No.5 (5)/2017-ITF
The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, GoI, in the Africa’s Big Seven/ SAITEX fair in Johannesburg (South Africa) from June 25-27, 2017 being organized by India Trade Promotion Organization (ITPO)

Dated: 19.04.2017

Sir/ Madam,

The Office of DC (MSME), M/o MSME is participating in the said fair being organized by the ITPO 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 ITPO 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-Development Institutes will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 12.05.2017.

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 ITPO.

9. The ITPO 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. Tamania)
Deputy Director

Copy to: ITPO, New Delhi
**Section A**

<table>
<thead>
<tr>
<th>Products on Display</th>
<th>Description</th>
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<tbody>
<tr>
<td>Africa Big seven:</td>
<td>Food Ingredients &amp; Commodities, private label, branded food &amp; beverages, processing &amp; plant machinery, packaging and logistics solutions, kitchen &amp; Foodservice equipment, retail technology, Baker products, dried food, fish and seafood, frozen and chilled products, fruit and vegetables, meat and poultry products, dairy products, snacks, sweets and confectionary, desserts, fruit juices, energy drinks, health drinks, wine, beer, fruit juices, tea and coffee etc.</td>
</tr>
<tr>
<td>SAITEX:</td>
<td>Consumer electronics, lighting, home appliances, gadgets, homeware/household, fashion jewellery &amp; accessories, giftware, garden &amp; horticulture, toys, DIY &amp; home improvement, building supplies, hardware, medical beauty/fragrance, auto&amp; machinery, office equipments, outdoor furniture and furnishings, retail &amp; instore solution etc.</td>
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</tbody>
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**Section B**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Important facts related to the fair</th>
<th>Details</th>
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<tbody>
<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
<td>Africa's Big Seven/ SAITEX fair in Johannesburg (South Africa) from June 25-27, 2017</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for the fair</td>
<td>India Trade Promotion Organisation Pragati Maidan, New Delhi-110001</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Mr. Vivekanand Vivek, Senior Manager Tel. : 011-23371445 Mob.: 9910907947 Email: <a href="mailto:vivekanand@itpo.gov.in">vivekanand@itpo.gov.in</a></td>
</tr>
<tr>
<td>d.</td>
<td>Minimum booth/ stall size provided by ITPO (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)</td>
<td>The cost of booking of one side open 06 sq. mtr. booth/stall is Rs. 99,000/-. No extra charges for the corner booths. Corner booths are allotted if available.</td>
</tr>
</tbody>
</table>
| e.    | Mode of payment related details | (i) Demand Draft in favour of India Trade Promotion Organisation payable at New Delhi 
(ii) The details of the bank for RTGS/NEFT transfers are as under:- |
|       |                                    | Name of the Beneficiary: India Trade Promotion Organisation Name of the Bank: HDFC Bank Limited Branch Address: G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110001 ITPO’s Bank Account No: 000311100005078 Type of Account: Saving IFSC Code: HDFC0000003 |
| f.    | To whom Demand Draft be submitted | Mr. Vivekanand Vivek, Senior Manager |
| g.    | Closing date for the submission of application by MSEs | 08.05.2017 |
| h.    | Other terms and conditions for the participation in the trade fair | Terms and Conditions are attached herewith. |
Terms & Conditions of ITPO for Participation in Fair Abroad

1. Space Booking:
Application in prescribed for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 6, 9, 12, 15 sq mtrs and in multiples of 3 thereof (subject to availability).

2. Allotment of space to the Participants:
Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

3. Refund of Participation Fee:
   (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
   (ii) In the event of withdrawal 3 months before the start of the event. 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
   (iii) Non refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. Visa:
   (i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
   (ii) ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.
   (iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
   (iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spport decision can be taken by them.

5. General:
   (i) Only goods of Indian origin will be allowed for display at India Pavilion.
   (ii) In the event of postponement/abandonment/cancellation of the Fair/Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
   (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.
   (iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
   (v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
   (vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

Place: (Company Seal)
Date: Name:
Designation: