

## Details of Indian Textile Exhibitions under MAI Scheme for the year 2016-17

### **I) Indian Textile Exhibition (INTEXPO BANGLADESH) in Dhaka, Bangladesh**

- 1) **Name of the Programme** : INTEXPO BANGLADESH  
(Stand Alone Exhibition)
- 2) **Scheme under which the  
Exhibition is being organised** : MAI Scheme
- 3) **Month/Dates of the Event** : 30<sup>th</sup> to 31<sup>st</sup> May 2016
- 4) **Proposed venue of the Event** : Pan Pacific Sonargaon Hotel
- 5) **Total number of proposed  
Participants** : 50 Exhibitors
- 6) **Products to be exhibited** : Fabrics, Made-ups, Fashion  
accessories, Home Furnishings,  
Yarns and Fibre
- 7) **Basic objectives of the Event** :
  - ☞ Providing opportunities to Indian exporters to meet prospective buyers/agents to generate business enquiries.
  - ☞ Helping the existing exporters to this market to further expand their contacts and give opportunities to new exporters to establish trade-contacts with their prospective customers/ buyers.
  - ☞ Increasing awareness about Indian capabilities to facilitate further expansion in our trade with Bangladesh
  - ☞ Understanding the specific requirements of the Bangladeshi buyers and traders of textiles, and identify consumer preferences.

- ☞ Explore possibilities to enable participating member-companies to discuss business with their Bangladeshi counter-parts sitting across the table during the exhibition.

#### 8) **Potential of Bangladesh market :**

- A fast growing market for textiles
- Emerged as the second largest apparel exporting country in the world
- Readymade Garment Industry (RMG) in Bangladesh has seen a meteoric rise from 30 enterprises in 1980 to about 6000 in 2014-15 fiscal year.
- RMG make up 78% of the country's annual exports of US\$ 24 billion. Analysts say the apparel export earnings can be more than doubled by the year 2020.
- During 2014-15, Bangladesh has emerged as the 4th largest market for buying Indian MMF textiles.
- Bangladesh imported around US\$ 4 billion of Man-made fibre from the world during 2014, of which India's share was only around 10%.
- During 2014, Bangladesh imported around US\$ 2 billion of man-made fibre – based fabrics from the world, of which India's share was 11%.
- During 2014, Bangladesh imported around US\$ 900 Million of man-made fibre – based yarn from the world, of which India's share was around 10%.
- Exports of MMF Textiles from India to Bangladesh have steadily grown over the years to reach to the tune of US\$ 338 million during 2014-15 -- recording a growth of 47% compared to the previous year.
- Main items of export from India to Bangladesh are polyester filament fabrics, nylon filament fabrics, sarees, furnishing articles, laces, muffler, acrylic spun yarn, polyester texturised yarn, polyester cotton yarn, viscose staple fibre, polyester staple fibre etc.
- The leading markets from which Bangladesh sources its requirements of textiles include Thailand China, Taiwan, India, Hong Kong, South Korea, Indonesia, etc.
- Bangladesh is now improving its competitiveness by reducing total production and distribution time, which will improve surface-level competitiveness by reducing lead time. It is also trying to diversify its

markets to include Japan, Australia and other important international markets.

- 9) **Guidelines for participation in Exhibitions through MAI funded programmes:**
- i) From 2016-17 onwards, each proposal should indicate value of exports to the market(s) targeted, trend in exports (for at least two years) and strategic interest of India
  - ii) Department of Commerce is developing a software system for monitoring the MAI/MDA funding and process of online monitoring in the beginning of 2016 itself. This online system is proposed for the fund releases for the proposals approved for 2016-17.  
For proposals of 2017-18 onwards Online Application Format is also proposed to be introduced through NCTI
  - iii) The Council should draw up a firm calendar of all flagship Events as per the international practice and develop the branding of that Event to make it universally acknowledged Event (organized at a fixed timeframe annually)  
Indicative calendar for 5 years needs to be drawn up in advance
  - iv) The Council while seeking funds for established Events, may tend to seek less of Govt. funding and over a period of time make the scale of Show bigger and bigger by taking more contributions from the Exhibitors. Such established Event participation should aspire to cut down on support of visitors – i.e. the representation of the Event should attract visitors on its own without having a need to subsidies their visits
  - v) State specific Events would be discouraged, unless the content justifies participation from national level importance
  - vi a) Details of Events to be organized by the Council with MAI support must be uploaded on the Council's (Organizer) website immediately.
  - Vi b) Important dates of the Event & Criteria for selection of participants
  - vii) Since RBSMs are intended to promote developing and under-developed markets, organizations concerned need to ensure that buyers from developed markets are not covered for GOI funding element

- viii a) To ensure the benefits of the MAI Scheme to reach out to a large number of member-companies, a maximum of 3-time participation by member-companies in an Exhibition/Fair in a particular market/country will be allowed. This means, those who have availed MAI assistance three times by participating in Exhibitions / Fairs organized by the Council in a particular market / country under MAI Scheme during past years, will not be eligible to participate in such programme for 4<sup>th</sup> time.
- ix) In addition to the Importer-Exporter Code (IEC) Number of participants, Direct Identification Number (DIN) of participating Company-Director should be provided for record (in accordance with the NCTI system being introduced)
- x a) Branding for fascia etc. of participants-booths of MAI funded Exhibitions is being designed by India Brand Equity Foundation (IBEF) as part of the DoC initiative and it shall be mandatory for all participants/EPCs in MAI Funded Events to brand India according to templates specified by IBEF.
- X b) The Embassies concerned should be involved in this exercise from the beginning itself so that the Event can be made successful under the India brand. The concerned Territorial Division in DoC would be given the mandate for this.
- xi) When some companies are selected as Event Management Agencies to organize various requirements of the Events, to avoid any controversy, the management of the Council needs to ensure transparency of all the issues relating to the selection of any such company / vendor, and submit a certificate to the DOC accordingly.
- xii) The Council needs to submit video clippings of the Events, including stalls and its surroundings. Besides, the Council also needs to ensure presentation of complete documentation of utilization of MAI grants. Webcam can also be used to record and submit the clippings of various arrangements of the Events electronically.
- xiii) A system of pro-rata cuts, taking into account the participation assured and accepted by the Empowered Committee (EC) and actual participation, is in vogue. These instructions would continue to be enforced

- xiv) If Utilization Certificate (UC) is not received within the stipulated period, no further funds would be released to the Councils concerned for the next set of proposals. Recurring defaults in submission of UCs will make the concerned Council ineligible/debarred for MAI assistance
- xv) For all Events, due diligence has to be carried out by the organizations on the nature of quality of the participants, and this would also need to be certified by the Organizations concerned while submitting the proposal

The first output report submitted after the Event should indicate the participants' companies credentials and steps taken by the Council to verify the credentials.

The Council needs to develop mechanism for indicating clear outcome of the Events along with the response/feedback/impact in a market (the outcome report could flow from the post-event timeframe – say 6 months or so)

- 10) **Proposal approved by the Empowered Committee** : Vide Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016
- 11) **Amount approved** : Rs.25 lakhs
- 12) **Coverage of costs by MAI Scheme** : As per Item no.N.19 given in Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016

N.19.1 Estimated Expenditure :

(Rs.In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	22.40	23.00
2	Costs for constructing/erecting	16.00	
3	Cost of Publicity and Promotion of the Exhibition	44.80	
4	Interpreters/Translators	2.56	2.00
	<b>Total</b>	<b>85.76</b>	<b>25.00</b>

## **II) Source India (Reverse Buyer Seller Meet) in Surat**

- 1) **Name of the Programme** : Source India (Reverse Buyer-Seller Meets)
- 2) **Scheme under which the Exhibition is being organised** : MAI Scheme
- 3) **Month/Dates of the Event** : 13<sup>th</sup> – 14<sup>th</sup> August 2016
- 4) **Proposed venue of the Event** : The Grand Bhagwati Hotel, Surat
- 5) **Total number of proposed Participants** : 80-100 Exhibitors
- 6) **Products to be exhibited** : Fabrics, Made-ups, Fashion accessories, Home Furnishings, Yarns and Fibre

- 7) **Basic objectives of the Event** :
- The objective of holding the Mega Export Promotion Programme in Surat is to showcase Surat as the leading centre of production of synthetic fabrics in India and to highlight the Council's initiative of "Focus Surat" to further develop this thriving textiles centre as a hub of production and exports of synthetic fabrics in India.

### **Great opportunity for Importers and Buyers**

The Expo will provide an excellent platform to the representatives of Buying Houses, Retail/Departmental Chain Stores, Importers and Garment makers to interact with the leading manufacturers and exporters of textiles in Surat. The visitors will be able to see the entire range of the latest textiles of Surat, meet with senior representatives of manufacturers/exporters, discuss business and place orders – all under one roof.

### 8) **Advantage Surat**

Surat, situated on the banks of the Tapti river, is a city of diamonds & textiles in Southern Gujarat that has carved a niche for itself on India's textile map. The city is a home to professional families of weavers and finishers since ancient times.

Synthetic fabrics, which are produced in Surat are unbeatable in price and quality and account for about 50% of the production of synthetic fabrics of India. Surat is known as the “Synthetic Capital of India”.

#### **Why to visit RBSM at Surat**

- ✓ As a prime sourcing center of polyester filament fabrics, Surat offers certain unique advantages to Buyers
  - ✓ Surat has mastered the art and science of producing exquisite fabrics over the centuries. Hence fabrics produced in Surat have the unmistakable stamp of quality and latest variety.
  - ✓ The cost advantages, especially lower labour cost ensure competitive prices of fabrics produced in Surat.
  - ✓ Due to the diversified small lot production system, the Surat manufacturers are capable of catering tailor-made orders. This ensures quick response and exclusivity.
  - ✓ Surat is also able to cater to bulk orders as the growing number of big units backed by textile professionals can undertake production in a big way as per the requirement of the overseas buyers.
  - ✓ Though rooted in tradition, Surat manufacturers keep abreast of the latest developments on the international scene, so whatever you get is in tune with the latest fashion trends.
  - ✓ Surat has the largest High Twisting capacity of filament yarns in the continent.
- 9) **Guidelines for participation in Exhibitions through MAI funded programmes:**
- i) From 2016-17 onwards, each proposal should indicate value of exports to the market(s) targeted, trend in exports (for at least two years) and strategic interest of India
  - ii) Department of Commerce is developing a software system for monitoring the MAI/MDA funding and process of online monitoring in

the beginning of 2016 itself. This online system is proposed for the fund releases for the proposals approved for 2016-17.

For proposals of 2017-18 onwards Online Application Format is also proposed to be introduced through NCTI

- iii) The Council should draw up a firm calendar of all flagship Events as per the international practice and develop the branding of that Event to make it universally acknowledged Event (organized at a fixed timeframe annually)  
Indicative calendar for 5 years needs to be drawn up in advance
- iv) The Council while seeking funds for established Events, may tend to seek less of Govt. funding and over a period of time make the scale of Show bigger and bigger by taking more contributions from the Exhibitors. Such established Event participation should aspire to cut down on support of visitors – i.e. the representation of the Event should attract visitors on its own without having a need to subsidies their visits
- v) State specific Events would be discouraged, unless the content justifies participation from national level importance
- vi a) Details of Events to be organized by the Council with MAI support must be uploaded on the Council's (Organizer) website immediately.
- Vi b) Important dates of the Event & Criteria for selection of participants
- vii) Since RBSMs are intended to promote developing and under-developed markets, organizations concerned need to ensure that buyers from developed markets are not covered for GOI funding element
- viii a) To ensure the benefits of the MAI Scheme to reach out to a large number of member-companies, a maximum of 3-time participation by member-companies in an Exhibition/Fair in a particular market/country will be allowed. This means, those who have availed MAI assistance three times by participating in Exhibitions / Fairs organized by the Council in a particular market / country under MAI Scheme during past years, will not be eligible to participate in such programme for 4<sup>th</sup> time.
- ix) In addition to the Importer-Exporter Code (IEC) Number of participants, Direct Identification Number (DIN) of participating Company-Director



should be provided for record (in accordance with the NCTI system being introduced)

- x a) Branding for fascia etc. of participants-booths of MAI funded Exhibitions is being designed by India Brand Equity Foundation (IBEF) as part of the DoC initiative and it shall be mandatory for all participants/EPCs in MAI Funded Events to brand India according to templates specified by IBEF.
- X b) The Embassies concerned should be involved in this exercise from the beginning itself so that the Event can be made successful under the India brand. The concerned Territorial Division in DoC would be given the mandate for this.
- xi) When some companies are selected as Event Management Agencies to organize various requirements of the Events, to avoid any controversy, the management of the Council needs to ensure transparency of all the issues relating to the selection of any such company / vendor, and submit a certificate to the DOC accordingly.
- xii) The Council needs to submit video clippings of the Events, including stalls and its surroundings. Besides, the Council also needs to ensure presentation of complete documentation of utilization of MAI grants. Webcam can also be used to record and submit the clippings of various arrangements of the Events electronically.
- xiii) A system of pro-rata cuts, taking into account the participation assured and accepted by the Empowered Committee (EC) and actual participation, is in vogue. These instructions would continue to be enforced
- xiv) If Utilization Certificate (UC) is not received within the stipulated period, no further funds would be released to the Councils concerned for the next set of proposals. Recurring defaults in submission of UCs will make the concerned Council ineligible/debarred for MAI assistance
- xv) For all Events, due diligence has to be carried out by the organizations on the nature of quality of the participants, and this would also need to be certified by the Organizations concerned while submitting the proposal

The first output report submitted after the Event should indicate the participants' companies credentials and steps taken by the Council to verify the credentials.

The Council needs to develop mechanism for indicating clear outcome of the Events along with the response/feedback/impact in a market (the outcome report could flow from the post-event timeframe – say 6 months or so)

- 10) **Proposal approved by the Empowered Committee** : Vide Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016
- 11) **Amount approved** : Rs.100 lakhs
- 12) **Coverage of costs by MAI Scheme** : As per Item no.N.20 given in Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016

N.20.1 Estimated Expenditure :

(Rs.In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Air fare for 100 foreign buyers	28.40	61.60
2	Hotel charges for 50 foreign buyers	8.20	
3	Venue cost	30.00	19.00
4	Booth constructions with hiring charges of furniture, product-display equipments, accessories, IT/Wi-Fi, backdrops and signage etc.	25.00	16.00
5	Publicity and advertisement cost, banners and posters, flyers, catalogues, ads in newspapers/magazines direct invitations, mass-emailing, tele-marketing, etc.	30.00	3.40
6	Translation/Interpreter charges	3.00	
	<b>Total</b>	<b>124.60</b>	<b>100.00</b>

### **III) Indian Textile Exhibition (INTEXPO UAE) in Dubai, UAE**

- 1) **Name of the Programme** : INTEXPO UAE  
(Stand Alone Exhibition)
- 2) **Scheme under which the Exhibition is being organised** : MAI Scheme
- 3) **Month/Dates of the Event** : February 2017 (specific dates will be worked out shortly in consultation with the Event Management Agency/Consulate of India)
- 4) **Proposed venue of the Event** : At a centrally located Five Star Hotel (specific venue is being identified in co-ordination with the Event Management Agency)
- 5) **Total number of proposed Participants** : 25 Exhibitors
- 6) **Products to be exhibited** : Fabrics, Made-ups, Fashion accessories, Home Furnishings, Yarns and Fibre
- 7) **Basic objectives of the Event** :
  - To showcase the strength of the Indian Textile & Clothing Industry by displaying the complete range of the Textiles & Clothing products to visiting buyers at the Exhibition.
  - To project India as a reliable supplier of textiles & clothing in the market.
  - To develop useful trade-contacts by Indian participating companies with visiting importers / traders of textiles & clothing for doing business with UAE.
  - To help open up opportunities for participating Indian companies for working out joint ventures alliances and collaborations.

- To help create a “Brand India Image” among visiting international importing companies.
  - To help Indian companies to significantly increase their export trade with their customers with the FTA.
  - To help India achieve its export targets in textiles & clothing.
  - Establish future goals, masterfully plan strategy, and measure return on investment.
- 8) **Potential of UAE market :**
- ✓ UAE is a growing market for textiles and clothing products and exports of Indian MMF textiles to UAE have been steadily growing and during 2014-15.
  - ✓ UAE has emerged as the No. 1 market for India’s MMF exports. UAE is also a potential market for other textile products like Cotton, Apparels, Silk, etc.
  - ✓ UAE imported around US\$ 15.49 billion of various textile products during 2014.
  - ✓ Indian share in UAE’s total imports of textiles and clothing is only 22.17% - amounting to US\$ 3.43 billion and hence, there is substantial scope for all segments of Indian textiles to increase their market shares in UAE.
- 9) **Guidelines for participation in Exhibitions through MAI funded programmes:**
- i) From 2016-17 onwards, each proposal should indicate value of exports to the market(s) targeted, trend in exports (for at least two years) and strategic interest of India
  - ii) Department of Commerce is developing a software system for monitoring the MAI/MDA funding and process of online monitoring in the beginning of 2016 itself. This online system is proposed for the fund releases for the proposals approved for 2016-17. For proposals of 2017-18 onwards Online Application Format is also proposed to be introduced through NCTI

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- X b) The Embassies concerned should be involved in this exercise from the beginning itself so that the Event can be made successful under the India brand. The concerned Territorial Division in DoC would be given the mandate for this.
  
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The Council needs to develop mechanism for indicating clear outcome of the Events along with the response/feedback/impact in a market (the outcome report could flow from the post-event timeframe – say 6 months or so)

- 10) **Proposal approved by the Empowered Committee** : Vide Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016
- 11) **Amount approved** : Rs.25 lakhs
- 12) **Coverage of costs by MAI Scheme** : As per Item no.N.18 given in Letter Ref.No.11/39/2015-E&MDA dated 12<sup>th</sup> January 2016

N.18.1 Estimated Expenditure :

(Rs.In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	16.00	20.00
2	Costs for constructing/erecting	12.80	5.00
3	Cost of Publicity and Promotion of the Exhibition	32.00	
4	Interpreters/Translators	2.24	
	<b>Total</b>	<b>63.04</b>	<b>25.00</b>

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