



The Sports Goods Export Promotion Council
1E / 6, Swami Ram Tirth Nagar, New Delhi – 110055
Phone – 011-23516183, 011-23525694

All Members of Council

May 9th, 2019

Dear Sir / Madam,

We are pleased to inform you that Council is organizing participation in “46th Edition of Hong Kong Toys and Games Fair and Hong Kong Baby Product Fair 2020” to be held in Hong Kong Convention and Exhibition Centre, Hong Kong, during January 6th – 9th 2020 (Monday - Thursday) under MAI Scheme.

Hong Kong Toys & Games Fair (including Baby Product fair) is considered to be Asia’s largest show and second largest show of toys in the world. In its last edition the Hong Kong Toys & Games Fair concluded after featuring close to 3,000 global exhibitors, attracted more than 130,000 buyers. For More details on the fair please refer attached brochures.

Members who are interested to participate in this fair under MAI Scheme, are requested to send their interest by following below mentioned steps latest by 23rd May 2019.

1. Fill the SGEPC online application form by [Clicking here](#)
2. Send us an initial Deposit (Rs. 12000/- psqmtr) to SGEPC “ Bank account details are mentioned below”
3. Signed Terms & Condition form attached and send the scanned copy to otp@sgepc.in

Last date for receipt of application by the Council is 23rd May 2019

Government Grant

1. This fair is approved under the Market Access Initiative Scheme of the Ministry of Commerce & Industry; GOI therefore the cost of participation would be subsidized under the MAI Scheme.
2. In addition to above grants participants will also be eligible for airfare reimbursement subject to following conditions:-
 - 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 2018-19 of Rs. 5 Lakhs and maximum for the same year Rs.30 Crore

* Please deposit the Initial amount by DD/Cheque/NEFT. Bank Details for payment by RTGS/NEFT are:-

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 made through RTGS / NEFT along with transaction details.

We look forward to receiving your application.

Regards,
Preeti Sharma