

The Indian Silk Export Promotion Council

{Supported by Ministry of Commerce & Sponsored by Ministry of Textiles Govt. of India}

112-A, Chiranjiv Towers, 43 Nehru Place, New Delhi – 110 019, India

ISEPC Cir No. 312/2C-SA-BSM/2022-23

28th February 2023

To, All Members of the Council,

Subject: ISEPC Circular on organizing participate in Two City Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa - from 29-31 March 2023 Reg: (Postponed activity of last year)

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 Two City Mega Silk Exhibition cum Buyer Seller Meet in South Africa during 28-31. March 2023 in association with the concerned Indian Missions at Durban and Cape town and with the active support of local Trade Bodies, Chamber of Commerce to develop exports of Silk & Silk blend and other Textile products to South Africa, which is an emerging market for us and to celebrate and commemorate 75 Anniversary of Independence of India-Azadi Ka Amrit Mahotsav, and G-20 and 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.

Unlike in other regions of the world, the value of intra-Africa trade has remained low over the years. Moreover, Africa accounts for just 2 percent of global trade. In 2021, African countries launched the African Continental Free Trade Area (AfCFTA), which aims to create a single African market for the free movement of goods, services, labour, and capital, and increase intra-African trade. AfCFTA may be able to provide to our member firms and investors certain opportunities to tap into a larger, unified, and robust African market.

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 8.52 percent in world trade, India's total trade with Africa in 2019 was valued at USD 68.33 billion.

Highlights of the event:

- | | |
|------------------------------|--|
| Name of the Event | : Two City Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa; |
| Dates of the Event | : 29th – 31st March 2023 |
| Venue | : Convention/Exhibition Halls in Hotels Durban & Cape-town: (Two BSMs) |
| Organizer | : The Indian Silk Export Promotion Council (ISEPC) |
| Total Charges | : Two Cheques as under: |
| Registration Charges | : Rs. 7,500/- per stand per Member company; (Inclusive of 18% GST); |
| Participation Charges | : Rs. 47,200/- per stand per Member company, (Inclusive of 18% GST); |
| Facilities included | : Highly subsidized participation, one each display booth / space, One night Hotel stay on twin sharing basis with 1 breakfast & 1 Working lunch at each BSM; |

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 M S E SC / ST / Women Entrepreneurs, Members from NE, J&K, Le h 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 registration charge doesn't include any expenses of representative/s of participants companies like airfare, visa charges, freight, transfer, Covid vaccine & RTPCR / Rapid Antigen 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;
- ✓ Participants will be provided visa recommendation letters (if so desire) in obtaining the Visas from the respect Missions only to the valid 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 of Govt of India, all eligible participating companies have been offered MAI subsidy for reduced amount of charge 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 2022-2023 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 of 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-imbursement 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 is eligible only to the exporting company as per the revised MAI Guidelines and should have export performance, **having the export turnover below Rs 50 crores (FOB value) in the preceding financial year 2021-22**, subject to furnishing of required documents with self-certification and approval of the same by the Govt. of India;
- 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 a foreign passport holder);
- **Travel Claim forms duly filled in and complete in all respects together with all documents as per MAI Guidelines, must be submitted to the Council within seven days of completion of event;**
- **Initial Application form for claiming re-imbursement 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 rejected. The payment can also be sent through RTGS / NEFT as per the Bank details:

A/c NAME	THE INDIAN SILK EXPORT PROMOTION COUNCIL
A/C No	8311902587
BANK NAME	Kotak Mahindra Bank
BRANCH NAME	New Delhi, K.G. Marg
BRANCH ADDRESS	Ground Floor, Ambadeep 14, Kasturba Gandhi Marg, ND1
IFSC CODE NO	KKGK0000172

Due to Covid-19 safety, it is mandatory that all visiting representatives should be fully vaccinated confirmed by Vaccination Certificates and carry copies and follow the guidelines of the visiting countries.

Refund policy- No refund is applicable in any circumstances or even if participation is withdrawn on any date thereafter. No adjustment of fee will be allowed;

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 member company), by return or physically and confirm the same, so that we can forward the names to the respective authorities;

Confirmation of booking will be made to the eligible member-participants, as mentioned above, on First-Cum- First-Serve basis by 09/03/2023, subject to approval and receipt of MAI Grant. This rolled over activity is being done under revised MAI scheme and a postponed one and hence, all terms and conditions of the same will be applicable.

Note: If Council does not receive required number of applications from its members for the fair, then the ISEPC Management may take a decision to drop / postpone the activity / event.

Sd/-

(Sanjeev Kr Sharma)
Addl Executive Director, ISEPC
New Delhi, India

Encls: Application form;

NOTE: Registration Form duly filled in, signed and stamped is a must condition with update membership;

THE INDIAN SILK EXPORT PROMOTION COUNCIL

(Sponsored by Ministry of Textiles, Supported by Ministry of Commerce Govt. of India)

{112-A, Chiranjiv Towers, 43, Nehru Place, New Delhi - 110 019, India}

Two City Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa - from 29-31 March 2023

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

Name of the Event:	Two City Buyer Seller Meet cum display of Silk and silk blend with silk importers in South Africa 29-31 March 2023
Name of the Company	M/s
Full Address of the Company with pin code	
ISEPC Valid RCMC Number	
Membership Fee Paid upto the FY 2022-23 (if not renew it)	Yes / No
Type of Company (Please Tick Mark)	Pvt. Ltd / Prop / Partnership
Mobile No. of the participant (Director / Proprietor / Partner)	
Email ID of the participant/company	
Name of the 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)	
CIN Number (21 Digit)	
DIN Number (8 digit)	
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	
Name of the Directors	
Names of the Partners	
Products HS Code 6 digit level (Mandatory)	
GST Number	
Requirement of space	Display area (one booth or two 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 2022-23;

We are enclosing two Cheques (i) Rs. 7500/- & (ii) Rs. 47,200/- (Rs 40,000/-+18% GST) per participants, per company (non-refundable / non adjustable, in any circumstances) towards Registration 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;