

## **BENEFITS OF MEMBERSHIP**

The Sports Goods Export Promotion Council (SGEPC) sponsored by the Ministry of Commerce & Industry, Government of India, established in 1958, is dedicated to promote the exports of Sports Goods & Toys from India. All the leading manufacturers and exporters of sports goods & toys are SGEPC Members. The Council works for and offers the following benefits to its members:

**Authentication of Exporters:** SGEPC records the annual export figures of all the exporters and is a source for authenticated reliable data.

**Promotion of Industry in Overseas events:** Council promotes the entire Industry through:

- **India Pavilions in leading international fairs:** SGEPC organizes participation and forms an India Pavilion where its member exhibitors are provided with thematic stands as per their individual requirements, at highly negotiated rates.
- **Buyer Seller Meets:** SGEPC organizes BSMs in potential countries with the help of Indian Missions and/or local marketing consultants.
- **Reverse Buyer Seller Meets:** SGEPC organizes RBSMs wherein International buyers from all over the world are invited to India for meeting with Indian companies.

**Implementing, Processing & Disbursing Grants and Schemes of the Govt.:**

- ❖ MDA & MAI Grants for participation in overseas activities.
- ❖ Duty credit scrip (5% of exports) under MEIS
- ❖ Duty Free import of notified raw materials for sports goods.
- ❖ Assistance in fixation of all industry rates of Duty Drawback

**Overseas Business Enquiries:** SGEPC circulates business enquires received directly or through Indian Missions abroad and also provides buyers with the list of the exporters as solicited.

**Communication and Publicity:** The Council has various communication instruments catering to its members, the Govt. as well as buyers which include:

Regular Circulars / Websites / Members Directory / Catalogues / Advertisements / Banners

**Link between Industry and Government:** SGEPC is a link between the Industry and the Govt. whereby it channelizes assistance offered by the Government to the Industry. SGEPC also provides feedback of the Industry to the Govt. for Policy formulation & fixation of incentives for the industry.

**Market Studies & Dissemination of Information:** SGEPC undertakes specific market studies and provides information on market intelligence, trends, related international news, etc. through its communication channels and/or through Seminars and Workshops.

**Export Statistics and Projections:** for maintenance of records about exports of Sports Goods & Toys as well as evaluation of performance on an annual basis.

**Export Awards:** Council provides recognition to leading exporters and also to entrepreneurs and achievers.

**Visa and Other Support to Members:** Visa recommendation letters are provided to members to facilitate their export promotion visits.

**Training and Productivity:** To increase productivity by upgrading technical skills of professionals engaged in the sector, the Council organizes various training programmes & capacity building training programmes at different locations.

**Dispute resolution:** Assistance in resolving exporters and international buyer's issues.