



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

To

10/06/11

ALL THE MEMBERS OF THE COUNCIL

Dear Sir (s),

The Council has already circulated the calendar of events for the year 2011-12 through its circular dated 24.03.2011.

To further access the Sports Goods & Toys market, Council had proposed Buyer Seller Meet in Argentina, Brazil & Mexico under MDA Scheme. However it has been suggested by CGI, Sao Paulo that it will be more beneficial to participate in Expo Esporte fair scheduled to be held in Sao Paulo from 22<sup>nd</sup> -24<sup>th</sup> November 2011.

Accordingly following program is finalized.

1. Participation in Expo Esporte , Sao Paul ---- 22<sup>nd</sup> – 24<sup>th</sup> November 2011
2. BSM in Argentina & Mexico ---- Immediately after the fair

This event presents a powerful opportunity for the members to explore the Latin American markets .Participating members will be eligible for MDA grant of ₹ 1,80,000/- as per MDA rules.

Participation is invited from members for above event. Members interested to participate are requested to send us application for participation.

**Please note that only those requests will be accepted which are accompanied by the following:**

1. Completed application form, [Click here to submit the form](#)
2. signed terms and conditions & undertaking
3. Initial Deposit of ₹ 50,000/-.

The last date for receipt of completed applications is 17<sup>th</sup> June 2011.

Look forward to receiving your confirmations.

Encl: The Terms & Conditions and the format of Undertaking

Regards

Gurpreet  
Trade Promotion Officer