



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

July 13, 2021

SGEPC/EP/2021-22/ ISPO

To,

All Members of the Council

Sub: Application for participation in ISPO, January 23 to 26, 2022 (Munich, Germany)

Dear Sir/ Ma'am,

Hope you all, your families and workers are safe and well!

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

After a period of nearly two years, Messe München is planning for ISPO Munich 2022 as a physical show, hoping that everything will work out. From the beginning of July 2021, few trade fairs in physical form will be held at Messe Muenchen. The generally applicable distance and hygiene rules will apply at all such physical fairs.

Messe München has now started working full time and are preparing for ISPO 2022. They would start with the allocations of space for ISPO Munich 2022 soon and are contacting us to know our space requirement for 2022. The new dates for ISPO 2022 have been announced and show would run from **Sunday, January 23 till Wednesday, January 26, 2022.**

With regards to these special times, considering the fact that the situation in India is improving fast and International travel restrictions are being lifted, SGEPC will be monitoring the developments continuously, be prepared to react at short notice to any changes and to implement any instructions from the authorities from time to time.

As we would now have to confirm our space requirement to Messe München, we would request you to fill in the SGEPC online application form, in case you are interested to participate in ISPO 2022:

- In Indian pavilion, the minimum area that can be applied is **12 sq mtr.**
- In any other hall, the minimum area that can be applied is **16 sq mtr.**

Cost of participation

The cost of participation in ISPO 2022 is estimated to be around **Rs. 38,000/- per square meter (Corner charges extra: Rs. 25,000/- per corner).** Refund (if any) would be made after the completion of the fair and finalization of account.

Government Grant

1. ISPO 2022 event **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: -
 - Permissible only to the regular Director / Partner / Proprietor of the Company
 - Participant Company should have completed 12 months membership with SGEPC.
 - Participant Company should have minimum export turnover for the year 2020-21 of Rs. 5 Lakhs and maximum for the same year Rs. 30 Crore.

Payment Terms

- 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 July 31, 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 **July 31, 2021** along with:-

- Booking amount (**Rs 50,000 per booth**) through Cheque / DD/ Bank Transfer.
- Send us the Signed and stamped Terms & Conditions sheet (as attached)

IMPORTANT : *The 100% booking amount would be refunded in case:*

- a) Fair is cancelled by the organizers.*
- b) The travel from India to Germany is prohibited.*

We look forward to receiving your application at the earliest.

Best Regards,
Preeti Sharma