

**The Sports Goods Export Promotion Council**  
**1E / 6, Swami Ram Tirth Nagar, New Delhi – 110055**  
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**Email: [mail@sgepc.in](mailto:mail@sgepc.in) Website: [www.sportsgoodsindia.org](http://www.sportsgoodsindia.org)**  
**CIN: U74900DL1958NPL002893**

May 20, 2019

SGEPC/EP/2019-20/BSM/UK&IR

To,

**ALL MEMBERS OF THE COUNCIL**

**Sub: - B2B Meet in UK & Ireland**

Dear Sir/ Ma'am,

We are pleased to inform you that a **Buyer Seller Meet for Indian Sports Goods and Toys is being organized in United Kingdom (London and Manchester) and Ireland (Dublin). The event is likely to be held in the 2<sup>nd</sup> week of October 2019**

**Tentative Weekly Plan of BSM**

- Monday – Dublin
- Wednesday – London
- Friday - Manchester

**Why to participate in BSM**

1. These meetings are being exclusively organized for the members of the Council
2. The event provides a good opportunity to the members for displaying their products to the focused buyers of that country.
3. The combined display of the comprehensive Sports Goods & Toys sector projects India as a serious supplier of items in this specialized segment.
4. **A professional agency will be appointed to undertake following activities in association with Indian Mission:-**
  - i. Building database of potential buyers of Indian sports goods and Toys specifically in reference to the products being displayed in the BSM.
  - ii. Mailing invitations to the companies in the database and follow-up activities.
  - iii. Releasing advertisement/press notes in the relevant magazine/newspapers for promoting the event.
  - iv. Organizing the display of Indian Products at a suitable venue in each city, London, Manchester and Dublin.

### **Cost of participation**

The participation charges for this activity will be Rs. 1,25,000/- per participant, after adjusting the MAI grant approved for this event.

*(Please note that the charges of participation, informed by the Council before the event are only estimated. The actual cost of participation is finalized only after the completion of the event and payment of all related bills. Any difference thus, in the charges of participation and expenditure incurred would be collected / refunded by the Council after the event is over and all the related bills are received and paid).*

### **Government Grant**

Also, the eligible participants are likely to get travel reimbursement, 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 which would be mentioned in the confirmation email.

### **Application process**

The members who are interested to participate in this event need to fill the online application (link given below) and send us the below requirements to confirm their participation **latest by 31<sup>st</sup> May 2019:-**

1. Fill SGEPC Online Application Form by [CLICKING HERE](#)
2. Send us the booking amount i.e. Rs. 50,000/- (for NEFT / RTGS Bank details of SGEPC are given below).
3. Send us the Signed and stamped Terms & Conditions sheet (as attached)

### **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.*

Best Regards,

Preeti Sharma