



**The Sports Goods Export Promotion Council**  
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30.04.2010

## **Spielwarenmesse International Toy Fair, 2011**

Dear Sir (s),

After the successful participation of the Indian Toy Industry in **Spielwarenmesse International Toy Fair, 2010**, we are now planning the Indian participation in **Spielwarenmesse International Toy Fair, 2011** which is scheduled to be held from **3<sup>rd</sup> to 8<sup>th</sup> February 2011 at Nuremberg, Germany**

We are pleased to inform you that the participation in Spielwarenmesse International Toy Fair during 2011 has been approved as a part of a special promotional campaign under the Market Access Initiative Scheme of the Ministry of Commerce & industry, GOI.

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

During Toy Fair 2010, we were allocated an area of 215 Sq mtr only in Hall 11.0 by Spielwarenmesse against our application for 250 sq mtr. This year too, it is expected to be same situation, as additional area in Hall 11.0 is not available. **We propose to apply for additional area in other suitable halls. Therefore, please do mention the preferred Hall (on basis of your product) in your application form so that area is applied accordingly.**

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 12 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 10<sup>th</sup> May'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