



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

August 12, 2021

SGEPC/EP/2021-22/FSB

To,

All Members of the Council

Sub: Application for participation in FSB Cologne 2021 (Germany), October 26-29, 2021

Dear Sir/ Ma'am,

The Corona pandemic has altered the lifestyle and also the work environment all over the world. You are aware that after our participation in Germany 2020, most of the trade fairs had been cancelled and the ones that actually took place, were held on virtual platform.

After a period of nearly two years, Koelnmesse GmbH has confirmed the dates for the physical FSB. The FSB will take place on 4 days from Tuesday, October 26 to Friday, October 29, 2021, in Cologne. In the last FSB held in year 2019, 565 exhibitors from 43 countries and 28000 visitors from 128 countries had participated and visited the event.

After a standstill of almost eight months since the beginning of November 2020, trade fairs have started again in Germany from the end of June 2021. Basis for holding these events are sophisticated concepts for health protection, many of which have already been successfully tested in autumn 2020 and which will now offer the highest possible level of safety to all participants. AUMA had listed around ten physical events, primarily regional trade fairs, of its members scheduled until the end of August 2021 and a total of 148 trade fairs international or national importance are planned from September to December 2021. The generally applicable distance and hygiene rules will apply at all such physical fairs.

With regards to these special times, considering the fact that the situation in India is improving fast and International travel restrictions are being lifted, we would now have to confirm our space requirement for FSB Cologne. we would request you to fill in the SGEPC online application form, in case you are interested to participate in FSB Cologne 2021:

1. The minimum area that can be applied is **12 sq mtr.**

Cost of participation

The space charges in FSB Cologne are Euro 205 per Sqm. Built up booths can also be provided and the charges for the built up booth depend on the style/design of construction will be extra.

Government Grant

1. FSB Cologne has been recommended and **is expected** to be approved under Market Access Initiative Scheme of the Ministry of Commerce & Industry; GOI therefore the cost of participation would be subsidized under the MAI Scheme. The expected MAI grant to participants based on the past approvals would **be approximately Rs. 2.20 Lacs per participant, irrespective of the size of the stand**. The government grant (**Subject to Approval**) would only be paid after the completion of the fair and finalization of account.
2. In addition to above grant, participants are also eligible for economy class airfare reimbursement up to a certain limit (*yet to be announced by the Government*), subject to following conditions: -
 - i. Permissible only to the regular Director / Partner / Proprietor of the Company
 - ii. Participant Company should have completed 12 months membership with SGEPC.
 - iii. Participant Company should have minimum export turnover for the year 2020-21 of Rs. 5 Lakhs and maximum for the same year Rs. 50 Crore.

Payment Terms

1. Considering the present situation, the booking amount has been reduced from 40% of the estimated cost of participation to **Rs. 50,000/- per booth only, irrespective of the booth size**. The booking amount is payable along with application form **latest by August 18, 2021**.

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.

Application process

The members who are interested to participate in this fair may please share your interest by filling SGEPC online form by [Clicking here](#) latest by **August 18, 2021** along with:-

- Booking amount (**Rs 50,000 per booth**) through Cheque / DD/ Bank Transfer.

We look forward to receiving your application at the earliest.

Best Regards,
Preeti Sharma