

The Indian Silk Export Promotion Council

(Ministry of Textiles, Government of India)

Registered Office: 112-A, 1st Floor, Chiranjiv Towers, 43 Nehru Place 110-019; INDIA

Tele: +91-11-4054181; +91-9899573797;

Email : isepch@gmail.com; Website: www.theindiansilkexportpromotioncouncil.com

GST No: 07AAATT4407C1ZV / CIN: U17110DL1983NPL319014 / TAN:DELT14779C

ISEPC Cir No. 312/CTSA-BSM/2024-25

19th December 2024

To, **All Members of the Council,**

Subject: Unique Opportunity to display Make in India products - ISEPC Circular on organizing participate in Expo India of Silk Products cum Buyer Seller Meet in South Africa - from 24-25 Feb 2025: Reg:s

Dear Members,

We are pleased to inform you that **The Indian Silk Export Promotion Council (ISEPC)**, under the aegis of Ministry of Textiles & Ministry of Commerce, Government of India, is organizing India's National Level Participation in the Expo India of Silk Products cum Buyer Seller Meet in South Africa during 24-25 Feb 2025 in association with the concerned Indian Missions at Cape town and with the active support of local Trade Bodies, Chamber of Commerce to further strengthening exports of Silk & Silk blend and other Textile products to South Africa, which is an emerging market for us. Through this exhibition we will highlight India's strength in the silk textile segment to project India as a "New India". The participation of member companies in the Mega Silk Exhibition cum BSM are supported by Ministry of Textiles, Ministry of Commerce & Industry, as well, under MAI Scheme to showcase our latest contemporary vibrant designer collections exclusively to Southern African chain store buyers, independent retailers, boutique owners, home textile & soft furnishing buyers, agents, wholesalers, importers and other industry professionals.

India has a diverse and rich textile tradition. It is the second largest producer of textile and clothing in the world with its products being exported to over 120 countries. Recent estimates indicate that the country's textile sector will grow faster in the coming years and contribute a lot to the overall economy.

The key objective to participate in the event is to provides a unique platform to the exhibitors to showcase innovative and sustainable "Make in India" products to gain exposure, and connect with industry leaders and potential clients.

In terms of bilateral trade, the African Union is one of India's largest trading partners after the United States (US), China, and the United Arab Emirates (UAE). With a share of 1.99% in World Trade, India's total trade with Africa in 2024 was valued at USD 8707.53 Million.

Highlights of the event:

Name of the Event : **Expo India of Silk Products cum Buyer Seller Meet in South Africa;**
Dates of the Event : 24th – 25th February 2025
Venue : **Hotel Double Tree by Hilton Upper Side Cape Town;**
Organizer : **The Indian Silk Export Promotion Council (ISEPC)**

Applicable Charges : **Rs. 15,000/- per stand per Member company +18% GST;**

Participation Charges : **Rs. 20,000/- per stand per person + 18% GST**

Facilities included : Highly subsidized booth, one each display booth,
Two Night hotel stay on twin sharing basis with 2 breakfast & 2
Working Lunch at the Silk Exhibition cum BSM venue;

Visa assistance : The Council will provide recommendation letters in respect of the
Traveling Director / Proprietor / Partner or a permanent officer of the
Company in Senior Managerial Position;

In connection with your participation in the above, kindly note the following:

The participation will be limited to 30 member companies with MAI support, but those who wanted to participate on self-financing basis can also participate with upto date membership payment, having export performance in preceding year. The stand/display table area are heavily subsidized under MAI Scheme of Ministry of Commerce and preference will be given to MSE SC/ST/Women Entrepreneurs, Members from NES,J&K, Leh Ladhakh, start-ups;

Applications will be finalized with due diligence and selection of exhibitors will be done by the in house Exhibition Committee and there decision will be final and binding, as per MAI guidelines;

- Any extra requirements in stands will have to be borne by the participants themselves;
- One company will be allocated one highly subsidized display stand booth area only;
- Amount of Application charge doesn't include any expenses of representative/s of participants companies like airfare, visa charges, freight, transfer, vaccine & test charges, if applicable, in visiting cities of BSMS country etc;

A small common pool of Interpreters will be made available at Council's Information Booth manned by the Council's Coordinator, for helping exhibiting participants and visiting buyers. However, for an independent service of an interpreter, participants will have to use their own interpreters; if they so desire;

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- ✓ Participants will be provided visa recommendation letters (if so desire) in obtaining the Visas from the respect Missions only to the valid & eligible members;
- ✓ **Publicity & Promotion:** The event will be publicized extensively by the **ISEPC**. The Council will also publicize the Fair suitably through a separate Exhibitors Catalogue, sending invites to relevant textile importers in South Africa and adjoining economy, coordinate with the Indian Missions to promote the event to the leading importers of textiles & clothing, among other publicity measures;

Financial Grant:

- ❖ As ISEPC is organizing participation of member-companies in Mega Silk Exhibition & Buyer Seller Meet at SA under the revised MAI Scheme 2021 & 2023 of Govt of India, all eligible participating having up-to-date companies have been offered MAI subsidy on highly reduced amount of charges as above, subject to the fulfillment of certain conditions, laid down as under;
- ❖ Companies having valid IEC Number, 6-digit HS Code, PAN, DIN, GST, etc. are eligible for MAI subsidy. The company which has already availed MAI subsidy for three previous participations in the same event will not be eligible for MAI subsidy. In the case of exporters belonging to SC/ ST / Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed. The company which has already availed MAI subsidy for any three events in FY 2023-2024 will also not be eligible for MAI subsidy. In the case of exporters belonging to SC / ST / Women and the exporters having f.o.b. value of exports or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc);

Criteria for availing subsidy and reimbursement of air fare:

- ✚ ISEPC will provide to all eligible participants re-imbusement of costs of airfares, subject to fulfillment of certain conditions with no dues pending. The reimbursement of cost of economy class airfare to eligible participants will be limited with a maximum ceiling, subject to approval of the Govt of India under the revised MAI Scheme;
- ✚ **Reimbursement of airfare:** - The exhibitors will be entitled reimbursement of airfare (economy class) on the approval by Ministry of Commerce, Govt. of India. Accordingly, regular director / partner / proprietor / regular officer of the company on senior managerial position of participating firm/company having 12 months membership with Council, **exporter having minimum FOB value of exports Rs. 50 lakhs but below Rs. 50 crores** in the preceding financial year shall be eligible for reimbursement of airfare as per MAI guidelines under the required para of the Market Access Initiative Scheme;
- ✚ Members to have completed one year of Membership with No outstanding dues;
- ✚ It is permissible only to the regular **Director / Partner/ Proprietor or a permanent officer of the company on Senior Managerial Position** (not admissible to a new employee and to a foreign national or who carry a foreign passport);
- ✚ **Travel Claim forms duly filled in and complete in all respects together with all original documents as per MAI Guidelines, must be submitted to the Council within seven days of completion of event;**

Initial Application form for claiming re-imbusement of airfare should reach to Council 14 days prior to your departure date;

An exporter can claim MAI benefit for participation in one booth only. Additional booths can be booked by the member participant without MAI support (One booth per company only for MAI eligibility with updated IEC); please attach a copy of IEC & RCMC;

Participants will be selected on a "First-come-first-served" basis by the management of the Council. The Application will be received as its postponed activity of the last year and registration charges would remain same, per applicant per company, as above;

Apply for participation: Exporters registered with ISEPC can apply for participation with valid membership. Members interested in the above event are requested to kindly fill up and submit the **"Application Form" together** with a copy of updated and valid IEC & RCMC copy with registration fee & participation charges by way of Demand Draft / Cheque at par in favor of **"The Indian Silk Export Promotion Council**, payable at New Delhi. Incomplete unsigned / unstamped application will summarily be rejected. The payment can also be sent through RTGS / NEFT as per the Bank details:

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Bank Details of ISEPC- Yes Bank Ltd, Rajori Garden, ND

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|----------------|---|
| A/c NAME | THE INDIAN SILK EXPORT PROMOTION COUNCIL |
| A/C No | 003094600000771 |
| BANK NAME | Yes Bank Ltd. |
| BRANCH NAME | Rajouri Garden, New Delhi |
| BRANCH ADDRESS | Ground and First Floor,A-42, Vishal Enclave,Opp to TDI Mall, New Delhi110027 |
| IFSC CODE NO | YESB0000030 |

Refund policy- No refund of application or participation fee is applicable in any circumstances or even if participation is withdrawn on any date thereafter. No adjustment of fee will be allowed for future events, as we are offering participation on heavily subsidized rates;

Interested Members are requested to kindly fill & send the attached **Application Form** along with remittance in favour of "**The Indian Silk Export Promotion Council**", payable at **New Delhi**, (one stand to one eligible member company), by return or physically and confirm the same, so that we can forward the names to the respective Committee.

On receipt of members' interest with full remittance from the eligible members who have no pendency of Membership or any other dues, the application will be selected by the "In House Exhibition Committee" on FCFS basis by following due diligence guidelines of the Govt of India.

This activity is being done under revised MAI scheme, hence, all terms and conditions of the same will be applicable.

Post show obligation of the participants: The Member exporters shall submit Application Form duly filled in to ISEPC's Chief Representative on the last day of the fair in Cape Town, South Africa, which are mandatory;

Sd/-

(Sanjeev Kr Sharma)

Addl Executive Director
ISEPC New Delhi, India

Encls: Application form;

NOTE: Application Form duly filled in, signed and stamped is a must condition with update Membership with a copy of valid passport;

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Mega Silk Exhibition cum Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa - from 24-25 Feb 2025

NOTE: Application Form with upto date Membership, Registration & participation Fee are must

As per MAI Guidelines, any Company & Member participated in earlier Fairs held in this Region of ISEPC or through any other EPCs / Trade Bodies are not eligible to participate in this BSM

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|--|--|
| Name of the Event: | Two Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa 24-25 Feb 2025 |
| Name of the Company | M/s |
| Name of Member person | Mr / Ms |
| Full Address of the Company with pin code | |
| ISEPC Valid RCMC Number | |
| Membership Fee Paid upto the FY 2024-25 (if not renew it before applying) | Yes / No |
| Type of Company (Please Tick Mark) | Pvt. Ltd / Prop / Partnership |
| Mobile No. of the participant (Director / Proprietor / Partner / Officer) | |
| Email ID of the participant/company & participating Person | |
| Person participating in the event /Designation/Passport Number NOTE: (Passport should have the validity of more than 6 months) from the date of travel. | Name |
| | Designation: |
| | Passport Details as per format: |
| | Passport No: _____ Date of Issue: _____ Date of E Expiry: _____ Date of Birth: _____ Place of Issue: _____ |
| | |
| PAN No. (Mandatory) | |
| Updated & Valid IEC Code No. (Mandatory) | |
| Whether belongs to MSME (Please Tick Mark) | Yes / No |
| Whether belongs to (Please Tick Mark) | SC / ST / General, Women |
| Whether belongs from NER, J & K, Ladakh and Hill / NCR Areas | |
| Number of events participated with MAI Support during the current year | |
| Whether participated in the same event previously, If Yes, kindly mention year | |
| Name of Proprietor / Director / Partner | |
| Products HS Code 6 digit level (Mandatory) | |
| GST Number | |
| Requirement of space | Display area (one display area booth) |

I, _____ being Proprietor / Partner / Authorized Director of M/s _____ do hereby undertake to abide by the terms & conditions of participation in the above Fair governed by MAI Guidelines of the DoC and certify that I have not availed the benefit of MAI grant for participation in any activity abroad through any other Council during the current year FY for more than one occasion and thus eligible for participation for availing grant in the above activity DURING 2024-25;

We are enclosing two Cheques Rs. 15,000/-+18% GST & Rs 20,000/- + 18% GST per participants, per company (non-refundable / non adjustable, in any circumstances) towards Application and Participation fee, in favour of "THE INDIAN SILK EXPORT PROMOTION COUNCIL", payable at New Delhi.

(Signature of the Applicant) Stamp / Seal of the Company

Date:.....

NOTE: *Please enclose a copy of valid passport (1st and last page) & updated IEC Signed & stamped application with no dues;