



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

August 25, 2021

SGEPC/EP/2021-22/SITF

To,

All Members of the Council

Sub: Application for participation in Spielwarenmesse International Toy Fair 2022
February 2 to 6, 2022 (Nurnberg, Germany)

Dear Sir/ Ma'am,

After a period of nearly two years, Spielwarenmesse International Toy Fair is confident to hold the physical fair in 2022. From the beginning of July 2021, few trade fairs in physical form held at Germany and from October 2021 onwards few International Fairs will be held. The generally applicable distance and hygiene rules will apply at all such physical fairs.

The SGEPC is now planning Indian participation in Spielwarenmesse International Toy Fair 2022 which is scheduled to be held from February Wednesday 2 to Sunday 6, 2022 at Nuremberg, Germany under MAI Scheme.

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, and is 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 the organizers, we would request you to fill in the SGEPC online application form, in case you are interested to participate in this fair in 2022:

Stand Area

- For India pavilion (Hall 11), the minimum area that can be applied is **9 sq mtr.**

Cost of participation

The cost of participation in Spielwarenmesse 2022 is estimated to be around **Rs. 40,000/- 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. Spielwarenmesse International Toy Fair 2022 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. 50 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 September 3, 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 September 3, 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