

16<sup>th</sup> Nov 2009

**BUYER – SELLER MEET  
AUSTRALIA & NEW ZEALAND**

Dear Sir(s)

We are pleased to inform you that a Buyer Seller Meet for Indian Sports Goods and Toys in Australia and New Zealand has been approved by Ministry of Commerce & Industry under MAI Scheme. A two days event will be organised in each of the following places.

1. Melbourne
2. Sydney
3. Auckland

Australia is already an important market for Indian Sports Goods. In order to further boost the image for Indian sports equipment and introduce Indian Toys to these markets; this event has been planned in the month of March 2010.

A professional agency will be appointed to undertake following activities in association with High Commission of India.

1. Building database of potential buyers of Indian sport goods and toys specifically in reference to the products being displayed in the BSM.
2. Mailing invitations to the companies in the database followed by follow-up activities.
3. Releasing advertisement/press notes in the relevant magazine/newspapers for promoting the event.
4. Organising the display of Indian Products at a suitable venue in each city.

The event provides a goods opportunity for exposing your products to the focused buyers in sports goods & Toy sector. The combined display of the comprehensive sports goods & Toys sector will not only invite better buyer's profile but will also project India as a serious supplier of items in this specialised segment.

We invite you to participate in this event. The members interested to participate may fill-up the enclosed form and send it to us along with initial deposit of **Rs. 35,000/-** latest by **30th November 2009.**

Best Regards,

(Tarun Dewan)  
Secretary