

*Dear Members,*

*SGEPC wishes all its members a very happy and prosperous New year. The coming month is going to be a very eventful for the Sports Goods and Toy Industry with back to back events starting from Hong Kong Toy Fair to ISPO and Spielwarenmesse International Toy Fair. We wish all the participants of the upcoming events a very successful participation.*

## *Inside Story*

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## **India-UK Joint Summit 2015 – Elements on Economic Co-operation**



Shri Narendra Modi, Hon'ble Prime Minister of India visited the UK during November 12-14, 2015. On November, 12, 2015, the Hon'ble Prime Minister held delegation-level talks with the UK Prime Minister David Cameron and both the Prime Ministers released a Joint Statement of the India-UK Joint Summit in London.

**India-UK Vision statement** - During the visit of the Hon'ble Prime Minister of India to the UK in November 2015, a Vision Statement between India and the UK was released. The vision statement envisages investments in skills and creation of high quality jobs, infrastructure, promotion of manufacturing & research, technology & innovation and partnering in making the rivers cleaner, habitats healthier

and build smart, sustainable cities for a low carbon future.

### **Strengthening Trade Ties**

The two Governments underlined particular importance of IT, digital industries towards strengthening trade ties. It was agreed that the City of London would play an important role in channelling investment into infrastructure projects in India including in railways sector. A long term strategic partnership that leverages capital and expertise of City of London to finance India's rapid growth was also agreed upon.

### **Government-Backed Rupee Bond**

The Government of India's intention to launch the first government-backed rupee bond in London was also announced. Setting up of an India-UK partnership fund under the umbrella of National Infrastructure Investment Fund (NIIF) was also announced. Creation of new

Chevening Financial Services course for mid-career professionals and India's first Low Income State Infrastructure Equity Partnership was also launched with the aim to provide equity partnerships for small infrastructure development in sectors like water and sanitation, clean energy and urban infrastructure.

### **India-UK CEOs Forum**

First meeting of the reconstituted India-UK CEOs Forum was held during the visit. This Forum has been tasked to identify new areas of opportunity that would catalyse businesses between the two countries. An MoU on Technical Co-operation in the Rail sector was signed. UK welcomed Government of India's 'Make in India' initiative and both the leaders welcomed the initiatives taken by both sides to deepen defence technology and industry cooperation. 9.2 billion pounds of commercial deals between the UK and India was announced during the visit.

Source—UK Economic & Commercial Report Nov 15



### Do You Know?

*The IMF and the WTO are international organizations with nearly 150 members in common. While the IMF's central focus is on the international monetary and financial system, and the WTO's is on the international trading system, both work together to ensure a sound system for global trade and payments*

## MOU Signed Between EXIM India and EXIM Malaysia

A Memorandum of Understanding (MoU) was signed between Export-Import Bank of India and Export-Import Bank of Malaysia Berhad, to strengthen cooperation in financing, guaranteeing and other financial mechanism to support projects of interest to both the Banks.

While both these institutions are cooperating with each other under the umbrella of Asian EXIM Banks Forum, through this MoU, both these institutions intend to identify areas of cooperation in providing funding support for Indian companies setting up operations in Malay-

sia, and Malaysian companies setting up operations in India.

Under the MoU, both the Banks shall also endeavor to finance infrastructure and other projects in third countries where Malaysian and Indian enterprises are involved, and with a view to promoting economic cooperation and industrial development, as per their respective mandates.

The MoU further enhances the scope of information and knowledge sharing between the two Banks

Source—Exim Bank India

## Greek Parliamentary Election

Greek Parliamentary elections were held on 20<sup>th</sup> September 2015. It was snap elections, the fourth since 2009 and elections were due in January 2019.

Alexis Tsipras' Coalition of the Radical Left (SYRIZA) won the elections with 35.46% of votes (145 Seats), missing six seats of an absolute majority. He formed a coalition government with the right-wing Independent Greeks (ANEL) Party (4.8% and 10 Seats).

The main opposition Party New Democracy remained at 28.1% with 75 seats, despite pre-election opinion polls predicting a tie with



Syriza or even opening the possibility of a ND Government.

Far-right golden Dawn remained the third political force rising slightly to 6.99%, while the socialist PASOK-DIMAR Democratic coalition earned the 4<sup>th</sup> place

with 6.28%. The communist Party of Greece (KKE) remained at 5.55% and the Potami Party was limited to 4.09%. The centrist EK entered Parliament for the first time with 3.43%. The Popular Unity Party received 2.86% (3% required to enter the Parliament).

Source—Economic & Commercial Report Athens Dec. 15

## Ethiopian Airlines announced Bangaluru in its Freighter Service

Ethiopian Airlines announced that it has added Bangaluru in its freighter service network with the launch of first cargo flight to Addis Ababa from December 2.

Ethiopian Airlines operates freighters services to four Indian cities --

New Delhi, Mumbai, Chennai and Bangaluru-from capital city Addis Ababa.

Source—Economic & Commercial Report Ethiopia Dec.15

## India-Ecuador Joint Economic And Trade Committee (JETCO)

Within the framework of the Memorandum of Understanding on Economic Cooperation between India and Ecuador, signed in Quito, on 19th April 2013, the Department of Commerce of the Government of India and the Ministry of Foreign Trade of the Republic of Ecuador have decided to establish the India– Ecuador Joint Economic and Trade Committee (JETCO)

The two countries are members of the World Trade Organization and considering their common

interest in promoting trade and economic cooperation on the basis of mutual advantage. This committee will function as the Primary forum for discussion and other promotional activities on Trade and Investment issues such as sharing best practices on compliance with technical regulations, enhancing cooperation by means of technical assistance, joint studies, organization of training programs and exchange of information, expertise and experts etc.

This committee will improve the

regulatory environment to encourage bilateral trade and address misperceptions about the application and enforcement of standards and procedures. This committee will work together to raise awareness of the business and trade opportunities in both countries focusing on key sectors.

Source– Ministry of Commerce

## Kids India 2015

Spread over three days from 24<sup>th</sup> -26<sup>th</sup> September 2015, the event provided an industry platform for international buyer-seller meets to domestic manufacturers, distributors, exporters/importers, consultants and trade bodies. The

trade show had an industry congregation of about 150 exhibitors and was visited by 6,100 visitors including Indian as well as foreign buyers from Malaysia, Mongolia, Nepal, Sri Lanka and UAE amongst others. Participating com-



panies included Funskool, Simba, Chicco, Frank Educational Aids, Green Gold, Zephyr, Playgro. Event was a great success.

## Reverse Buyer Seller Meet in Mumbai September 2015



Sports Goods Export Promotion Council (SGEPC) organized a reverse buyer seller meet for International buyers who visited '**Kids India 2015**' which was organized from 24th – 26th Sept, 2015 at Bombay Convention & Exhibition Centre (BCEC), Mumbai (India). Under this scheme, SGEPC offered

reimbursement for travel costs (economy class ticket) to the International Buyers.

This reimbursement was offered by SGEPC under Market Access Initiative Scheme of Department of Commerce, Government of India.

The meet recorded a great success.

## FSB Cologne October 2015

For the first time, Under the banner of SGEPC Indian pavilion was organized in FSB.

10 Manufacturers with varied product profile displayed their products in 2 different halls in the event.

The event was organized under 'Marketing Development Assistance' scheme of Ministry of Commerce, Government of India. FSB is the industry's leading trade



fair worldwide for over 45 years and an obligatory date in the diaries of all experts. From 27 to 30 October 2015, decision-makers, operators, architects,

planners or landscape architects from both the public and private sectors found cutting-edge solutions for products, planning and design as well as future-orientated concepts and trends on 80,000 square meters of exhibition space. The event is likely to generate estimated business of INR 7.3

Crores.

**The next FSB is scheduled to run from 7 to 10 November 2017 in Cologne.**

## BSM in South Africa November 2015

A delegation of Indian sports goods exporters under the aegis of the Sports Goods Exports Promotion Council visited South Africa during 23-27 November 2015. The delegation comprised 22 Indian companies dealing in a wide range of products- cricket equipment, soccer balls, training accessories, martial sports equipment, sports clothing, gym support items and toys.

SGEPC had engaged a PR Agency at South Africa to undertake all professional activities starting from identifying the Buyers (Importers, Distributors, Retailer, Chain Stores/ Brand), to ensuring the interested Buyers presence at the BSM.

South Africa with its strong sporting and outdoor culture is an attractive market for sports goods. Indian companies are well positioned in the cricket, martial sports and training market. However, to go beyond, they need to diversify their products. There are immense opportunities for them in angling, wildlife tourism, adventure sports, outdoor activities, camping and safari segments.

Indian exports to South Africa in the sector have seen a steady increase in the last few years. Major exporters of sports goods to South Africa are China, USA, and UK. For India, South Africa is the 4<sup>th</sup> largest export market for sports goods. As per our estimate, we are likely to see a decent growth in our exports in the sports goods

category to SA in 2015-16. The Buyer Seller meets were held at Johannesburg and at CapeTown and 65 Buyers attended the event at both the places. This event is likely to generate estimated business of INR 18 Crores.

During the BSM at Johannesburg High Commissioner of India to South Africa Ms. Ruchi Ghanashyam visited the BSM along with Consul General Mr. Randhir Jaiswal and Consul & Head of Chancery Mr Naresh Kumar. High Commissioner met all the participants and shown keen interest in the products.

A separate business networking session was also organised by the Indian High Commission at Johannesburg for the visiting exporters and buyers in the evening of 24<sup>th</sup> November.



# UPCOMING EVENTS

## Hong Kong Toys & Games Fair 2016

Industry is geared up to mark their presence in the biggest toy fair of Asia “Hong Kong Toys & Games Fair 2016”. 18 Indian Exporters will participate in this show under the aegis of SGEPC. The Fair is going to be held from 11th January 2016 to 14th January 2016, at Hong Kong Convention & Exhibition Centre (HKCEC), China, together with [Hong Kong Baby Products Fair 2016](#).

**This fair is considered to be Asia’s largest show and second largest show of toys in the world. Around 2000 exhibitors from 42 Countries and region participate in this exhibition.**

## ISPO MUNICH

ISPO MUNICH is being scheduled to be held from **24th Jan to the 27th January 2016** at the New Munich Trade Fair Centre in Munich, Germany. This event showcases product from Sporting Goods, industry. SGEPC is all set to organize Indian Participation in this Mega event with 49 Exporters from the industry.

## Spielwarenmesse International Toy Fair

Spielwarenmesse International Toy Fair Nurnberg, is the world’s leading fair for toys, hobby and leisure-time articles. The fair, which is open exclusively to the specialist trade, is the perfect communication and order platform for both national and international manufacturers as well as specialist traders and buyers from around the globe.

This year the International Toy Fair is going to be held from **27th January to 1st February 2016** in Nurnberg and SGEPC will mark Indian presence with 24 Exporters from the industry in this International Toy Fair.

## Buyer Seller Meet in Australia & New Zealand

SGEPC is planning to organize a Buyer Seller Meet in Australia & New Zealand in the **month of March 2016**. Council has received an overwhelming response by receipt of large number of applications. Preparations are underway of this event.

**GOVERNMENT OF INDIA MINISTRY OF COMMERCE & INDUSTRY DEPARTMENT  
OF COMMERCE  
DIRECTORATE GENERAL OF FOREIGN TRADE  
PUBLIC NOTICE No. 47/2015-20 Dated: 8th December, 2015**

**Subject: Declaration of intent under Merchandise Exports from India Scheme (MEIS) -reg.**

DGFT by Public Notice No. 40 dated 09th October 2015, had prescribed a procedure to be followed for claiming rewards under MEIS where exports had been made through EDI generated shipping bills between 01.04.2015 to 31.05.2015 and the exporter had inadvertently marked 'N' in the "reward item box" and wished to seek MEIS benefit.

2. Subsequently representations have been received from exporters and trade & industry that such procedure should also be made applicable to exports made beyond 31.05.2015. 3. To suitably address the matter, in exercise of powers conferred under paragraph 1.03 of the Foreign Trade Policy (FTP) (2015-2020) read with para

3.14 of the Handbook of Procedures of FTP 2015-20, the Director General of Foreign Trade hereby allows the following procedure to be followed where exports have been made between 1.6.2015 to 30.9.2015 through EDI generated shipping bills, and where the exporter has inadvertently marked "N" in the "reward item box" but has declared his intention in the affirmative on the shipping bill.

4. The concerned RA will consider such applications for issue of scrip subject to the following conditions:

Item level details for [Shipping Bills](#) related to exports from 01.6.2015 to 30.9.2015 that were not transmitted to DGFT (due to declaring 'N' at item level and thus showing negative intent for the Reward Scheme) shall be identified and transmitted by Director General (Systems) to Director General of Foreign Trade (DGFT). This would enable exporters to file reward applications electronically with DGFT in such cases. Physical Export Promotion (EP) copy of each Shipping Bill will be submitted by the exporters to concerned Regional Authority (RA) (in all cases of 'N' declaration) to verify that the declaration of intent was made by exporter as provided in Para 3.14 of Handbook of Procedure (HBP) 2015-20 before allowing reward, subject to other provisions of FTP/HBP.

Where Shipping Bills for exports from 01.06.2015 to 30.9.2015 have been otherwise transmitted to DGFT { being Advance Authorisation (AA) / Export Promotion Capital Goods (EPCG) / Duty Free Import Authorisation (DFIA) scheme Shipping Bills } but 'N' has been declared in the 'Reward item' field, the exporter shall submit EP copy of shipping bills and reward may be issued by concerned RA after confirming declaration of intent on physical EP copy of the shipping bills as provided in Para 3.14 of HBP 2015-20.

**Effect of the Public Notice :**

Shipping bills, where declaration of intent 'Y' has not been marked and 'N' has been ticked inadvertently in the 'reward item box' while filing shipping bills in Customs for exports made between 01.06.2015 to 30.09.2015, shall be transmitted by CBEC to DGFT.

(Anup Wadhawan)  
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(Issued from File No. 01/61/180/179/AM16/PC-3)

# Technology Acquisition & Development Fund (TADF)

Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Govt of India had notified [vide DIPP's Notification reference no SO 2580 (E) dated September 21, 2015 , a unique Scheme for enabling Technology Acquisition and Development under the National Manufacturing Policy 2011.

The Technology Acquisition & Development fund scheme is a transformational mechanism for Indian MSMEs to acquire Clean, Green & Energy Efficient Technologies, in form of Technology, Customized Products, Specialized Services, patents, Industrial Design available in the market with requisite or anywhere else across the Globe.

It aims to provide funding support for the acquisition and development of Clean and Green Technologies.

TADF Scheme is applicable to all existing & new MSMEs including those in the National Investment and Manufacturing Zones (NIMZs).in respect of their investment made after notification of the scheme which will remain in force upto 31<sup>st</sup> March 2017.

Schemes under TADF

Sr. No.	Scheme of TADF	Funding Support
	Direct Technology Acquisition	Reimbursement of 50% of Technology Transfer Fee or Rs. 20 Lacs, (whichever is lower)
	In Direct Technology Acquisition	Subsidy of 50% of the mutually agreed value or Rs. 20 Lacs (whichever is lower)
	Subsidy for Manufacturing Equipment / Technology	Subsidy of upto 10% of capital expenditure incurred on New Plant & Machinery subject a maximum of Rs. 50 lacs
	Incentive Scheme for Green Manufacturing	The scheme facilitates resources conservation activities in industries located in NIMZ. For details refer gazette notification reference no SO 2580 (E) dated September 21,2015

TADF scheme is Technically & Administratively managed by the Global Innovation & Technology Alliance (GITA).

For more information please visit [www.gita.org.in/dipp-tadf](http://www.gita.org.in/dipp-tadf) or email [tadf@gita.org.in](mailto:tadf@gita.org.in)

**GOVERNMENT OF INDIA MINISTRY OF COMMERCE & INDUSTRY DEPARTMENT OF COMMERCE**

**DIRECTORATE GENERAL OF FOREIGN TRADE  
TRADE NOTICE No. 09/2015 Dated: 8th December, 2015**

**Subject: Interest Equalisation Scheme on Pre and Post Shipment Rupee Export Credit w.e.f. 1<sup>st</sup> April, 2015**

It is brought to the notice of Trade and Industry that the Interest Equalisation Scheme for Pre and Post Shipment Rupee Export Credit has been announced by the Government of India and notified vide RBI Circular No. DBR/Dir/BC.No. 62/04.02.001/2015-16 dated December 4, 2015. The Scheme is applicable w.e.f. 1<sup>st</sup> April, 2015. Details of the Scheme are available on the website of RBI [www.rbi.org.in](http://www.rbi.org.in).

2. As the scheme is applicable from 01.04.2015, all eligible exporters who have availed pre and post shipment credit facility from 01.04.2015 may contact their respective Banks to enable expeditious decision on availing benefit under the Scheme.

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**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY DEPARTMENT OF COMMERCE  
DIRECTORATE GENERAL OF FOREIGN TRADE**

**PUBLIC NOTICE NO. 51/2015-20**

**DATED: 28th December 2015**

**Subject: Deletion of Panama from Country Group-C under MEIS Scheme**

Table 1 of Appendix 3B of MEIS Schedule notified vide Public Notice No.2 dated 1 st April 2015 has listed Panama in two country groups as under:-

- i. "Panama Republic" is listed in the country Group-B at Serial No. 95.
- ii. "Panama" is listed in the country Group-C at Serial No. 50.

2. In order to address this anomaly, in exercise of powers conferred under paragraph 1.03 read with paragraph 2.04 of the Foreign Trade Policy 2015-2020, the entry "Panama" at Serial No.50 under Country Group-C of Table 1 of Appendix 3BMEIS Schedule notified vide Public Notice No. 2/2015-20 dated 01.04.2015 is hereby deleted with effect from 01.04.2015.

**Effect of the Public Notice:**

"Panama" is deleted from Country Group-C of Table 1 of Appendix 3B-MEIS Schedule with effect from 01.04.2015.

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