spreaders &amp; Threshers; Crop cleaning, drying &amp; weighing equipment; Forestry machines; Other agricultural implements; Farmland supplies and grassland care; Agricultural materials handling machinery; Agro processing equipment; Components, spare parts and accessories</strong></td>
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<td><strong>Electricals</strong>; <strong>Generators; Motors; Transformers; Switch Gears; Panel boards; Transmission Stations Transmission Towers; Cables; Accumulators; Parts of Electrical Machinery; Lighting and Signaling Equipment</strong></td>
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<td>S.No.</td>
<td>Important facts related to the fair</td>
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<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
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</tbody>
</table>
| b.    | Name of the Indian Trade Body for the fair | EEPC INDIA  
Vandhna Building (7th Floor)  
11, Tolstoy Marg  
New Delhi – 110 001 |
| c.    | Coordinating Officer & Contact Details | Ms. Ruchika Gupta  
Sr. Executive Officer  
EEPC INDIA  
Vandhna Building (7th Floor)  
11, Tolstoy Marg  
New Delhi – 110 001  
Tel.: 23314171 & 23314174  
E-mail: rgupta@eeqcindia.net |
| d.    | 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) | The cost of booking 9 sq. mtrs. one side open booth/stall is Rs. 225000.  
The cost of booking 9 sq. mtrs. two side open booth/stall is Rs. 247500. |
| e.    | Mode of payment related details | (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  
Account No.: 00142090000452  
Account Name: EEPC INDIA– (PROMOTIONAL)  
NEFT Code: HDFC0000014 |
| f.    | To whom cheque be submitted | Ms. Ruchika Gupta  
Sr. Executive Officer  
EEPC INDIA  
Vandhna Building (7th Floor)  
11, Tolstoy Marg  
New Delhi – 110 001 |
| g.    | Closing date for the submission of application | 14.10.2016 |
| h.    | Other terms and conditions for the participation in the trade fair | Participation charges to include the following:  
• 9 Sq. Mtrs. Standard built-up booth  
• 4 Nights hotel stay for one person per company |