



**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)  
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July 27, 2018

SGEPC/EP/2018-19/BSM/ALG-MOR

To,

**ALL MEMBERS OF THE COUNCIL**

**Sub: - B2B Meet in Algeria and Morocco**

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 Algeria and Morocco. The event is likely to be held in the last week of November 2018**

**Why to participate in BSM.**

1. These meeting are being exclusively organized for the members of the Council
2. The event provides a good opportunity to the members for exposing 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 Embassy of India:-**
  1. Building database of potential buyers of Indian sports goods and Toys specifically in reference to the products being displayed in the BSM.
  2. Mailing invitations to the companies in the database followed by follow-up activities.

3. Releasing advertisement/press notes in the relevant magazine/newspapers for promoting the event.
4. Organizing the display of Indian Products at a suitable venue in each city.

### **Cost of participation**

The participation charges for this activity will be Rs. 1,00,000/- 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 recovered / 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 only application ( link given below) and send us the below requirements to confirm their participation:-

1. Fill SGEPC Application Form [\*\*CLICK HERE TO SUBMIT THE FORM\*\*](#)
2. Send us the booking amount i.e. Rs. 40,000/- The Bank details of SGEPC are mentioned below:-

### **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.*

3. Send us the Signed and stamped Terms & Conditions sheet (as attached)

**The last date for receipt of application by the council is 8<sup>th</sup> August, 2018.**

**Application received without booking amount and/ or unsigned terms and conditions sheet is liable to be rejected. Any application received after 8<sup>th</sup> August, 2018 will be kept on waiting list and participation will be confirmed subject to availability.**

**Please note, maximum participation limit is 20, hence, applications will be considered on First come First Serve basis.**

Best Regards,

Preeti Sharma