



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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To: Members of the Council

Sub : MAI financial assistance is available for participation at Heimtextil 2022, to be held at Frankfurt, Germany from 11 to 14 January 2022

Dear Member,

The Council proposes to organize India Pavilion at 'Heimtextil' fair to be held in Frankfurt am Main from 11 to 14 January 2022. Heimtextil is the first trade fair of the year for its sector, it is a business and trend barometer for the new buying season.

About Heimtextil 2022, Frankfurt, Germany

Dates: 11 – 14 January, 2022 [4 days]

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

In 2020 January, the 50th edition of Heimtextil marked a successful start to the new furnishing season: around 70,000 visitors from 156 countries experienced design innovations by 2,952 international exhibitors at Heimtextil January 2020.

The preparations for the coming Heimtextil from 11 to 14 January 2022 are in full swing. Around 1,700 companies have so far announced their intention to exhibit at the fair. And there is great interest among Heimtextil visitors, too. In a poll conducted in June 2021, no less than 93 percent of respondents said they are interested or plan to travel to Frankfurt for Heimtextil 2022.

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 India Office

Particulars: 18 Sq. Mtr. Standard Package booth rental (space + stand construction with furniture & fixtures + promotion activities)

Cost: Rs. 6,02,982,

Taxes 18% GST: Rs. 1,08,537

*Total Cost: Rs. 7,11,519

COMPULSORY MEDIA PACKAGE :

Cost: Rs. 50,000

Taxes 18% GST: Rs. 9,000

*Total Cost: Rs. 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 India)

Important Note: This is one of the event supported by Ministry of Commerce under MAI Scheme. For those exhibitors who have already made full payments to Messe Frankfurt Office for their stall bookings are also encouraged to send in their application. The stall payment can be routed through the Council to avail the MAI benefit. All such applications will be eligible for the scheme benefits subject to fulfilment of prescribed criteria and consensus with the Messe Frankfurt India Billing Office.

CANCELLATION

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

MAI funding

In accordance with the recent amendments in the MAI / MDA guidelines and conditional approval from the Ministry of Commerce, subsidized fee is available for maximum of 20 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 subject to the following important criteria:

1. Those exporters who have already availed subsidized fee under MAI scheme for 3 or more times including past participation (through any Export Promotion Councils) in this even are not eligible to get refund under MAI scheme for participation in this edition of Heimtextil, Germany.
2. An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year.
3. In the event of participation of at least 20 exporters (for the 1st or 2nd or 3rd time), applicable MAI benefit will be passed on to eligible exhibitors after finalisation of the participation.
4. Further, the participants who have completed 12 months of membership with the Council and having exports of FOB value upto Rs.50 crore in preceding year will be entitled for air fare reimbursement for the travel of Regular Director / Partner / Proprietor or a regular officer of the company on senior managerial position. The reimbursement will be upto Rs.75,000/- (economy class air travel) or actual

(whichever is less) or a lumpsum amount subject to the final approval received from the Ministry.

Travel regulations for participants

At present, participants from almost all countries can enter Germany without having to go into quarantine. The only exceptions are for travellers from high-risk areas. At all events, international participants will need proof of complete vaccination or recovery from the virus or a valid antigen test. Additionally, all participants are advised to familiarize themselves with the latest entry, testing and quarantine regulations in Germany at www.auswaertiges-amt.de/en/einreiseundaufenthalt/coronavirus.

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, members are requested to send participation fee by RTGS/NEFT as per details mentioned below:

State Bank of India, Opera House Branch, Mumbai
Current Account No. [11107497602](#)
IFS Code: SBIN0001417
Beneficiary: The Cotton Textiles Export Promotion Council
(Please email us UTR number after making the payment.)

Allocation of stand is subject to confirmation by Messe Frankfurt India (MFI) and payment of full participation fee.

Last date for sending application is 30.09.2021.

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:

Mr. Rajesh Satam / Mrs. Mrunal Sawant
The Cotton Textiles Export Promotion Council (TEXPROCIL)
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Tel: [+91- 22- 49444000](tel:+91-22-49444000)
E-Mail: rajesh@texprocil.org (or) mrunal@texprocil.org

We solicit your participation in 'India Pavilion' at Heimtextil Fair, Frankfurt, Germany to be held from 11 – 14 January, 2022.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

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To ensure that you continue receiving our emails, please add us to your address book or safe list.



JOIN US TO ENSURE COVID APPROPRIATE BEHAVIOUR

An initiative by
TEXPROCIL
THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored by Government of India)
AN ISO 9001:2015 CERTIFIED COMPANY

VACCINATION FOR ALL

- "Vaccination for All" at a faster pace is the only possible measure to save lives and revive the economic activity.
- The Council appeals to the exporting fraternity to undertake "Free Vaccination Drives" for all their Staff, Workers, Employees and their Families so that the status of 'NIL COVID-19' positive cases is achieved across country at the earliest.
- TEXPROCIL partners you in actively promoting the "Vaccination for All" initiatives undertaken by your company and requests you to send details on the LINK provided below.
- Along with the details, kindly also share photographs so that the Council can publicise the same through TEXPROCIL Enewsletter and social media platforms.

TEXPROCIL SUPPORTS THE NATIONAL ENDEAVOUR TO ENSURE COVID APPROPRIATE BEHAVIOUR & VACCINATION FOR ALL

WE SUPPORT THE VACCINATION DRIVE (CLICK HERE)
Information: info@texprocil.org | Website: www.texprocil.org

Subscribe us on WhatsApp +91-9152009163



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