



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

03.05.11

To,

ALL MEMBERS OF COUNCIL

Dear Sir,

The Council has already circulated the calendar of events for the year 2011-12 through its circular dated 24.03.2011. We are pleased to inform you that the participation in **5th Sports Source Asia 2011** to be held in **Asia World-Expo (AWE) ,Hong Kong during 27-29 October 2011** is proposed to be organized under MDA Scheme.

Hong Kong, which is situated within the world's biggest manufacturing base for sporting goods, serves efficiently and effectively as the region's number 1 sourcing marketplace. Sports Source Asia 2011 --is unique exhibition targeting specialists, wholesalers of sports goods and sportswear, department stores, shops, sports schools and clubs, sports teams etc. It gives participants the chance to interact with top-notch professionals from sports industry. SSA is an event jointly organized by Hong Kong Trade Development Council (HKTDC) and Messe Munchen International (MMI).

This Event is also supported by China Sporting Goods Federation (CSGF), Korea Sporting Goods Industry Association (KOSPA), Taiwan Sporting Goods Manufacturers Association (TSMA)

To further access the sports goods market, the Council is purposing Indian participation in Sports Source Asia 2011 to be held in Asia World-Expo (AWE) , Hong Kong during 27-29 October 2011 .

Major categories :

Ball Game Equipment , Cycling , Fabrics & Materials for Sportswear , Fitness & Gymnastic Training Equipment , Golf Equipment & Supplies , Indoor Sports ,Outdoor Sports ,Racket Sports, Skating & Skateboarding Supplies ,Sports Safety & Protection Gear ,Sports Shoes ,Sports Shop Fittings and Equipment ,Sportswear and Accessories ,Track & Field Sports ,Water Sports ,Winter Sports ,Publications & Services ,Sporting Goods Trade Organizations

Target Buyers :

Corporate Buyers , Chain Stores, Department Stores & Mass Merchants , Consumer Mail Order Companies , Importers / Wholesalers / Distributors , Licensees ,Online Retailers ,Private Label Buyers , Sourcing Agents

**Statistical
Data :**

<u>Year</u>	<u>No. of Exhibitors</u>	<u>Gross Area</u>
2010	194	5,680sqm

Highlights for 2011

The fifth edition of Sports Source Asia is sectorized to give the best possible exposure to exhibitors and their products.

- **Outdoor Sports Zone** makes its debut in 2011 to showcase innovative outdoor sporting goods and accessories, and introduce the latest technology.
- **Fitness Zone** highlights all kinds of fitness-related equipment and accessories.
- **Premium Zone** houses sports brands in an environment to boost brand recognition and encourage sales.
- **Seminars** inform participants on market trends and industry issues.
- **Fashion parades** draw attention to exhibitors' sportswear and accessories.

Participation is invited from members for the fair. Members interested to participate are requested to send us application for participation. Members are requested to send their participation request along with:

1. Application Form [CLICK HERE TO SUBMIT THE FORM.](#)
2. Initial Deposit of Rs.50, 000/- (Initial Deposit of Rs.50, 000/- is for 9 sq mtr For additional space, Initial Deposit would be required on proportionate basis)
3. Signed Terms & Conditions.
4. Undertaking
5. LOGO in **jpeg file** via email.

The last date for receipt of applications by the council is 10th May '2011

Please Note: As per new MDA rules Minimum 10 participants are required to organize a fair.

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

Looking forward to receive your application.

Gurpreet
(Trade Promotion Officer)