



The Sports Goods Export Promotion Council
1E / 6, Swami Ram Tirth Nagar, New Delhi - 110055
Tel – 011-23525695, Fax – 011-23632147

SGEPC/2010-11

1st July '2010

To,

All The Members Of The Council

Dear Sir (s),

After the successful participation of the Indian Toy Industry in Hong Kong Toys & Games Fairs 2010 we are now planning the Indian participation in **Hong Kong Toys & Games Fairs 2011** which is scheduled to be held from **10th to 13th January 2011 at Hong Kong**

We are pleased to inform you that the participation in Hong Kong Toys & Games Fairs during 2011 has been approved Market Development Assistance Scheme (MDA) of GOI and grant up to Rs 1,50,000/- can be reimbursed to eligible participants.

The Hong Kong Toys & Games Fairs 2010 was widely spread over 57532sqm of area with 38 countries and regions participating with 1915 exhibitors. The buyer's ratio of local and overseas was 50 % each with total number of 33099 buyers across the globe. Eight different National Pavilion, Chinese mainland, Korea, Pakistan, Spain, Taiwan, Thailand, World of Toys & India, marked their presence.

We would be booking space for the Indian Pavilion in the Toy Fair 2011 immediately, so as to get preferential location

Participation is invited from members for the fair. Members interested to participate are requested to send us applications for participation. Members are requested to send their participation request along with:

1. Filled Application Form.
2. Initial Deposit of Rs.50, 000/- (Initial Deposit of Rs.50, 000/- is for 9 sq mtr 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 12th July'2010

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

Looking forward to receiving your application.

Regards'

Gurpreet

Trade Promotion Officer