



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

April 29, 2022

SGEPC/EP/2022-23/Spielwarenmesse

To,

ALL MEMBERS OF THE COUNCIL

Sub: Application for participation in Spielwarenmesse International Toy Fair, 2023

Dear Sir (s),

The SGEPC is planning Indian the participation in **Spielwarenmesse International Toy Fair 2023, the world's biggest toy fair**. which is scheduled to be held from **Wednesday, February 1 to Sunday, February 5, 2023 at Nuremberg, Germany.**

The Key highlights of the fair

- More than 2,851 exhibitors from over 67 countries
- More than 71,000 visitors from 125 countries
- 1 million products
- 75,000 new products

Stand Area

- In Indian pavilion (*Earlier Hall 11.0*), the minimum area that can be applied for is **9 Sq. Mtr.**
- In any other hall, Area can be applied for as per the availability and terms of the Organizers.

Cost of participation

The cost of participation for Spielwarenmesse International Toy Fair 2023 is estimated at Rs 41000/- per square meter (Corner charges extra: Rs. 25,000/- per corner). Refund (if any) would be made after the completion of the fair and finalization of account.

The estimated cost of participation comprises of:-

1. Space rent charges
2. Stall construction & Decoration

3. Stand Cleaning/ Waste disposal/ Electricity
4. Publicity
5. Basic Catalogue entries
6. Interpreter/hostess

Government Grant

1. Spielwarenmesse International Toy Fair 2023 is **expected to be approved under the Market Access Initiative (MAI) Scheme** of the Ministry of Commerce & Industry, Government of India; therefore the cost of participation would be subsidized under the MAI Scheme. The expected MAI grant to participants based on the past approvals would **be approximately Rs. 2.00 Lacs per participant, irrespective of the size of the stand**. The government grant **(Subject to Approval)** would only be paid after the completion of the fair and finalization of account.
2. In addition to above grant, participants are also eligible for economy class airfare reimbursement as per the revised MAI Guidelines, subject to following conditions: -
 - The fare reimbursed would be as per the limit of the MAI Guidelines
 - Permissible only to the regular Director / Partner / Proprietor of the Company
 - Participant Company should have completed 12 months membership with SGEPC.
 - Participant Company should have minimum export turnover for the year 2021-22 of Rs. 5 Lakhs and maximum for the same year Rs. 50 Crore.

Payment Terms

- You are required to pay 40% of the estimated stall charges immediately and the balance would be collected at the time of allocation of stands. The Grant amount would be reimbursed after the event and finalization of the account.

The Payable Booking amount is INR 16400 X Area Applied

Application process

If you are interested to participate in this fair are requested to follow the mentioned below steps for participation latest by Monday, May 9, 2022.

1. Fill SGEPC Online Application Form by **Clicking Here**
2. Send us 40% payment as per the area applied for.
3. Send us the Signed and stamped Terms & Conditions sheet (attached in the mail)

Bank Detail for Payment:

Bank Details for payment by RTGS/NEFT

Bank name: Axis Bank

Branch: E-1, Jhandewalan Extn, Rani Jhansi Road, New Delhi

Account name: The Sports Goods Export Promotion Council

Account number: 738010100010168

IFSC Code: UTIB0000738

A confirmation email must be sent to SGEPC if payment is made through RTGS / NEFT along with transaction details.

We look forward to receiving your application at the earliest.

Best Regards,

Gautam Mehra.