



The Sports Goods Export Promotion Council
1E / 6, Swami Ram Tirth Nagar, New Delhi - 110055
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All The Members Of The Council

Dear Sir (s),

After the successful participation of the Indian Toy Industry in Hong Kong Toys & Games Fairs 2011, council is now planning the Indian participation in **Hong Kong Toys & Games Fairs 2012** which is scheduled to be held from **9th to 12th January 2012 at Hong Kong**

We are pleased to inform you that the participation in Hong Kong Toys & Games Fairs during 2012 has been approved Market Development Assistance Scheme (MDA) of GOI and grant up to Rs 1,50,000/- can be reimbursed to eligible participants.

During the Hong Kong Toys & Games Fairs 2011 , 41 countries and regions participated with 1934 exhibitors. The buyers ratio of local and overseas was 50 % each with total number of 34120 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 2012 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. Application Form [CLICK HERE TO SUBMIT THE FORM.](#)
2. Initial Deposit of Rs.50, 000/- (Initial Deposit of Rs.50, 000/- is for 9 sq mtr
For additional space, Initial Deposit would be required on proportionate basis)
3. Signed Terms & Conditions.
4. Undertaking
5. LOGO in **jpeg file** via email.

The last date for receipt of applications by the council is 9th June'2011

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

Please Note : As per new MDA rules Minimum 10 participants are required to organize a fair.

Look forward to receive your application.

Regards'

Gurpreet

Trade Promotion Officer