



**The Sports Goods Export Promotion Council**  
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SGEPC/EP/011/2013-14

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To,

**ALL MEMBERS OF THE COUNCIL**  
**Sub: - Export Promotion Activities for the year 2013-14**

The council organizes export promotion activities every year to assist the industry in increasing India's export of Sports Goods and Toys. We are pleased to inform that during 2013-14 the council is proposing to organize the following activities:

Sr. No.	Events	Sector	Dates
1	<b>Exhibition of Indian Sporting Goods &amp; Toys in LAC (Brazil, Argentina and Chile)</b> (Subject to approval from Govt. MDA grant)	Sports Goods and Toys	August, 2013
2	<b>Exhibition of Indian Sporting Goods &amp; Toys in Sweden and Norway</b> (Subject to approval from Govt. MDA grant)	Sports Goods and Toys	October, 2013
3	<b>Sports Source Asia 2013, Hong Kong</b> (Subject to approval from Govt. MDA grant)	Sports Goods	29 <sup>th</sup> – 31 <sup>st</sup> October, 2013
4	<b>Hong Kong Toys and Game Fair 2014, Hong Kong</b> (Subject to approval from Govt. MDA grant)	Toys	6 <sup>th</sup> – 9 <sup>th</sup> January, 2014
5	<b>ISPO 2014</b> (Under MAI)	Sports Goods	26 <sup>th</sup> – 29 <sup>th</sup> January, 2014
6	<b>Spielwarenmesse International Toy Fair, Nurnberg, Germany</b> (Under MAI)	Toys	29 <sup>th</sup> January – 03 <sup>rd</sup> February, 2014

Two activities under MAI are already approved. However, other activities (under MDA) have been submitted to government for approval. Applications for the participation in individual events will be invited separately. Meanwhile, members are requested to plan their participation in above events during year 2013-14. It may be noted that if the council does not receive sufficient participation in any event, the respective activity may not be organized by the council.

Best Regards,

Tarun Dewan  
Executive Director