No.5 (13)/2016-ITF

The Director,
All MSM-E-Dls

Sub: Participation of O/o DC (MSME) in the India Pavilion at Expo National Ferretera 2016, Guadalajara (Mexico), September 08-10, 2016 being organized by EEPC India

Sir/ Madam,

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

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


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 EEPC India 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. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30516.pdf.

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>India Pavilion at Expo National Ferretera 2016 Date: 8th – 10th September, 2016 (3 days), Place: Guadalajara, Mexico</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>Mr. Rakesh Suraj Regional Director (NR) Vandhna Building (7th Floor) 11, Tolstoy Marg New Delhi – 110 001 Phone : (+91 11) 23314171/74 Fax : (+91 11) 23317795 E-mail : <a href="mailto:rsuraj@eepcindia.net">rsuraj@eepcindia.net</a>, <a href="mailto:eepcodel@eepcindia.net">eepcodel@eepcindia.net</a></td>
</tr>
<tr>
<td>d.</td>
<td>Minimum booth/ stall size provided by EEPC India</td>
<td>The cost of booking 7.5 sq. mtrs. one side open booth/ stall is Rs. 288160. The admisible space rent subsidy will be applicable for the minimum booth/ stall size. The space rent charges in</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The cost of booking 7.5 sq. mtrs. two side open booth/ stall is Rs. 316965.</td>
</tr>
</tbody>
</table>
excess of charges for the minimum booth size will be borne by the concerned unit

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

Mr. Rakesh Suraj
Regional Director (NR)
Vandhna Building (7th Floor)
11, Tolstoy Marg
New Delhi – 110 001

g. Closing date for the submission of application

02.08.2016

h. Other terms and conditions for the participation in the trade fair

Participation charges to include the following:
- Hotel Stay for 4 nights
- Shell Scheme with basic furniture
- Electricity charges (part of the basic package, additional requirements to be ordered and paid for by the participants separately)
- Listing in Catalogue & security etc.

7. MSME-DUs will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 09.08.2016.

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. 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-DU 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.

Yours faithfully,

(A.K.Tamaria)
Deputy Director

Copy to: EEPC India, New Delhi