No.5 (21)/2017-ITF  

The Director,  
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, GoI, in the INDEE Bangladesh 2017 at Dhaka (Bangladesh) from November 02-04, 2017 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-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 29.09.2017.

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 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. Tamana)
Deputy Director

Copy to: EEPC India, New Delhi
### Section A

| Products on Display | Auto Parts, Components, repair & maintenance etc.; Industrial Supplies; Medical devices & Supplies - medical tourism; Electricals; Energy Generation, distribution & transmission, Renewable energy including solar energy, wind; Light Engineering; Domestic Appliances; Steel Utensils; Plastic products and machinery/packaging machinery; Industrial Machinery, Equipment & Technology; Special Purpose machinery including food processing machinery, agricultural machinery, construction machinery, ceramic making machinery, tea machinery, jute mill machinery etc.; IT, Software Development, Telecommunication |

### Section B

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<tr>
<th>S.No</th>
<th>Important facts related to the fair</th>
<th>Details</th>
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| a.  | Name of the Trade Fair           | INDEE BANGLADESH 2017  
Date - 2-4 November 2017  
Place/Venue – Hall No. 2 & 4, International Convention City, Basundhara, Dhaka, Bangladesh |
| b.  | Name of the Indian Trade Body for the fair | EEPC INDIA  
Vandhna Building  
11, Tolstoy Marg, New Delhi – 110 001 |
| c.  | Coordinating Officer & Contact Details | Ruchika Gupta, Sr. Executive Officer  
EEPC INDIA  
Vandhna Building, 7th Floor  
11 – Tolstoy Marg  
New Delhi – 110001  
Tel: +91 11 23314171 / 74  
Fax: +91 11 23317795  
Mob: +91 9911083933  
Email: rgupta@eepcindia.net |
| d.  | Minimum booth/ stall size provided by EEPC India (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) | The cost of booking of one side open 09 sq. mtr. booth/ stall is Rs. 153000/-  
The cost of booking of corner 09 sq. mtr. booth/ stall is Rs. 168300/- |
| e.  | Mode of payment related details | (i) Cheque/ Demand draft 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  
NEFT Code : HDFC0000014 |
| f.  | To whom Cheque/ Demand draft be submitted | EEPC INDIA offices in respective regions or coordinating officer |
| g.  | Closing date for the submission of application by MSEs | 22.09.2017 |
| h.  | Other terms and conditions for the participation in the trade fair | • Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.  
• No request for cancellation or refund or adjustment shall be accepted by EEPC India once a booth is booked. |