



TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of INDIA)

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E Serve No. 60 of 2019

May 02, 2019

**Sub: Inviting participation in Heimtextil Russia fair from
17th to 19th September 2019 and Buyer Seller Meet**

Dear Member,

The Cotton Textiles Export Promotion Council (TEXPROCIL) is organizing group participation in Heimtextil Russia from 17th to 19th September 2019 in Moscow, Russia. A Buyer Seller Meet (BSM) is also being organised coinciding with the fair inviting Russian importers to exclusively interact with Indian participants.

Heimtextil Russia is the only specialized trade fair for home and contract textiles in Russia. During 20 years of its presence on the Russian market it has become the best place to find suppliers of high-quality textiles in value added textiles for home and institutions like hotels, restaurants and offices.

Russia Textile & Clothing Market

- In the year 2018, Russia imported US\$ 11.17 billion worth of Textile & Clothing products, of which import from India's trade was only US\$ 297 million, thereby indicating huge scope for increasing our share in this market.
- In textiles, Russia imported almost US\$ 4.1 billion of which India's trade was US\$ 102 million. Cotton textiles are a major contributor to the textiles imported into Russian market.
- India ranked 6th amongst top 10 suppliers with a trade of 24.08 million in the year 2018.
- During the last three years (2016-2018) Indian supplies of home textiles into Russia have recorded a growth of around 11% year-on-year basis.
- China, Bangladesh, Belarus, Italy, Turkey are the major suppliers of Textile & Clothing to this market.

Trade Data on imports into Russia is attached for your reference ([Click Here](#)).

About Heimtextil Russia

- More than 200 exhibitors from 20 countries
- Over 17 000 professional visitors from all regions of Russia and the CIS countries
- One and only specialized trade fair for home and contract textiles in Russia
- The largest business platform of the Russian textile industry
- European standards of organization and deep knowledge of the Russian market

Exhibitor Profile

- Bedroom textiles: bed linen, blankets, pillow covers, mattresses
- Bathroom textiles: towels, bath mats and carpets, bath curtains, bathroom accessories
- Kitchen textiles: linen and non-linen table cloth, table decoration
- Window decoration: Curtains, sun-protection systems, accessories
- Furniture upholstery
- Wallpapers and wall coverings
- Textile floor coverings and carpets
- Fabrics for interior decoration & Leather

Visitor Profile

Profile of visitors include retailers, representatives of specialized shop chains and department stores, wholesalers, importers, distributors, manufactures, designers, contract business representatives etc. Visitor promotion activities aim at target buyers from Moscow as well as from key regions of Russia.

Benefits of exhibiting at the 'Incredible Textiles of India' pavilion in Heimtextil Russia

- Associate with the '**Incredible Textile of India**' brand and benefit from the successful trade relationship between India and the CIS region
- **Highly subsidized participating fee** (discount more than 20%) as compared to direct participation at the fair. **The subsidized participation fee for India pavilion is ONLY Rs. 3,00,000/- (Rupees three lakhs only) for 9 sq. mtrs special booth package.**
- An **early bird discount of Rs. 10,000/- (Rupees Ten Thousand Only)** is being extended for payments received on or before **20th May 2019**.
- An exclusive **B2B Meeting** with representatives of large retail chains and Contract business offering an opportunity to gain entry into the CIS market.

- The Council along with the expertise of Organizer – Messe Frankfurt Russia is undertaking **extensive publicity**, including tele-marketing, direct invites etc. to reach out to importers.
- **Direct contacts** with the key buyers, distributors, importers, large retail chains, representatives of contract business, designers and decorators from CIS region.

Participation Fees

Subsidized participation fees for 9 sq.mt. booth is Rs. 3,00,000/- (Rupees three lakhs only). (Larger booths are available on request).

An early bird discount of Rs. 10,000 is been offered if full payment & application is been received on or before **20th May 2019**.

Kindly note that corner booths will be charged extra at 10% of the participation charges (subject to availability).

Exclusive Booth Package for India Pavilion:

Each 9 sq. mt. of exhibit space includes: * Fascia * 1 power point socket * Carpet * 1 round table * 3 chairs * 3 spotlights * 1 waste basket. Special inclusion: * Wall shelves 6 nos and 1 console rod (OR) * 2 Wall lattice (Grating wall) and 1 console rod. (Additional accessories and stand services can be ordered directly with the organisers for which the information will be circulated in due course.)

The Council has also requested the organisers to extend special assistance to India Pavilion participants for Stay, Travel Visa and local logistics arrangements during the fair.

Please note that the participation fee does not include Airfare, Hotel expenditure, sending display material and other related expenditure.

Important condition:

In view of recent amendments in MAI guidelines, MAI benefit will be available to exporters only if a minimum of 25 Members participate in the event, subject to fulfilment of all other terms and conditions as per guidelines.

Members interested to participate are requested to fill up the attached Application Form and send it to us along with Cheque / DD Favouring 'The Cotton Textiles Export Promotion Council' payable at Mumbai. OR through RTGS as per details mentioned below:

State Bank of India, Opera House Branch, Mumbai
Current Account No.11107497602
IFS Code: SBIN0001417
Beneficiary: The Cotton Textiles Export Promotion Council
PAN no: AAAAT9241M

(**Important:** Please email us UTR no after remittance)

[Click here](#) for application form Messe Frankfurt Heimtextil, Russia.

[Click here](#) for Texprocil application form.

Companies interested to participate are requested to fill-up Disclaimer & Declaration Form also, given at Annexure-I ([Click here](#))

Last date for sending application form along with the payment of stipulated participation fee is 25th May 2019.

Guidelines for the Allotment of Booths:

1. All the participants who apply and pay the full participation fee on time would be considered for allotment of stall space on FCFS basis (No part payment will be accepted)
2. No change in the stall space, once allotted would be entertained under any circumstances.

Eligibility for financial assistance under Market Access Initiative (MAI) scheme:

As per Notification no. 11/197/2016-E&MDA dated 16.02.2018 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

“a maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further, MAI funding support shall only be provided to a member for a maximum of two MAI events in a year.”

Reimbursement of airfare: - Further the Council has sent proposal to Dept. of Commerce for sanction of grant on account of reimbursement of airfare (economy class) if it is approved by Ministry of Commerce, accordingly, Partner / Director/ Proprietor of participating firm/co. shall be eligible for reimbursement of airfare subject to fulfilment of criteria as per guidelines under Market Access Initiative Scheme 2018 issued by the Ministry of Commerce and amended from time to time.

Cancellation

In case of cancellation / withdrawal of participation, full participation fees will be forfeited.

Application

Exporters registered with TEXPROCIL and other Textile EPCs can apply for

participation in this event.

Interested Members are requested to fill up the attached Application Form and e-mail to: rajesh@texprocil.org / mrunal@texprocil.org

Participation in the exhibition will be confirmed only on receipt of completed application form and full payment towards the booth charges.

For further details, please contact:

Mr. Rajesh Satam - Joint Director / Mrs. Mrunal Sawant
The Cotton Textiles Export Promotion Council,
Engineering Centre, 5th Floor,
9 Mathew Road, Mumbai - 400 004,
Tel: +91 22-49444000
E-mail: rajesh@texprocil.org; mrunal@texprocil.org

Being an esteemed member of the Council & a leading exporter of cotton textiles, we solicit your participation thereby supporting initiatives by the Council.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

