



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

**22<sup>nd</sup> March 2010**

## **International Sporting Goods Show, China.**

Dear Sir (s),

We are please to inform you that the Council is proposing to organize the Indian participation in **26<sup>th</sup> International Sporting Goods Show, scheduled to be held from May 20<sup>th</sup> – 23<sup>rd</sup> 2010 at Beijing, China.**

**The last fair summed up with following statistics:**

- Total number of exhibitors: **881**
- Number of booths: **4,291 (indoor)**
- Number of Brand: **near 3,000**
- Total Exhibition Area(sq.m): **92,700**
- Overseas Exhibitors were from 14 countries and regions, namely, Germany, USA, France, Korea, British, Canada, Italy, and Japan , etc.
- There were about 15% International brands, including Yonex, Fischer, LP, BH, Mondo, Mizuno, Reebok, Arena Treksta and etc.
- **There were about 50,000 trade visitors from 60 countries and regions.**
- **Overseas buyers were mainly from Korea, India, Malaysia, Singapore, U.S.A, Canada, Japan, Australia, Russia, Italy, Germany, France, etc.**

**Members are invited to participate in International Sporting Goods Show, China. Assistance is available to eligible participants under the Market Development Assistance Scheme of GOI. (Approval awaited from the Ministry Of Commerce & Industry)**

Application form is attached herewith. 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 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 5<sup>th</sup> April' 2010.**

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

Looking forward to receiving your application.

Best Regards,

Gurpreet Kaur

Trade Promotion Officer