



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

June 14, 2019

SGEPC/EP/2019-20/SITF

To,

ALL MEMBERS OF THE COUNCIL

Sub: Application for participation in Spielwarenmesse International Toy Fair, 2020

Dear Sir (s),

After the successful participation of the Indian Toy Industry in **Spielwarenmesse International Toy Fair 2019**, we are now planning Indian participation in **Spielwarenmesse International Toy Fair 2020** which is scheduled to be held from **Wednesday, 29th January to Sunday, 2nd February 2020** at **Nuremberg, Germany**.

Stand Area

The minimum area that can be applied is **9 sq mtr**

Preferred Hall

- For participants wishing to participate in Indian Pavilion, kindly mention **Hall 11.0** in SGEPC application form.
- For participants wishing to participate in other halls, kindly mention the hall as per product group ([to see the Hall plan of 2019 for reference](#)).

Cost of participation

The cost of participation for Spielwarenmesse International Toy Fair 2020 is estimated to be Rs. 40000/- 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

Spielwarenmesse International Toy Fair 2020 is 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 MAI grant to participants after completion of activity **will be around Rs. 2,20,000/- per participant, irrespective of the size of the stand**. The government grant would be paid after the completion of the fair and finalization of account. Eligibility to avail this grant is Participant Company should have membership with SGEPC.

Also, the **eligible participants** are likely to get travel reimbursement (as per criteria of Revised MAI Scheme), though budget for same is yet to be received from the Government.

Payment Terms

- 40% of the estimated cost of participation is payable along with application as booking amount by due date.
- Balance 60% of the estimated cost of participation is payable by due date given in the allotment/ confirmation letter/ email
- In case, final payment is not received by due date, SGEPC reserves the right to allocate this area to any other member on the waiting list and all the conditions mentioned at point no. 5 of Terms & Condition will be applicable.
- Applicants, who have withdrawn in the past, after allocation of space by SGEPC, are required to pay 100% of the estimated stall charges at the time of booking.

Application process

The members who are interested to participate in this fair are requested to follow the mentioned below steps for participation:-

1. Fill SGEPC Online Application Form by [Clicking Here](#)
2. Send us the booking amount, according to the area applied (Rs. 16000/- x Applied Area) through Cheque / DD/ Bank Transfer.
3. Send us the Signed and stamped Terms & Conditions sheet (attached in the mail)

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

(In case of payment made through RTGS/NEFT, a confirmation email must be sent to SGEPC along with transaction details).

The last date for receipt of application by the council along with booking amount is 28th June 2019.

Application received without booking amount and/ or signed terms and conditions is liable to be rejected. Any application received after 28th June 2019 will be kept on waiting list and area will be allocated subject to availability

We look forward to receiving your application at the earliest.

Best Regards,

Preeti Sharma