



# TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL  
(Sponsored By Government of INDIA)  
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**Eserve No. 91 of  
2019**

**August 02, 2019**

**To: Members of the Council**

**Sub: MAI financial assistance is available for  
participation at Heimtextil 2020, to be held at Frankfurt,  
Germany during 7-10 January 2020**

**D ear Member,**

The Council proposes to organize India Pavilion at 'Heimtextil' fair to be held in Frankfurt am Main from 7 to 10 January 2020. Heimtextil is the first trade fair of the year for its sector, it is a climate and trend barometer for the new business year.

### **About Heimtextil 2019, Frankfurt, Germany**

Dates: 7 - 10 January, 2020 [4 days]

Venue: Messe Frankfurt Exhibition Grounds, Frankfurt am Main, Germany

In 2019 January edition Heimtextil marked a successful start to the new furnishing season: around 70,000 visitors from 156 countries experienced design innovations by 2,717 international exhibitors at Heimtextil from 8 to 11 January.

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.

**Participation Fee** (Based on Standard Estimates\*):

- MFI Pavilion – Messe Frankfurt Trade Fairs India Pvt. Ltd.

(A)	Participation fee for <b>STANDARD BOOTH</b> in MFI pavilion @ <b>Rs.32,995/m<sup>2</sup></b> Cost includes exhibition space + advertising & promotion activities by MFI. For more information refer to Annexure attached with Application Form.	<b>296,955</b>
(B)	<b>COMPULSORY MEDIA ENTRY</b> - applicable to every individual exhibitor. Exhibitor's company information is published in the information tools; catalogue, website, navigator app, interactive ground plan, information points.	<b>50,000</b>

	<b>Particulars</b>	<b>Cost (Rs.)</b>	<b>Taxes 18% GST</b>	<b>*Total Cost (Rs.)</b>
(A)	9 Sq. Mtr. Standard Package booth rental (space + stand construction with furniture & fixtures)	2,96,955	53,452	350,407
(B)	COMPULSORY MEDIA PACKAGE	50,000	9,000	59,000

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 Trade Fairs India Pvt. Ltd.)

### **MAI funding**

MAI funding has been made available for maximum of 30 number of participants through the Council subject to fulfilment of criteria prescribed in the MAI Scheme of Govt. of India. Application will be treated on **First-Come-First-Served basis** due to limited availability of funds under the scheme.

In accordance with the recent amendments in the MAI guidelines and conditional approval from the Ministry of Commerce, applicable subsidy will be reimbursed subject to the following important criteria:

- Those exporters who have already availed MAI benefit for 3 or more times including past participation (through any Export Promotion Council/s) are not eligible to get refund under MAI Scheme for participation in this edition of Heimtextil Fair, Frankfurt, Germany.
- An exporter can avail subsidised participation fee in a

maximum of 2 approved MAI events in a financial year.

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

## **CANCELLATION**

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

## **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

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 Cheque / DD for the requisite amount favouring '**The Cotton Textiles Export Promotion Council**' payable at Mumbai should be sent for final confirmation.

Last date: 1. For sending application is **August 09, 2019.**  
2. For sending payment is **August 12, 2019.**

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:

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We solicit your participation in 'India Pavilion' at Heimtextil Fair, Frankfurt, Germany to be held from 7 - 10 January, 2020.

Regards,

**Dr. Siddhartha Rajagopal**  
**Executive Director**

**:::TEXPROCIL :::**

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