



**The Sports Goods Export Promotion Council**

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CIN: U74900DL1958NPL002893

SGEPC/EP/2016-17

**17.5.2016**

To,

**ALL MEMBERS OF THE COUNCIL**

**Sub: -Export Promotion Activities for the year 2016-17**

Dear Sir/ Ma'am,

The council organizes export promotion activities every year to assist the industry in increasing India's export of Sports Goods and Toys. We are pleased to inform you that below mentioned Trade Promotion activities have been approved by the Ministry of Commerce and Industry, under the MDA and MAI Schemes for the year 2016-17.

**PROMOTIONAL ACTIVITIES UNDER MARKET DEVELOPMENT ASSISTANCE  
(MDA) SCHEME**

<b>S.No.</b>	<b>Name of the promotional activity</b>	<b>Dates</b>	<b>Last date of application with SGEPC</b>
1	ASD Market Week, Las Vegas, USA	July 31 <sup>st</sup> – August 3 <sup>rd</sup> 2016	Process will be initiated soon
2	EPC Sponsored Buyer Seller Meet for India Sporting Goods & Toys in Brazil and Mexico	To be confirmed	Process will be initiated soon
3	EPC Sponsored Buyer Seller Meet for India Sporting Goods & Toys in Spain (Barcelona & Madrid) and Portugal	To be Confirmed	Process will be initiated soon
4	Hong Kong Toys & Games Fair 2017	January 9 <sup>th</sup> -12 <sup>th</sup> , 2017	<b>25<sup>th</sup> May 2016</b>

**PROMOTIONAL ACTIVITIES UNDER MARKET ACCESS INITIATIVE (MAI) SCHEME**

S.No.	Name of the promotional activity	Dates	Last date of application with SGEPC
1	Reverse Buyer Seller Meet at Kids India Mumbai	September 15 <sup>th</sup> -17 <sup>th</sup> , 2016	Process will be initiated soon
2	Spielwarenmesse International Toy Fair, Nurnberg	February 1 <sup>st</sup> -6 <sup>th</sup> , 2017	Process will be initiated soon
3	ISPO Munich	February 5 <sup>th</sup> -8 <sup>th</sup> , 2017	Process will be initiated soon

**All SGEPC members participating in MDA supported activities can avail MDA grant subject to fulfillment of eligibility condition.**

**Conditions to avail MDA grant:-**

1. Participant Company should have completed 12 months membership with SGEPC.
2. **Participant Company who has already participated three times in the same fair with MDA support is not eligible for grant.**
3. Participant Company should have Minimum export turnover of **Rs 5 lacs** and maximum export turnover of **Rs 30 crore** in the previous year.

Applications for the participation in individual events have been/ will be invited separately. Meanwhile, members are requested to plan their participation in above events during year 2016-17.

**It may be noted that if the council does not receive sufficient participation in any event, the respective activity may not be organized by the council.**

Best Regards,

Preeti Sharma

Officer Trade Promotion

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