



POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

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

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पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

BY EMAIL

PDEXCIL MUM/For Events MAI/2021-22/92/Part IV/282

22.11.2021

Sub: Spring Fair from 6th to 9th February, 2022 at NEC Birmingham, United Kingdom (UK)

Dear All,

We are pleased to inform that PDEXCIL is organizing group participation in Spring Fair from 6th to 9th February, 2022 at NEC Birmingham, United Kingdom (UK) to be held under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

About the event:

Spring Fair is the UK's largest and most definitive wholesale marketplace for the B2B home, gift and fashion retail industry. The live event is at the NEC Birmingham in February across four days and features four key buying destinations - Home, Gift, Fashion and Design & Source. Spring Fair brings UK and international brands and suppliers together with retailers, buyers, contractors and designers to build communities, nurture collaboration and forge lasting relationships. If you want to touch, feel and experience the latest products, trends and innovations across home, gift, fashion and sourcing - Spring Fair is the marketplace for you. Designed to help buyers find exactly what they're looking for at Spring Fair, the Curated Meetings programme provides a dedicated space for exhibitors and visitors to buy, sell and create long-lasting relationships. As well as facilitating tailored 1:1 sessions between buyers and the suppliers they're most interested in. Encompassing 4 key buying destinations across 4 days, carefully curated show sectors including the co-located Moda Fashion and a live content theatre, Spring Fair is the definitive showcase for the best products, launches, trends and inspiration. Putting your brand in front of thousands of UK and international buyers is what is done at the show, before and after. Benefit from industry-leading, multi-channel marketing campaigns and social reach.

- A dedicated profile showcasing exhibitor brand and products
- Webinars with industry experts
- A dedicated profile on the Spring Fair Match app
- Gallery of digital banners to promote your presence on your channels

Show Sector: Spring Fair's distinctive product sectors is the UK's launchpad for new collections, new innovations and where best-sellers are discovered. There's a place for every business and every product type at Spring Fair core sourcing destinations - Home, Gift and Fashion including the newly co-located, Moda fashion and footwear event.

Venue	NEC Birmingham, United Kingdom (UK)
Date	6 th – 9 th February, 2022 (4 days) Physical Event
Exhibitors	About 2,500+ from 36 countries, 600+ new exhibitors in 2019
Visitor	About 50,000+ from 6 continents, 90% UK, 10% international Top 10 visitors countries (excluding UK & Ireland): Australia, Belgium, China, Cyprus, Czech Republic, Denmark, France, Germany, Hong Kong, India, Italy, Malta, Netherlands, Nigeria, Norway, Poland, Portugal, Spain, Switzerland, United States
Shell Scheme (9 sqm booth)	Custom Exhibit Space Stand Build, 1 Table, 2 Chairs, 3 Rails/3 racks, 1 dustbin, Three 150w Spotlights, Carpet, Company Name and Stand Number On The Fascia
Participation Charges	INR 2,90,000/- for 9 sqm booth and proportionate charges for proportionate sqm

Payment Policy: Participation fee for booking the stall is to be sent along with the application form (attached) on or before **24th December, 2021**.

Refund Policy: In case of any unforeseeable circumstances arising due to COVID-19 such as travel restrictions or travel ban by the country at National level (not any personal issue) or any other situation as finalized by PDEXCIL's management, participation fees will be refunded to participants/ rollover to next edition of the show.

Cancellation Policy: In case of cancellation/withdrawal/rollover of participation by the applicant, full participation fees will be forfeited.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel stay, 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) immediately along with the participation fee as mentioned above by Demand Draft /Pay Order/Cheque/Online transfer in favor of Powerloom Development & Export Promotion Council. It is to informed that there are limited stalls available and preference will be given on **first-cum-first-served basis** and on receipt of **full participation fee**.

Visa:

- PDEXCIL as organising group participation, will provide necessary assistance to the representatives of the participating company by issuing visa recommendation letter only to the concerned Embassy for obtaining visa.
- PDEXCIL shall not be liable, in case the concerned Embassy of the host/ transit country denies visa to a representative of the participating company for any reason.
- Since PDEXCIL, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction / decoration of stand, catalogue entry, general publicity

support etc., it will not be possible to consider any refund on account of denial of visa / delay in receipt of visa.

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.

Eligible participants may get airfare reimbursement of upto R. 75,000/- having the following Basic Eligibility Criteria for air fare reimbursement:

- Exporter with an f.o.b. value of exports below Rs 50 crore in the preceding financial year
- Having membership with EPC for atleast past 12 months and submitting export return regularly
- Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position
- Claim to be submitted within 45 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

To ensure your participation, please send the application to PDEXCIL office by email/post/hand delivery on or before the deadline. The application form can be sent on email id; pdexcilmumbai@gmail.com

Details for RTGS/NEFT Payment:

Name	POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL (PDEXCIL)
Account No.	30112394507
Account Type	CURRENT ACCOUNT
IFSC Code	SBIN0000567
Bank & Branch	STATE BANK OF INDIA, SAKINAKA BRANCH, SAKI VIHAR ROAD, ANDHERI (EAST), MUMBAI-400 0072. TEL. NO. 022-28591973, 28521307

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, Section Officer: +91 9821126523
- Ms. Nasreen Mujawar, Jr. Assistant: +91 8433880538

Yours faithfully,



(Mahesh N Sanil)
Executive Director