



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub : Inviting participation under MAI Scheme in Heimtextil 2024 fair, to be held at Frankfurt, Germany from 9-12 January 2024

Dear Member,

The Council proposes to organize India Pavilion at 'Heimtextil' fair, to be held in Frankfurt am Main from 9th to 12th January 2024. Heimtextil Fair, Frankfurt is the biggest international trade fair for home and contract textiles and is the meeting point with international trade visitors and decision-makers visiting the event.

About previous edition - Heimtextil January 2023

Heimtextil 2023 ended with concentrated intercontinental strength and set the course for a successful trade fair year. 44,000 buyers took advantage of the opportunity to participate in the global market for home and contract textiles and to gain a bundled overview of global textile innovations - from fibres, yarns, upholstery and decorative fabrics, functional textiles, outdoor fabrics, artificial leather and wallpapers to bed and bathroom textiles, mattresses, sleep systems, curtains and decorative cushions. The top visitor countries included Germany, Italy, Turkey, the United States, Great Britain, France, the Netherlands, Spain, Pakistan, India and Greece.

With a total of 129 participating nations, 2300 exhibitors participated in this mega event. The top ten exhibiting countries were China, India, Turkey, Pakistan, Italy, Germany, Spain, Portugal, France and Great Britain.

Exhibitor Profile

Globally unique product variety ranging from decorative and furniture fabrics to textiles for the bedroom, bathroom and table, wallpaper and sun protection systems, including fibres and yarns.

Visitor Profile

Retailers, wholesalers, designers, furniture and bedding stores, interior decorators, interior architects, architects, hotel outfitters and many other decision makers come to Heimtextil every year in January.

Participation under MAI scheme - January 2024 edition

The Council invites application from eligible exporters under the MAI scheme of Government of India for participation in January 2024 edition, as per details below:

18 Sq. Mtr. Standard Package booth rental (space + stand construction with furniture & fixtures + promotion activities), subject to feasibility of stand demarcation by the show organiser.

Total cost of participation is Rs. 9,00,340/- (Including Booth cost Rs. 6,75,000/- + compulsory media package Rs. 88,000 + GST 18% Rs. 1,37,340/-)

Larger stands in multiples of 3 Sqm at proportionately higher fee will be considered subject to availability according to floor plan. (\*prices subject to concurrence with the Billing Office of Messe Frankfurt)

Please note that this fee does not include airfare, hotel expenditure, sending display material and other related expenditure. MAI grant will not be available.

Important Note: For those exhibitors who have already made full payments to Messe Frankfurt India Office for their stall bookings are also encouraged to send in their application. The stall payment can be routed through the Council to avail benefit under the scheme. All such applications will be eligible for the scheme benefits subject to approval of Government and fulfilment of prescribed criteria in consensus with the Messe Billing Office in India.

It is obligatory for exhibitors to route the payment towards 9 Sq. mtr to TEXPROCIL, even though 100% payment has been made to MFI. Your payment to the council will be refunded after completing the procedures for the booking with MFI. Please contact the undersigned for more information on the same.

#### Cancellation

In case of cancellation / withdrawal of participation by Members, participation fees will be totally forfeited.

#### MAI funding

This is one of the events proposed by Council for receiving support from Ministry of Commerce under MAI Scheme. MAI subsidy will be eligible only for the first 15 companies applying for the participation with the completed application form and payment to avail the MAI benefit on a First Come First Served basis. The Council shall accordingly arrange to reimburse the subsidy amount applicable under MAI to the first 15 eligible participants subject to the following important criteria:

1. Those exporters who have already availed subsidized fee under MAI scheme for 3 or more times including past participation (through any Export Promotion Council) in this event are not eligible to get subsidy under MAI scheme for participation in this edition of Heimtextil, Frankfurt fair.
2. An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year.
3. In the event of participation of at least 15 exporters (for the 1st or 2nd or 3rd time), applicable MAI benefit will be passed on to eligible exhibitors after finalisation of the participation.
4. Further, the participants who have completed 12 months of membership with the Council and having exports of FOB value upto Rs. 50 crores in preceding year will be entitled for air fare reimbursement for the travel of Regular Director /

Partner / Proprietor or a regular officer of the company on senior managerial position. However, Member with zero export in the last financial year will not be eligible. The reimbursement will be upto Rs.75,000/- (economy class air travel) or actual (whichever is less) or a lumpsum amount subject to the final approval received from the Ministry.

### Travel regulations for participants

Please note, that it is generally possible for trade fair participants from abroad to enter Germany. Participants of trade fairs are considered business travellers with an urgent need to travel. More information on the topic of entry requirements for trade fair participants from abroad can be found on the website of AUMA, the German Trade Fair Industry.

<https://www.auma.de/en/exhibit...>

### COVID-19: entry and quarantine regulations in Germany

Due to the COVID-19 pandemic, restrictions for entry into Germany from areas of variant of concern apply. Persons entering these areas are required to provide a negative test result and quarantine. Restrictions from other areas have been lifted. For more details kindly visit the web site of Federal Foreign Office on the below link. <https://www.auswaertiges-amt.d...>

### Advantages of participation through TEXPROCIL

- Additional on-site Branding for India Pavilion
- 'Brand India' promotion at the Venue during the event
- Value Added Service to Group Participants

Exporters registered with TEXPROCIL and other Textile EPCs can apply for participation in this event. Members interested to participate are requested to fill up the attached Application Form ([click here](#)) and send it to us to receive our initial confirmation. On receipt of initial confirmation, members are requested to send participation fee by RTGS/NEFT as per details mentioned below:

Beneficiary: The Cotton Textiles Export Promotion Council  
State Bank of India, Opera House Branch, Mumbai  
Current Account No. [11107497602](#)  
IFS Code: SBIN0001417  
(Please email us UTR number after making the payment.)

Allocation of stand is subject to confirmation by Messe Frankfurt India (MFI) and payment of full participation fee.

Last date for sending application is 15th May 2023

The decision of TEXPROCIL Management would be final in case of any confusion/dispute.

Should you require any other information in this matter, we will be glad to answer the same. For further details please contact:

Mr. Rajesh Satam, Joint Director / Mrs. Mrunal Sawant  
The Cotton Textiles Export Promotion Council (TEXPROCIL)  
Engineering Centre, 5th Floor, 9 Mathew Road, Mumbai-400 004  
Tel: [+91- 22- 49444000](tel:+91-22-49444000)  
E-Mail: [rajesh@texprocil.org](mailto:rajesh@texprocil.org) (or) [mrunal@texprocil.org](mailto:mrunal@texprocil.org)

We solicit your participation in 'India Pavilion' at Heimtextil Fair, Frankfurt, Germany to be held from 9th to 12th January 2024.

Regards,

Dr. Siddhartha Rajagopal  
Executive Director

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