

## ISPO 2010 (7<sup>th</sup> to 10<sup>th</sup> Feb)

Dear Members,

The Council has already invited participation in overseas events for the year 2009-10 through its circular dated 15.04.2009.

ISPO Winter, the most important international sports fair, is scheduled to be held from 7<sup>th</sup> Feb – 10<sup>th</sup> Feb 2010, Munich, Germany.

We are pleased to inform our members that this time again, the participation in ISPO Winter 2010 is being organised by the Council as part of a special project to promote Indian sports goods in Germany under the **Market Access Initiative Scheme (MAI)**, of the Ministry of Commerce.

Along with the participation in ISPO Winter 2010, the Project also includes a promotional campaign to promote Indian industry and the participants of the project, a buyer contact programme to invite them to the India pavilion at ISPO Winter 2010 and the organisation of a Buyer Seller Meet on one of the days of the fair.

The cost of participation would be subsidized under the MAI Scheme. The participants would be required to pay only the subsidized charges of participation. The members interested to participate are requested to send their applications for participation. The application is required to include the following :

1. Filled Application Form.
2. Initial Deposit of Rs.50,000/- (Initial Deposit of Rs.50,000/- is for 12 sqm only).  
For additional space, Initial Deposit would be required on proportionate basis)
3. Signed Terms & Conditions.
4. Undertaking

The last date for receipt of applications by the Council is **20<sup>th</sup> July 2009.**

A limited budget has been sanctioned under the MAI Scheme for this event. To contain the cost within the budget, the Council would be screening the applications and would consider only those applications which are received, fully completed by the 20<sup>th</sup> July 2010. Incomplete applications or applications received after 20<sup>th</sup> July 2009 are liable to be rejected.

The Application Form, the Terms & Conditions and the format of Undertaking are enclosed herewith.

Looking forward to receiving your application.

Best regards,

Shreya Chabri  
Trade Promotion Officer