



# The Sports Goods Export Promotion Council

1E/ 6, Swami Ram Tirth Nagar, New Delhi - 110055

Phone - +91-11-23516183, +91-11-23525695

Email: [mail@sgepc.in](mailto:mail@sgepc.in)

Website: [www.sportsgoodsindia.org](http://www.sportsgoodsindia.org) , [www.toysindia.in](http://www.toysindia.in)

CIN: U74900DL1958NPL002893

July 22, 2019

SGEPC/EP/2019-20/ ISPO

To,

## ALL MEMBERS OF THE COUNCIL

### Sub: Application for participation in ISPO, 2020 (Munich, Germany)

Dear Sir/ Ma'am,

After the successful participation in **ISPO 2019 (Munich, Germany)**, we are now planning the Indian participation in **ISPO, 2020 (Munich, Germany)** which is scheduled to be held from Sunday 26<sup>th</sup> January to Wednesday 29<sup>th</sup> January 2020.

### Key highlights of the fair

- More than 80,000 visiting professionals from 120 countries came to ISPO MUNICH 2019.
- 2645 exhibitors presented innovative sports equipment and sportswear fashions on 180,000 square meters of exhibit space.

### Preferred Hall

- For participants wishing to participate in Indian Pavilion, kindly mention **Hall C-2** in SGEPC online application form.
- For participants wishing to participate in other halls, kindly mention the hall as per product group (**Hall plan with product groups enclosed**).

### Stand Area

- In Indian pavilion/ Hall C-2, the minimum area that can be applied is **12 sq mtr.**
- In any other hall, the minimum area that can be applied is **16 sq mtr.**

### Cost of participation

The cost of participation in ISPO 2020 is estimated **Rs. 36,500/- 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 / Electricity
4. Publicity
5. Basic Catalogue entries
6. Interpreter/hostess

## **Government Grant**

1. ISPO 2020 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. The available MAI grant to participants after completion of activity **will be approx Rs. 2.20 Lacs 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.
2. In addition to above grants participants will also be eligible for economic class airfare reimbursement up to a certain limit (*yet to be announced by the Government*), 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.

## **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 fill the online form and send us below for participation:-

1. Fill SGEPC Online Application Form by [Clicking here](#)
2. Send us the booking amount (**i.e. Rs 14600 X area applied**) through Cheque / DD/ Bank Transfer.
3. Send us the Signed and stamped Terms & Conditions sheet (as attached)

**The last date for receipt of online application by the council along with above three requirements is 5<sup>th</sup> August 2019.**

**Application received without booking amount and/ or signed terms and conditions sheet is liable to be rejected. Any application received after 5<sup>th</sup> August 2019 will be kept on waiting list and area will be allocated subject to availability.**

## **SGEPC Bank Detail**

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,

Preeti Sharma