



# POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt. of India)

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पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

PDEXCIL MUM/For Events MAI/ / 2021-22/92/Part III/ 50

09.07.2021

## Sub: Heimtextil-2022 from 11<sup>th</sup> to 14<sup>th</sup> January 2022 at Frankfurt, Germany

Dear All,

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) is organizing group participation in Heimtextil 2022 from 11<sup>th</sup> to 14<sup>th</sup> January, 2022 at Frankfurt, Germany, likely to be held under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

At Heimtextil 2022, visitors will be able to have live interaction & physical display of fabrics & home textiles. Heimtextil is the largest and most important international trade fair for home and contract textiles. At no other venue are so many products and designs presented in such fascinating variety. Showcase your products and do business with international decision makers. Thousands of buyers from Germany, USA, Pakistan, Italy, Spain, France, UK, China etc. visit the show, which shows that the exhibitor will get an opportunity to meet buyers from around the globe. The event concentrates on home textiles, household textiles, service in the field of textile designing, techniques like CAD/CAM, digital print technology etc.

Event Name	Heimtextil-2022
Venue	Messe Frankfurt Exhibition Hall Frankfurt, Germany
Date	11.01.2022 to 14.01.2022
Exhibitor profile	Made-ups & Home Textiles including fabrics for such products
Visitor profile	Importers Exporters Retail sectors Institutional Buyers including hotels and department stores
MFI Pavilion Stand	18 or 20 sqm White Shelf boards for 1 meter panel & Fabric rods for 1 meter panel (5 in total), *Table 70 x 70 cm round or square (1pc), Chairs (4pcs) *Alternatively: chair (2pcs) & Acrylic glass hygiene protective screen for table free standing (1pc) Hand disfection pump dispenser and surface disinfection with paper towels (1pc), Waste paper basket (1pc), Triple electrical outlet (1pc), HQI and LED arm lights, Decoration grid /Pin Board (Combination or either) (2pcs).
Organiser	Messe Frankfurt Exhibition GmbH

\* EITHER Table 70 x 70 cm round or square (1pc), Chairs (4pcs) package OR Alternatively: chair (2pcs) & Acrylic glass hygiene protective screen for table free standing (1pc) package

### **Main reasons why you should be an exhibitor at Heimtextil 2022:**

- **Encounter top decision makers:** Architects, wholesalers, designers, interior decorators, hospitality experts, interior designers, retailers, visual merchandisers.
- **Win over buyers:** Meet your target groups in person. Buyers from all over the world comes to find inspiration and conclude the most important deals of the year.
- **Size counts:** Present your offer at the largest venue for textile design and trends with countless networking opportunities.

Regional Office :Texvalley Market (P) Limited, Basement No 1, Gangapuram Post, Erode - 638102, Tamil Nadu.

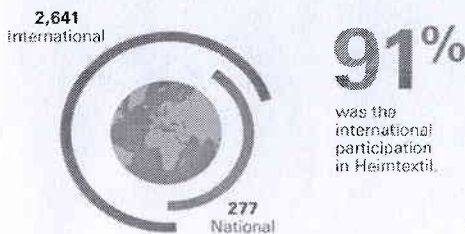
Email: pdexcilia@gmail.com

- **Raise your international profile:** The whole industry comes to Frankfurt to network – and to meet exhibitors!
- **Be seen:** Trade visitors will find a globally unique range of products across 16 hall levels.
- **In the vanguard:** Measure yourself against the big names of the industry and make a difference
- **Set trends:** Showcase your latest on-trend products and collections!

A particular highlight again in 2022: With its Texpertise Network, Messe Frankfurt supports sustainable development goals worldwide as part of a collaboration with the Conscious Fashion Campaign and the United Nations Office for Partnerships. At its international textile events – including Heimtextil – Messe Frankfurt provides an information platform for the UN's Sustainable Development Goals: They present examples that demonstrate socially and environmentally responsible textile production for more sustainable global development, the promotion of the circular economy and the creation of fair working conditions.

**Facts & figures for Heimtextil 2020:** 62,970 trade visitors from across the world came to visit the leading international trade fair for home and contract textiles from 7 to 10 January 2020. 2,918 exhibitors from 64 countries presented their innovations during the trade fair.

Exhibitor figures, 2,918 exhibitors from 64 countries



Visitor figures, Top 10 visiting countries



#### Participation information:

- Stall size: 18sqm (limited numbers in each category)
- Participation fee: There are limited stalls in each category. PDEXCIL will provide 18 sqm area at **Rs. 5,67,000/- + 18% tax (GST)** which include compulsory media package.

#### Important notes for participation:

- 18 sqm stall is likely to be converted into 20 sqm, because of area planning due to covid pandemic restrictions, the costing in such case for additional 2 sqm will be Rs 79,058/- which is to be paid directly to Messe Frankfurt –India.
- Kindly note that council has booked limited number of booths in the event and therefore approval/allotment of the stall will be strictly on first cum first served basis.

**\*Note: Council has applied for MAI Grant for Heimtextil 2022, the decision from Ministry is still awaited, once the MAI Grant will be approved a revised circular with final participation fee will be released.**

**Payment Policy:** INR 1,00,000/- as an advance amount for booking the stall is to be sent along with the application form (attached) on or before 26<sup>th</sup> July, 2021. Balance full and final amount is to be settled by 10<sup>th</sup> August, 2021.

**Refund Policy:** In case of any unforeseeable circumstances arising due to COVID-19 such as travel restrictions or travel ban by the country & not individual cases or any other situation as finalized by PDEXCIL's management, participation fees will be refunded to participants.

**Cancellation Policy:** In case of cancellation/withdrawal/rollover of participation by the applicant or individual cases of travel restriction full participation fees will be forfeited.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel charges, foods, local travel expenses & any other incidental expenses will be borne by the participants by their own. However, **eligible participants may claim reimbursement of air-fare subject to the guidelines of MAI scheme and sanction of fund from Ministry of Commerce, Govt. of India.**

Interested members may fill the application form (attached herewith) and send the same to PDEXCIL office by email on [pdexcilmumbai@gmail.com](mailto:pdexcilmumbai@gmail.com) along with company profile & participation fee as mentioned above by Demand Draft /Pay Order/Cheque/Online transfer in favor of "Powerloom Development & Export Promotion Council". Since there is limited availability of space, your prompt and early action is requested.

**Basic Eligibility Criteria for financial assistance under MAI scheme:**

Maximum of three participations in a particular trade fair/ exhibition, i.e., members who have availed assistance three times (including past cases) for a particular fair / exhibition and 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.

**Basic Eligibility Criteria for air fare reimbursement:**

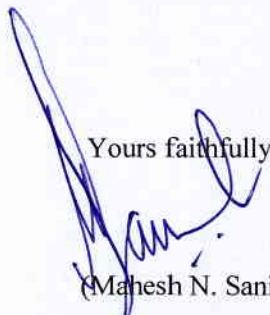
- Exporter having export upto Rs. 30 crore in the previous year
- Having membership with EPC for atleast past 12 months and submitting export return regularly
- Only to regular Director/Partner/Proprietor of the company (1 person)
- Claim to be submitted within 90 days of return to India in the prescribed format with all supporting documents (for more details refer MAI guidelines)
- Assistance would not be available to exporter of foreign nationality or holding foreign passport
- Airfare reimbursement is subject to the sanction of grant by the Dept. of Commerce

In case you need any clarification, please feel free to contact us at:

PDEXCIL Head Office:- 022- 28502050/2060,

- Ms. Lavany Saxena, Assistant Director: +91 9892886912
- Mr. Pankesh Chipkar, Assistant: +91 9821126523
- Ms. Nasreen Mujawar, Office Assistant: +91 8433880538

Yours faithfully,



(Mahesh N. Sanil)

Executive Director