Sub: Participation of Office of DC (MSME), M/o. MSME, GoI, in the 13th China International Small and Medium Enterprises Fair (CISMEF 2016) to be held from 10-13th October, 2016 at Guanzhou, China being organized by National Small Industries Corporation (NSIC) -reg

Sir,

The Office of DC (MSME), M/o. MSME is participating in the said fair being organized by the National Small Industries Corporation (NSIC), New Delhi 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 Office of 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 Marketing Assistance and Technology Up-gradation (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 only one representative from each participating enterprise). Space would be provided by NSIC on the first-come-first-served basis as well as 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.

Contd...2
6. The salient points/ terms & conditions as regards participation in the subject fair are given at annexure I.

7. MSME-DIs will forward, after ascertaining correctness of information, filled in application form along with EM- II/UAM, copy of passport of the individual to be sponsored to the undersigned latest by 13.09.2016.

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 the NSIC.

9. The NSIC 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 products manufactured by them and preferably it should be prepared both in the language of host country and in 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 products profiles 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 Office of DC (MSME) is subject to the final approval of the competent authority.

Enclosures: As above

Yours faithfully,

(A.K. Verma)
Dy Director (IC)
Section A

Products on display

**Multiple sectors including** - food, textile, electronics, information technology, electrical machinery, machine tools, luxury products, low-carbon technologies, plastics industry, lifestyle products, life sciences (medical supplies, pharmaceuticals, healthcare, biotechnology), automotive & aeroplane technologies, high value brand products, building products, business services, consumer & personal services etc.

Section B

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Important fact related to the fair</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
<td>13th China International Small and Medium Enterprises Fair (CISMEF 2016), Poly World Trade Centre Expo, Guangzhou, China</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for the subject fair</td>
<td>The National Small Industries Corporation Limited (NSIC), Okhla Industrial Estate, New Delhi</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; contact details</td>
<td>Sh. K.K. Sharma, General Manager (BD/Exhibition) Tel: 011-26926275</td>
</tr>
<tr>
<td>d.</td>
<td>Minimum booth/stall size provided by NSIC (There is no subsidy on the minimum booth size in this case as the Rs.14,044/- pertains to decoration charges)</td>
<td>Minimum booth size: 6 Sqmt (the booth is being provided free of cost. Rs.14,044/- per booth to be paid by the participating units towards decoration/upgrade of booths and construction of India Pavilion. Additional charges and applicable taxes, if any, are also to be borne by the units.</td>
</tr>
<tr>
<td>e.</td>
<td>Mode of payment related details</td>
<td>(i) Demand Draft/ Pay Order in favour of &quot;The National Small Industries Corporation Ltd.&quot; issued by any nationalized/scheduled commercial banks payable at New Delhi.</td>
</tr>
<tr>
<td>f.</td>
<td>To whom DD/Banker’s Cheque be submitted</td>
<td>Sh. K.K. Sharma, General Manager (BD/Exhibition) The National Small Industries Corporation Limited (NSIC), Okhla Industrial Estate, New Delhi</td>
</tr>
<tr>
<td>g.</td>
<td>Closing date for the submission of application</td>
<td>09.09.2016 (as per discussion with GM, BD/Exhibition)</td>
</tr>
<tr>
<td>h.</td>
<td>Other terms and conditions for the participation in the trade fair</td>
<td>Preference shall be given to units belonging to sectors namely- machine tools, business services, consumer &amp; personal services, luxury products, low carbon technology including environmental products and services.</td>
</tr>
</tbody>
</table>