

Dated: 16th December 2014
Udyog Bhawan, New Delhi

MINUTES OF THE MEETING

Subject: Minutes of the Empowered Committee Meeting of MAI.

The undersigned is directed to forward a copy of minutes of the meeting of the Empowered Committee of MAI, held on 4th December 2014 under the Chairmanship of Shri Rajeev Kher, Commerce Secretary, for information and necessary action.


(Santosh Kumar)
Director
☎ 2306 3365

1. Shri Pravir Kumar, DGFT
2. Shri D.S. Dhesi, Additional Secretary, DOC
3. Shri J.S. Deepak, Additional Secretary, DOC
4. Shri A.K. Tripathy, Joint Secretary, DOC
5. Shri Dammu Ravi, Joint Secretary, DOC
6. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
7. Shri Ravi Capoor, Joint Secretary, DOC
8. Ms. Mukta Shekhar, Director (ITP), MEA
9. Ms Aditi Das Rout, Director, DOC
10. Shri Malay Shrivastav, Executive Director, ITPO
10. Shri Ajay Sahai, DG&CEO, FIEO
11. Shri Saurabh Sanyal, ED, PHD Chamber of Commerce
12. Shri Bodhistwa Mukherjee, ICC

Copy to

1. PPS to CS
2. PS to AS&FA
3. PS to JS (AM)

Minutes of the Empowered Committee Meeting of MAI held on 04.12.2014 in Room No. 141 under the Chairmanship of Commerce Secretary.

List of participants is Annexed.

Chairman welcomed the participants. Initiating the discussions, Chairman gave the following directions:

- (i) IBEF in consultation with EPCs will develop a super-structure, colour-scheme, logo, etc which may be replicated in each event, for promoting Brand India.
- (ii) No proposal for MAI assistance should be considered, if any utilization certificate is pending from the concerned EPC, despite lapse of reasonable period of time after conclusion of the event.
- (iii) Third party inspection should be made mandatory for domestic flagship events.
- (iv) All new markets should be sustained for three years. Thereafter an evaluation should be made and a decision should be taken whether to continue or shift.
- (v) For every event, separate assessment forms for taking feedback from Indian exhibitors and Foreign visitors may be devised by Department of Commerce. These feedback forms should be submitted within one month after the event is over, which may be analyzed by concerned territorial/commodity division. Next year's sanction will be considered on the basis of this evaluation.

The Chairman also showed displeasure on inadequate attention being paid to Latin America, Africa, CIS, CLMV and West Asian countries and advised that in future this will be a guiding factor in considering the proposals.

With the permission of the Chairman, agenda items were considered by the Committee one by one.

Agenda Item No. 1

Proposals recommended by Sub-Committee meeting held on 16.10.2014

Item No. 1: Proposal of Service EPC for organizing India pavilion in MAPIC at Cannes, France from 19-21 November, 2015.

- 1.1 The total estimated cost of the project for 2015-16 is ₹110.00 lakhs. The total MAI assistance sought for 2015-16 is ₹71.50 lakhs.
- 1.2 The proposed activities to be undertaken under the project are to organize India pavilion. The council is planning to participate in the event with 20 Indian Companies. Focus sector for the event is retails distribution / franchising / licensing in India Specific targeted benefit after completion of the project is to highlight the retails opportunities in India to 2400 retailers at show and enticing MNCs to invest in Indian retail realty sector which will also

help the growth of the organized retail sector in India, thereby promoting the distribution sector/service. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 1.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 35 Indian exhibitors.**
- 1.4 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to SEPC ensuring participation of 35 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue related cost	104.50	67.92
2	Pre-show promotion/publicity including buyer mobilization and invitations	2.00	1.00
3	Printing of catalogue/brochures	1.50	0.08
4	Interpreter/translation	2.00	1.00
	Total	110.00	70.00

Item No. 2: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 8th Edition of Spring Summer 2015 at St. Petersburg, Russia during 23-26 April 2015.

- 2.1 The total estimated cost of the project for 2015-16 is ₹100.77 lakhs. The total MAI assistance sought for 2015-16 is ₹65.50 lakhs.
- 2.2 The proposed activities to be undertaken under the project are to organize India's participation at 8th Edition of Spring Summer 2015 at St. Petersburg, Russia during 23-26 April 2015. PHDCCI is planning to participate with 65 Indian exhibitors in the event. The exhibitors are mainly from footwear, hats, leather products, kids wear, toy, books, craftworks, jewellery, accessories, perfumery & cosmetics, Gardner's goods, household goods, outdoor activities goods, hunting & fishing goods, health products, food & beverages, tea & coffee, honey, cold drinks, linen cloths and footwear of modern design for the whole family, linen knitting, summer headwear, linen interior and for kitchen. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 2.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 65 Indian exhibitors.**
- 2.4 **EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 65 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Mai assistance approved
1	Venue and space cost	91.61	60.00
2	Printing costs		
3	Publicity cost for Indian & foreign media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges	9.16	5.00
	Total	100.77	65.00

Item No. 3: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 9th Indian Trade Fair 2015 at Colombo, Sri Lanka during 7-9 May 2015.

- 3.1 The total estimated cost of the project for 2015-16 is ₹71.61 lakhs. The total MAI assistance sought for 2015-16 is ₹46.54 lakhs.
- 3.2 The proposed activities to be undertaken under the project are to organize India's participation at 9th Indian Trade Fair 2015 at Colombo, Sri Lanka during 7-9 May 2015. PHDCCI is planning to participate with 50 Indian exhibitors in the event. The exhibitors are mainly from agricultural machinery & parts, automotive, ancillaries & accessories, bicycle components & accessories, books magazines, maps & teaching aids, builders hardware & technology, computer hardware & software, confectionary & bakery products, consumer electronics, corporate gifts, cosmetics, dyes & chemicals, electrical & electronic, food processing machinery, food products, footwear & components, franchises, furniture, hand tools & garden tools, healthcare & health products, home appliance & home furnishing hotel equipment, industrial machinery & parts, information technology, leather goods and garments. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 3.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹46.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**
- 3.4 **EC approved the proposal with MAI assistance of ₹46.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	Mai assistance approved
1	Venue and space cost	65.10	42.00
2	Printing costs		
3	Publicity cost for Indian & foreign media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges	6.51	4.00
	Total	71.61	46.00

Item No. 4: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 9th Asian International Trade Expo 2015 at Bangladesh during 10-14 June 2015.

- 4.1 The total estimated cost of the project for 2015-16 is ₹119.69 lakhs. The total MAI assistance sought for 2015-16 is ₹77.80 lakhs.
- 4.2 The proposed activities to be undertaken under the project are to organize India's participation at 9th Asian International Trade Expo 2015 at Bangladesh during 10-14 June 2015. PHDCCI is planning to participate with 65 Indian exhibitors in the event. The exhibitors are mainly from consumer electronic, IT & Telecommunications, lifestyle, food & beverage, health care products, personal care & beauty, gift & premiums, household products, art & crafts, personal accessories, fashion accessories, toy & games, baby & infant products. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 4.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 65 Indian exhibitors.**
- 4.4 **EC approved the proposal with MAI assistance of ₹65.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 65 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue and space cost	108.81	60.00
2	Printing costs	10.88	5.00
3	Publicity cost for Indian & foreign media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges		
	Total	119.69	65.00

Item No. 5: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at India Trade Expo 2016 at Rawalpindi, Pakistan during February 2016.

- 5.1 The total estimated cost of the project for 2015-16 is ₹266.00 lakhs. The total MAI assistance sought for 2015-16 is ₹172.90 lakhs.
- 5.2 The proposed activities to be undertaken under the project are to organize India's participation at India Trade Expo 2016 at Rawalpindi, Pakistan during February 2016. PHDCCI is planning to participate with 75 Indian exhibitors in the event. The exact date of the event is not mentioned by PHDCCI. The exhibitors are mainly from agricultural machinery & farm technologies, agro processing / services and inputs, apparels and textiles, automobile components, bicycle components & accessories, building material capital goods, Chemical & petrochemicals, consumer durables, FMCG, electronics and home appliances, healthcare equipment, heavy industrial goods, information technology, infrastructure companies, inverter & batteries, medical tourism, mineral and mining, oil, paper & paper technologies, medicine & health equipment, printing & packing, printing machinery. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

- 5.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 100 Indian exhibitors.
- 5.4 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 100 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	180.40	140.00
2	Organizing expenses	33.00	10.00
3	Publicity & Marketing in Indian & Pakistan	39.60	
4	Printing of brochure, catalogues & other material, postage, hostesses etc.	13.00	
	Total	266.00	150.00

Item No. 6: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 5th Nepal International Trade Fair at Kathmandu, Nepal during March 2016.

- 6.1 The total estimated cost of the project for 2015-16 is ₹34.37 lakhs. The total MAI assistance sought for 2015-16 is ₹22.34 lakhs.
- 6.2 The proposed activities to be undertaken under the project are to organize India's participation at 5th Nepal International Trade Fair at Kathmandu, Nepal during March 2016. PHDCCI is planning to participate with 65 Indian exhibitors in the event. The exact date of the event is not mentioned by PHDCCI. The exhibitors are mainly from handicraft, tourism, IT & BPO, agro products, hydro power, building & construction, education, pharmaceuticals / medical house. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 6.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 75 Indian exhibitors.
- 6.4 EC approved the proposal with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 75 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue and space cost	31.24	25.00
2	Printing costs	3.12	5.00
3	Publicity cost for Indian & foreign print media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges		
	Total	34.36	30.00

Item No. 7: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 9th Intrade Malaysia at Kuala Lumpur, Malaysia during October 2015.

- 7.1 The total estimated cost of the project for 2015-16 is ₹93.61 lakhs. The total MAI assistance sought for 2015-16 is ₹60.85 lakhs.
- 7.2 The proposed activities to be undertaken under the project are to organize India's participation at 9th Intrade Malaysia at Kuala Lumpur, Malaysia during October 2015. PHDCCI is planning to participate with 50 Indian exhibitors in the event. The exact date of the event is not mentioned by PHDCCI. The exhibitors are mainly from fashion, apparel & Textiles, fashion accessories, footwear & jewellery, cosmetics, toiletries, health, wellness, gift, souvenirs & stationery, home products & services, lifestyle electrical & electronics, interiors, furnishings & fittings. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 7.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**
- 7.4 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue and space cost	85.10	45.00
2	Printing costs	8.50	5.00
3	Publicity cost for Indian & foreign media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges		
	Total	93.60	50.00

Item No. 8: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing SAARC RBSM at PITEX-10th Edition at Amritsar, Punjab during December 2015.

- 8.1 The total estimated cost of the project for 2015-16 is ₹168.15 lakhs. The total MAI assistance sought for 2015-16 is ₹132.92 lakhs.
- 8.2 The proposed activities to be undertaken under the project are to organize SAARC RBSM at PITEX-10th Edition at Amritsar, Punjab during December 2015. PHDCCI is planning to invite 150 SAARC buyers and 300 Indian exhibitors in the event. The exact date of the event is not mentioned by PHDCCI. The event invites participants across the national and international markets and focuses upon exhibiting multi-trade sectors from agriculture to engineering including food and farm, textiles, clothing & handicrafts, automobiles and auto components, electronic, IT & telecom, house ware & kitchenware, education, health and travel & tour. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**
- 8.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹111.00 Lakhs under para 7.1.8 of the MAI guidelines subject to PHDCCI ensuring participation of 350 Indian exhibitors and 150 foreign buyers.**
- 8.4 **EC approved the proposal with MAI assistance of ₹111.00 Lakhs under para 7.1.8 of the MAI guidelines subject to PHDCCI ensuring participation of 350 Indian exhibitors and 150 foreign buyers.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	61.90	40.23
2	Publicity cost for the event	21.75	3.27
3	Printing of brochure, catalogue & other material	9.00	
4	Translation and interpreter charges	8.00	
5	To & Fro travel cost and stay cost of 150 foreign buyers from SAARC Region (@ ₹ 45,000/- each)	67.50	67.50
	Total	168.15	111.00

Item No. 9: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 31st China Beijing International Gifts Premium & Houseware Exhibition at Beijing, China during 14-17 August 2015.

- 9.1 The total estimated cost of the project for 2015-16 is ₹108.94 lakhs. The total MAI assistance sought for 2015-16 is ₹70.81 lakhs.
- 9.2 The proposed activities to be undertaken under the project are to organize India's participation at 31st China Beijing International Gifts Premium & Houseware Exhibition at Beijing, China during 14-17 August 2015. PHDCCI is planning to participate with 50 Indian exhibitors in the event. The exhibitors are mainly from fashion jewellery, accessories, paper, packaging, picture, photo frames, stationery, promotional & premium ideas, all kinds kitchenware and tableware, style & decor, artificial flowers, furniture, home decoration, household textiles, lighting and handicrafts, home living, bathroom cleaning, DIY products,

health items, electrical, hardware, toys & sporting goods. Promoting India's high export potential products across many participating nations in exhibition. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

9.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**

9.4 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue and space cost	99.04	65.00
2	Printing costs		
3	Publicity cost for Indian & foreign media		
4	Postage courier, ISD /STF, local transportation, Translation & interpreter charges	9.90	5.00
	Total	108.94	70.00

Item No. 10: Proposal of FIEO organizing 56th Edition of the Zimbabwe International Trade Fair, Zimbabwe, during May 2015.

10.1 The total estimated cost of the project for 2015-16 is ₹40.09 lakhs. The total MAI assistance sought for 2015-16 is ₹26.09 lakhs.

10.2 The proposed activities to be undertaken under the project are to organizing 56th Edition of the Zimbabwe International Trade Fair, Zimbabwe, during May 2015 exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 30 participants from agro & processing, manufacturing, infrastructure, development (energy, road, rail, water and sanitation), education and tourism, chemicals / medical products, consumer goods, food and beverages, furniture, heavy and light industry, hi-tech, leisure, mining, non-manufacturing, pharmaceuticals / health, textiles / footwear. Strengthen image of Indian companies in African market in general and in Zimbabwe in particular, find new partners for Indian companies and provide further boost to increase in the exports to these markets. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

10.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exhibitors.**

10.4 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	34.09	45.00
2	Cost of Catalogues and other materials	0.50	1.00
3	Interpreter charges	0.50	1.00
4	International Publicity	5.00	3.00
	Total	40.09	50.00

Item No. 11: Proposal of FIEO organizing Addis Chamber International Trade Fair, Ethiopia during February 2016 at Addis Ababa, Ethiopia.

- 11.1 The total estimated cost of the project for 2015-16 is ₹132.50 lakhs. The total MAI assistance sought for 2015-16 is ₹86.13 lakhs.
- 11.2 The proposed activities to be undertaken under the project are to organizing Addis Chamber International Trade Fair, Ethiopia during February 2016 at Addis Ababa, Ethiopia exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 30 participants from industrial, food / agricultural products & technology, machinery & technology, Chemicals, beauty & cosmetic and service sectors. Strengthen image of Indian companies in African market in general and in Ethiopia in particular Find new partners for Indian companies. Provide an effective platform for Indian companies to compete with others in African markets. Provide further boost to increase in the exports to these markets. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 11.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exhibitors.**
- 11.4 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exhibitors**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	122.00	45.00
2	Publicity cost	10.00	4.67
3	Cost of Catalogues and other materials	0.50	0.33
4	Interpreter & translation	Not sought by FIEO	Not sought by FIEO
	Total	132.50	50.00

Item No. 12: Proposal of FIEO organizing “National Level participation in “BAKU BUILD” at Baku, Azerbaijan during October 2015.

- 12.1 The total estimated cost of the project for 2015-16 is ₹65.50 lakhs. The total MAI assistance sought for 2015-16 is ₹42.57 lakhs.
- 12.2 The proposed activities to be undertaken under the project are to organizing “National Level participation in “BAKU BUILD” at Baku, Azerbaijan during October 2015. The FIEO is

planning to participate in the event with 30 participants. Indian companies will be able to showcase their products for sectors like Hardware & tools, building material & ceramics, sanitary ware, decorative textiles, floorings, paints & coatings, lighting & electrics, doors& locks, wall décor etc- Indian companies will be able to explore and understand this market. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

12.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 40 Indian exhibitors.

12.4 EC approved the proposal with MAI assistance of ₹42.57 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 30 Indian exhibitors

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	65.00	40.00
2	Publicity cost	2.00	2.57
3	Cost of Catalogues and other materials	0.50	
4	Interpreter	1.00	
	Total	68.50	42.57

Item No. 13: Proposal of FIEO organizing Participation in China Import and Export Fair in China 117th Session (Phase 3 from May 01- 05, 2015) & 118th Session (Phase 3 from October 31-November 04, 2015).

13.1 The total estimated cost of the project for 2015-16 is ₹315.20 lakhs. The total MAI assistance sought for 2015-16 is ₹204.88 lakhs.

13.2 The proposed activities to be undertaken under the project is to organizing Participation in China Import and Export Fair in China 117th Session (Phase 3 from May 01- 05, 2015) 118th Session (Phase 3 from October 31-November 04, 2015). The fair will provide the much needed support of the SME sector to reach out to the global audience. FIEO is planning to participate with 40 exhibitors in 117th and 40 exhibitors in 118th Session of the Fair to showcase their products to buyers who are looking to source from country other than China, because of better quality and price. Participation will equip the exhibitor with Market Intelligence. Due to increase in wages in China a quality issues, buyers are looking for alternatives India may be the answer. Now that the focus is shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

13.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors in each edition of Phase 3.

13.4 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors in each edition of Phase 3.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	146.60	95.29
2	Cost of Catalogues and other materials	0.50	0.32
3	Interpreter charges	0.50	0.32
4	Publicity abroad	10.00	4.07
	Total for 117th Session (Phase 3 from May 01- 05, 2015)	157.60	100.00
	Total for 118th Session (Phase 3 from October 31-November 04, 2015)	157.60	100.00
	Total for 117th & 118th edition Phase 3	315.20	200.00

Item No. 14: Proposal of FIEO for organizing India pavilion in Vietnam Manufacturing Expo at Hanoi, Vietnam during August 2015.

- 14.1 The total estimated cost of the project for 2015-16 is ₹127.22 lakhs. The total MAI assistance sought for 2015-16 is ₹82.70 lakhs.
- 14.2 The proposed activities to be undertaken under the project are to organizing India pavilion in Vietnam Manufacturing Expo at Hanoi, Vietnam during August 2015. The exact date of the event is not mentioned by FIEO. The fair will provide the much need support of the SME sector to reach out to the global audience. FIEO is planning to participate in the event with 50 Indian exhibitors to showcase their products to buyers who are looking to source quality product with better price. Participation will equip the exhibitor with market intelligence, with the focus shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platform. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 14.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 14.4 **EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	120.00	70.30
2	Cost of Catalogues and other materials	1.00	0.65
3	Interpreter charges	1.92	1.25
4	International Publicity	4.30	2.80
	Total	127.22	75.00

Item No. 15: Proposal of FIEO organizing National level participation in India Sourcing Fair at Sao Paulo, Brazil during August 2015.

- 15.1 The total estimated cost of the project for 2015-16 is ₹138.21 lakhs. The total MAI assistance sought for 2015-16 is ₹89.83 lakhs.
- 15.2 The proposed activities to be undertaken under the project are to organizing National level participation in India Sourcing Fair at Sao Paulo, Brazil during August 2015. The exact date of the event is not mentioned by FIEO. The fair will provide the much need support of the SME sector to reach out to the global audience. FIEO is planning to participate in the event with 50 Indian exhibitors. The participation in the fair will give an opportunity to Indian exporters to showcase their quality products and market India as an ideal sourcing destination. The participation will further enhance India's exports not only to Brazil but also to whole LAC region. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 15.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹89.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 15.4 **EC approved the proposal with MAI assistance of ₹89.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	126.71	82.00
2	Cost of Catalogues and other materials	0.50	0.32
3	Interpreter & translation	1.00	0.65
4	Publicity cost	10.00	6.03
	Total	138.21	89.00

Item No. 16: Proposal of FIEO Organizing "India Expo" in Sri Lanka during September, 2015.

- 16.1 The total estimated cost of the project for 2015-16 is ₹45.26 lakhs. The total MAI assistance sought for 2015-16 is ₹29.42 lakhs.
- 16.2 The proposed activities to be undertaken under the project are to Organizing "India Expo" in Sri Lanka during September, 2015. Around 50 Indian companies from various sectors will be able to showcase their products in the exhibition to Sri Lankan businessmen. There is a tremendous demand of Indian products in Sri Lanka. The fair will provide the much need support of the SME sector to reach out to the Sri Lankan buyers. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 16.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹22.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

16.4 EC approved the proposal with MAI assistance of ₹22.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	24.11	15.00
2	Exhibits transfer	10.00	Not admissible
3	Cost of Catalogues and other materials	1.15	0.74
4	Publicity cost	10.00	6.26
	Total	45.26	22.00

Item No. 17: Proposal of FIEO organizing Participation in China Import and Export Fair in China 117th Session (Phase I from April 15-19, 2015) 118th Session (Phase I from October 15-19, 2015).

17.1 The total estimated cost of the project for 2015-16 is ₹373.73 lakhs. The total MAI assistance sought for 2015-16 is ₹242.92 lakhs.

17.2 The proposed activities to be undertaken under the project are to organizing Participation in China Import and Export Fair in China 117th Session (Phase I from April 15-19, 2015) 118th Session (Phase I from October 15-19, 2015). The fair will provide the much need support of the SME sector to reach out to the global audience Facilitate participation of 40 exhibitors in 117th and 40 exhibitors in 118th Session of the Fair to showcase their products to buyers who are looking to source from country other than China, because of better quality and price Participation will equip the exhibitor with Market Intelligence Due to increase in wages in China an quality issues, buyers are looking for alternatives India may be the answer. Now that the focus is shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

17.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors in each editions of Phase 1.

17.4 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors in each editions of Phase 1.

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	175.86	92.86
2	Cost of Catalogues and other materials	0.50	0.32
3	Interpreter & translation	0.50	0.32
4	Publicity abroad	10.00	6.50
	Total for 117th Session (Phase I from April 15-19, 2015)	186.86	100.00
	Total for 118th Session (Phase I from October 15-19, 2015)	186.86	100.00
	Total for 117th & 118th edition	373.72	200.00

Item No. 18: Proposal of FIEO organizing National Level Participation in Tehran International Industry Exhibition” during October, 2015 at Tehran, Iran.

- 18.1 The total estimated cost of the project for 2015-16 is ₹103.00 lakhs. The total MAI assistance sought for 2015-16 is ₹66.95 lakhs.
- 18.2 The proposed activities to be undertaken under the project are to organizing National Level Participation in Tehran International Industry Exhibition” during October, 2015 at Tehran, Iran. The FIEO is planning to participate in the event with 50 participants. Around 30 exhibitors dealing in machinery of different sectors shall be able to exhibit their products. The Iranian buyers will be able to familiarize with Indian goods. The participation would help to explore export opportunities to Iran in this sector which can help in utilizing the funds available with UCO bank. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 18.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹66.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 18.4 **EC approved the proposal with MAI assistance of ₹66.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	90.00	58.50
2	Publicity cost	10.00	5.55
3	Cost of Catalogues and other materials	1.00	0.65
4	Interpreter & translation	2.00	1.30
	Total	103.00	66.00

Item No. 19: Proposal of FIEO Organizing “India Expo” in Dhaka, Bangladesh during November, 2015.

- 19.1 The total estimated cost of the project for 2015-16 is ₹55.24 lakhs. The total MAI assistance sought for 2015-16 is ₹35.90 lakhs.
- 19.2 The proposed activities to be undertaken under the project are to organizing “India Expo” in Dhaka, Bangladesh during November, 2015. Around 50 Indian companies from various sectors will be able to showcase their products in the exhibition to Bangladeshi businessmen. The fair will provide the much need support of the SME sector to reach out to the Sri Lankan buyers. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 19.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 19.4 **EC approved the proposal with MAI assistance of ₹30.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	27.99	19.19
2	Cost of Catalogues and other materials	1.15	0.35
3	Exhibits transfer	10.00	Not admissible
4	Publicity cost	16.10	10.46
	Total	55.24	30.00

Item No. 20: Proposal of FIEO organizing India Pavilion at Australian Sourcing Fair at Australia during November 2015.

- 20.1 The total estimated cost of the project for 2015-16 is ₹200.00 lakhs. The total MAI assistance sought for 2015-16 is ₹130.00 lakhs.
- 20.2 The proposed activities to be undertaken under the project are to organizing India Pavilion at Australian Sourcing Fair at Australia during November 2015. The exact date of the event is not mentioned by FIEO. The fair will provide the much needed support of the SME sector to reach out to the global audience. FIEO is planning to participate in the event with 50 Indian exhibitors to showcase their products to the Australian buyers who are looking to source quality products with better prices. Australian expertise is available in a wide range of sectors that can complement Indian industry's needs & requirements. Australia can be a very significant value added partner for Indian businesses in their growth & expansion paths by providing competitive solutions and expertise both in traditional & emerging sectors for Indian businesses. Participation will equip the exhibitor with Market Intelligence. With the focus shifting to India, it is an opportune time for Indian exporters to make their presence felt at all global platforms. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 20.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 20.4 **EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 60 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenditure	180.00	107.00
2	Cost of Catalogues and other materials	5.00	3.25
3	Interpreter	Not sought by FIEO	Not sought by FIEO
4	International publicity	15.00	9.75
	Total	200.00	120.00

Item No. 21: Proposal of FIEO Organizing “India Expo” at Karachi, Pakistan from December, 2015.

- 21.1 The total estimated cost of the project for 2015-16 is ₹72.00 lakhs. The total MAI assistance sought for 2015-16 is ₹46.80 lakhs.
- 21.2 The proposed activities to be undertaken under the project are to Organizing “India Expo” at Karachi, Pakistan from December, 2015. Around 50 Indian companies from various sectors will be able to showcase their products in the exhibition to Pakistani businessmen. There is a tremendous demand of Indian products in Pakistan. Indian companies will be able to take advantage of the recent trade liberalization process. Indian and Pakistani business can enter into business negotiations directly rather than doing business through third country. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 21.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**
- 21.4 **EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure:

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenditure	35.00	22.75
2	Exhibits transfer	10.00	Not admissible
3	Publicity cost	25.00	16.25
4	Cost of Catalogues and other materials	2.00	1.00
	Total	72.00	40.00

Item No. 22: Proposal of ITPO for organizing India Pavilion at Africa Big Seven /Saitex, Johannesburg, South Africa during 19-21 July 2015.

- 22.1 The total estimated cost of the project for 2015-16 is ₹151.00 lakhs. The total MAI assistance sought for 2015-16 is ₹92.95 lakhs.
- 22.2 The proposed activities to be undertaken under the project are to establish a state of the Art India Pavilion and to arrange Business to Business meetings at India Pavilion. The event is based on focus products basis with the focus on textiles, processed food and engineering products. A specific targeted benefit after completion of the project is to proposed to motivate Indian companies to explore the market potential of Africa Economies. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 22.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 65 Indian exhibitors.**
- 22.5 **EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 65 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 500 sqm	110.00	71.50
2	(a) Pre show promotion / publicity in India	3.00	1.95
	(b) Publicity (in host country) including holding seminars / food festival / press meet etc.	20.00	13.00
3	Shipment and handling clearing of Goods	5.00	Not admissible
4	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95
5	Interpreters /Translator / local staff	2.00	1.60
6	Deputation Cost	8.00	To be borne by ITPO
	Total	151.00	90.00

Item No. 23: Proposal of ITPO for organizing India Pavilion at Dar-es-Salaam International Fair at Tanzania during June / July 2015.

23.1 The total estimated cost of the project for 2015-16 is ₹110.50 lakhs. The total MAI assistance sought for 2015-16 is ₹66.40 lakhs.

23.2 The proposed activities to be undertaken under the project are to establish a state of the Art India Pavilion and to arrange Business to Business meetings of Indian participants with foreign buyer. The event is based on focus products basis with the focus on engineering goods, transport equipment, pharmaceuticals, plastic products, organic chemicals, paper and paper board and textiles. Specific targeted benefit after completion of the project is to promoting Indian products in Africa nations and to project inherent strengths of Indian artisans in the global market in a befitting manner. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

23.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.**

23.4 **EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 400 sqm	90.00	67.10
2	a) Pre show promotion / publicity in India	1.00	0.60 (As sought by ITPO)
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	10.00	6.50
3	Printing of catalogues / brochures / banners / textiles graphics	0.50	0.30 (As sought by ITPO)
4	Interpreters /Translator / local staff	1.00	0.50 (As sought by ITPO)
5	Deputation Cost	8.00	To be borne by ITPO
	Total	110.50	75.00

Item No. 24: Proposal of ITPO for organizing India Sourcing Fair at Nairobi, Kenya during September, 2015.

24.1 The total estimated cost of the project for 2015-16 is ₹451.00 lakhs. The total MAI assistance sought for 2015-16 is ₹343.40 lakhs.

24.2 The proposed activities to be undertaken under the project are to organize India show will be spread over an area of 1500 sq mtr., to project state of the Art India presentation and to arrange Business to Business meetings. The event is based on focus products basis with the focus on textiles, Pharma, auto parts, Gem & Jewellery, handicrafts, power transmission equipment, IT etc. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Kenyan market but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

24.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

24.4 **EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	300.00	183.10
2	a) Pre show promotion / publicity in India	5.00	3.25
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	100.00	6.50
3	Printing of catalogues / brochures / banners / textiles graphics	6.00	3.90
4	Interpreters /Translator / local staff	5.00	3.25
5	Deputation Cost	15.00	To be borne by ITPO
6	Shipment and handling clearing of Goods	20.00	Not admissible
	Total	451.00	200.00

Item No. 25: Proposal of ITPO for organizing India Pavilion in Foodex Saudi at Jeddah, Saudi Arabia during November, 2015.

25.1 The total estimated cost of the project for 2015-16 is ₹138.00 lakhs. The total MAI assistance sought for 2015-16 is ₹85.00 lakhs.

25.2 The proposed activities to be undertaken under the project are to establish a state of the Art India Pavilion and to arrange Business to Business meetings at India Pavilion. The event is based on focus products basis with the focus on food processing industry. A specific targeted benefit after completion of the project is to promote India is destination for investments in food processing sector, to promote exports of food products from India, to understand expectation and requirements of global importers and to create an awareness of Indian cuisines and help gain acceptance worldwide. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

25.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

25.4 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 500 sqm	120.00	83.00
2	a) Pre show promotion / publicity in India	1.00	0.65
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	6.00	3.75 (As sought by ITPO)
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95
4	Interpreters /Translator / local staff	1.00	0.65
5	Deputation Cost	7.00	To be borne by ITPO
	Total	138.00	90.00

Item No. 26: Proposal of ITPO for organizing India Pavilion in Ramadan Food and Household Exhibition at Kuwait during July/August, 2015.

26.1 The total estimated cost of the project for 2015-16 is ₹118.00 lakhs. The total MAI assistance sought for 2015-16 is ₹72.00 lakhs.

26.2 The proposed activities to be undertaken under the project are to establish a state of the Art India Pavilion and to arrange Business to Business meetings at India Pavilion. The event is based on focus products basis with the focus on food processing industry. A specific targeted benefit after completion of the project is to promote India is destination for investments in food processing sector, to promote exports of food products from India, to understand expectation and requirements of global importers and to create an awareness of Indian cuisines and help gain acceptance worldwide. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

26.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

26.5 EC approved the proposal with MAI assistance of ₹90.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 400 sqm	100.00	83.00
2	a) Pre show promotion / publicity in India	1.00	0.65

	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	6.00	3.75 (As sought by ITPO)
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95
4	Interpreters /Translator / local staff	1.00	0.65
5	Deputation Cost	7.00	To be borne by ITPO
	Total	118.00	90.00

Item No. 27: Proposal of ITPO for organizing India Pavilion in Cairo International Fair at Cairo, Egypt during March, 2016.

- 27.1 The total estimated cost of the project for 2015-16 is ₹150.00 lakhs. The total MAI assistance sought for 2015-16 is ₹94.25 lakhs.
- 27.2 The proposed activities to be undertaken under the project are to establish a state of the Art India Pavilion and to arrange Business to Business meetings at India Pavilion. The event is based on focus products basis with the focus on food items, engineering goods, chemicals, wood products and pharmaceuticals. A specific targeted benefit after completion of the project is to proposed to motivate Indian companies to explore the market potential of Africa Economies. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 27.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.**
- 27.4 **EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 600 sqm	130.00	65.25
2	a) Pre show promotion / publicity in India	2.00	1.30
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	10.00	6.50 (As sought by ITPO)
3	Printing of catalogues / brochures / banners / textiles graphics	1.00	0.65
4	Interpreters /Translator / local staff	2.00	1.30
5	Deputation Cost	5.00	To be borne by ITPO
	Total	150.00	75.00

Item No. 28: Proposal of ITPO for organizing India Sourcing Fair at Almaty, Kazakhstan during September 2015.

- 28.1 The total estimated cost of the project for 2015-16 is ₹197.00 lakhs. The total MAI assistance sought for 2015-16 is ₹122.85 lakhs.

- 28.2 The proposed activities to be undertaken under the project are to organize India show will be spread over an area of 1000 sq mtr., to project state of the Art India presentation and to arrange Business to Business meetings. The event is based on focus products basis with the focus on transport, pharmaceuticals, telecommunications, petrochemicals and food processing. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Kazakhstan but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 28.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.
- 28.4 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

			(₹ In Lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved	
1	Venue cost including construction / decoration for an area of 1500 sqm	120.00	70.00	
2	a) Pre show promotion / publicity in India	3.00	5.00	
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	40.00		
3	Printing of catalogues / brochures / banners / textiles graphics	1.00		
4	Interpreters /Translator / local staff	5.00		
5	Deputation Cost	8.00		
6	Shipment and handling clearing of Goods	20.00		
Total		197.00	75.00	

Item No. 29: Proposal of ITPO for organizing India pavilion in Food Processing and Packaging Expo at Philippines from 24-26 June, 2015.

- 29.1 The total estimated cost of the project for 2015-16 is ₹129.00 lakhs. The total MAI assistance sought for 2015-16 is ₹78.50 lakhs.
- 29.2 The proposed activities to be undertaken under the project is to establish a state of the Art India pavilion, to organize India Food Festival to promote Indian cuisines, and to arrange Business to Business meetings. The event is based on focus products basis with the focus on food processing industry. Specific targeted benefit after completion of the project is to promote India as a destination for investment in Food processing sector, to promote exports of food products from India, to understand expectation and requirement of global importers and to create an awareness of Indian cuisines and help gain acceptance worldwide. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 29.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

29.4 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	110.00	68.00
2	a) Pre show promotion / publicity in India	1.00	0.65
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.	6.00	3.90
3	Printing of catalogues / brochures / banners / textiles graphics	3.00	1.95
4	Interpreters /Translator / local staff	1.00	0.50
5	Deputation Cost	8.00	To be borne by ITPO
	Total	129.00	75.00

Item No. 30: Proposal of ITPO for organizing India Sourcing Fair at Sri Lanka during December, 2015.

30.1 The total estimated cost of the project for 2015-16 is ₹443.00 lakhs. The total MAI assistance sought for 2015-16 is ₹338.20 lakhs.

30.2 The proposed activities to be undertaken under the project is to organize India show will be spread over an area of 1500 sq mtr., to project state of the Art India presentation and to arrange Business to Business meetings. The event is based on focus products basis with the focus on machinery and equipment, transport equipment, pharmaceuticals, food products besides minerals fuels. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Bangladesh market but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

30.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

30.4 **EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	300.00	157.00
2	a) Pre show promotion / publicity in India	3.00	
	b) Publicity (in host country) including holding seminars / food festival / press meets etc.		18.00

		100.00	
3	Printing of catalogues / brochures / banners / textiles graphics	5.00	
4	Interpreters /Translator / local staff	5.00	
5	Deputation Cost	15.00	
6	Shipment and handling clearing of Goods	15.00	
	Total	443.00	175.00

Item No. 31: Proposal of ITPO for organizing India Sourcing Fair at Bangladesh during January, 2016.

- 31.1 The total estimated cost of the project for 2015-16 is ₹443.00 lakhs. The total MAI assistance sought for 2015-16 is ₹338.20 lakhs.
- 31.2 The proposed activities to be undertaken under the project is to organize India show will be spread over an area of 1500 sq mtr., to project state of the Art India presentation and to arrange Business to Business meetings. The event is based on focus products basis with the focus on machinery and equipment, transport equipment, pharmaceuticals, food items, chemicals, cotton and plastic products etc. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Bangladesh market but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 31.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹156.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 125 Indian exhibitors.**
- 31.4 **EC approved the proposal with MAI assistance of ₹156.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 125 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	300.00	138.00
2	(a) Pre show promotion / publicity in India (b) Publicity (in host country) including holding seminars / food festival / press meets etc.	3.00 100.00	18.00
3	Printing of catalogues / brochures / banners / textiles graphics	5.00	
4	Interpreters /Translator / local staff	5.00	
5	Deputation Cost	15.00	
6	Shipment and handling clearing of Goods	15.00	
	Total	327.00	156.00

Item No. 32: Proposal of ITPO for organizing India Sourcing Fair at Buenos Aires, Argentina during September 2015.

- 32.1 The total estimated cost of the project for 2015-16 is ₹327.00 lakhs. The total MAI assistance sought for 2015-16 is ₹206.05 lakhs.

- 32.2 The proposed activities to be undertaken under the project is to establish a State of Art India Expo, to arrange Business to Business meetings of participants with buyers and cultural activities and food festival. The event is based on focus products basis with the focus on textiles, home furnishings, garments, machinery & equipment, chemicals & pharmaceuticals, IT & software and auto and auto components. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian products not only in Argentina but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 32.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 125 Indian exhibitors.
- 32.4 EC approved the proposal with MAI assistance of ₹175.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 125 Indian exhibitors.

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	150.00	165.00
2	(a) Pre show promotion / publicity in India	10.00	10.00
	(b) Publicity (in host country) including holding seminars / food festival / press meets etc.	120.00	
3	Printing of catalogues / brochures / banners / textiles graphics	2.00	
4	Interpreters /Translator / local staff	5.00	
5	Deputation Cost	10.00	
6	Shipment and handling clearing of Goods	30.00	
	Total	327.00	175.00

Item No. 33: Proposal of ITPO for organizing India Pavilion in FIME – International Medical Exposition at Miami, USA from 5-7 August, 2015.

- 33.1 The total estimated cost of the project for 2015-16 is ₹133.00 lakhs. The total MAI assistance sought for 2015-16 is ₹51.20 lakhs.
- 33.2 The proposed activities to be undertaken under the project is to project India's strengths in Medical Equipment and Disposables industry, to mount a State of the Art India Pavilion and to arrange Business to Business meetings at India Pavilion **with 30 Indian companies.** The event is based on focus products basis with the focus on medical equipment and disposables. Specific targeted benefit after completion of the project is to promote India's capabilities in Medical Equipment and disposables industry and increase exports of such products from Indian. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 33.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 50 Indian exhibitors.

33.4 EC deferred consideration of the proposal and directed that the proposal may be examined on file by FT (NAFTA) Division in consultation with EP (Pharma) Division DOC.

Item No. 34: Proposal of ITPO for organizing India pavilion in the Sydney Royal Easter Show at Australia during March 2016.

34.1 The total estimated cost of the project for 2015-16 is ₹295.00 lakhs. The total MAI assistance sought for 2015-16 is ₹180.05 lakhs.

34.2 The proposed activities to be undertaken under the project is to organize India show will be spread over an area of 1500 sq mtr., to project state of the Art India presentation and to arrange Business to Business meetings. The event is based on focus products basis with the focus on MSME sector manufacturing / trading in security equipment etc. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian entrepreneurs to explore the potential of their products. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

34.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

34.4 **EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	200.00	140.00
2	(a) Pre show promotion / publicity in India (b) Publicity (in host country) including holding seminars / food festival / press meets etc.	2.00 60.00	10.00
3	Printing of catalogues / brochures / banners / textiles graphics	5.00	
4	Interpreters /Translator / local staff	5.00	
5	Deputation Cost	15.00	
6	Shipment and handling clearing of Goods	8.00	
	Total	295.00	

Item No. 35: Proposal of ITPO for organizing India Sourcing Fair at Sao Paulo, Brazil during October 2015.

35.1 The total estimated cost of the project for 2015-16 is ₹327.00 lakhs. The total MAI assistance sought for 2015-16 is ₹206.05 lakhs.

35.2 The proposed activities to be undertaken under the project is to establish a State of Art India Expo, to arrange Business to Business meetings of participants with buyers and

cultural activities and food festival. The event is based on focus products basis with the focus on chemicals & pharmaceuticals, auto parts, electrical & mechanical equipment, machinery, garment and synthetic fiber besides petroleum products. Specific targeted benefit after completion of the project is to provide an ideal platform to Indian products not only in Brazil but also the neighboring countries. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

35.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹140.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.

35.4 EC approved the proposal with MAI assistance of ₹140.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.

Estimated Expenditure

			(₹ In Lakhs)
Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Venue cost including construction / decoration for an area of 1500 sqm	150.00	130.00
2	(a) Pre show promotion / publicity in India	10.00	10.00
	(b) Publicity (in host country) including holding seminars / food festival / press meets etc.	120.00	
3	Printing of catalogues / brochures / banners / textiles graphics	2.00	
4	Interpreters /Translator / local staff	5.00	
5	Deputation Cost	10.00	
6	Shipment and handling clearing of Goods	30.00	
	Total	327.00	140.00

Item No. 36: Proposal of Indian Chamber of Commerce for organizing India INVESTRADE, Exposition & Buyer Seller Meet at Dhaka, Bangladesh from 11-13 August, 2015.

36.1 The total estimated cost of the project for 2015-16 is ₹105.00 lakhs. The total MAI assistance sought for 2015-16 is ₹78.75 lakhs.

36.2 The proposed activities to be undertaken under the project is to organizing Buyer Seller Meet, Exhibition and conference. Focus sector is Electrical Equipment. ICC has not mentioned number of participants. Specific targeted benefit after completion of the project is to promoting of Indian products, which has huge demand in Bangladesh, Handholding of Indian exporters to Bangladesh by providing them a platform to interact and help them to understand Bangladesh needs **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

36.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 60 Indian exhibitors.

36.4 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 60 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses for BSM	30.00	70.00
2	Venue cost and organizing expenses for Exhibition	25.00	
3	Venue cost and organizing expenses for conference	15.00	5.00
4	Printing of Catalogue and other materials	10.00	
5	Publicity campaign	20.00	
6	Travel & stay	5.00	
	Total	105.00	75.00

Item No. 37: Proposal of Indian Chamber of Commerce for organizing India INVESTRADE in Iran Exposition & Buyer Seller Meet at Tehran, Iran from 15-17 February, 2016.

- 37.1 The total estimated cost of the project for 2015-16 is ₹76.50 lakhs. The total MAI assistance sought for 2015-16 is ₹57.37 lakhs.
- 37.2 The proposed activities to be undertaken under the project are to arranging B2B meetings between prospective international buyers and Indian exhibitors. Focus sectors are Machinery and Instrument. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to handholding of Indian exporters to Iran by providing them a platform to interact and help them to understand Iran's needs and facilitating dialogues between the government officials of India and Iran & helping them to further fine-tune the policies related to Machinery and Instruments sectors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 37.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**
- 37.4 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses for BSM	17.50	45.00
2	Venue cost and organizing expenses for Exhibition	17.50	
3	Venue cost and organizing expenses for conference	14.50	5.00
4	Printing of Catalogue and other materials	5.00	
5	Publicity campaign	10.00	
6	Travel & stay	12.00	
	Total	76.50	50.00

Item No. 38: Proposal of Indian Chamber of Commerce for organizing India INVESTRADE, Exposition & Buyer Seller Meet at Vientiane, Lao PDR from 15-17 September, 2015.

- 38.1 The total estimated cost of the project for 2015-16 is ₹81.00 lakhs. The total MAI assistance sought for 2015-16 is ₹60.75 lakhs.
- 38.2 The proposed activities to be undertaken under the project are to organizing Buyer Seller Meet, Exhibition and conference. Focus sectors are Electrical and Electronics products. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to promoting of Indian products, which has huge demand in Lao PDR, Handholding of Indian exporters to Lao PDR by providing them a platform to interact and help them to understand Lao PDR needs **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 38.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**
- 38.5 **EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses for BSM	18.00	35.00
2	Venue cost and organizing expenses for Exhibition	23.00	
3	Venue cost and organizing expenses for conference	14.00	
4	Printing of Catalogue and other materials	6.00	5.00
5	Publicity campaign	10.00	
6	Travel & stay	10.00	
	Total	81.00	40.00

Item No. 39: Proposal of Indian Chamber of Commerce for organizing INVESTRADE Exposition & Buyer Seller Meet at Jakarta, Indonesia from 5-7 November, 2015.

- 39.1 The total estimated cost of the project for 2015-16 is ₹93.50 lakhs. The total MAI assistance sought for 2015-16 is ₹70.12 lakhs.
- 39.2 The proposed activities to be undertaken under the project is to organizing Buyer Seller Meet, Exhibition and conference. Focus Sectors are construction Materials and Equipment. ICC is planning to participate in the event with 50-55 Indian participants. Specific targeted benefit after completion of the project is to promoting of Indian products, which has huge demand in Indonesia, Handholding of Indian exporters to Indonesia by providing them a platform to interact and help them to understand Indonesia's needs. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 39.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 55 Indian exhibitors.**

39.4 EC approved the proposal with MAI assistance of ₹45.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 55 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost & organizing expenses	65.00	42.00
2	Printing of catalogue and other material	3.50	3.00
3	Publicity cost	10.00	
4	Travel stay	15.00	
	Total	93.50	45.00

Item No. 40: Proposal of Indian Chamber of Commerce for organizing India INVESTRADE, Exposition & Buyer Seller Meet at Phnom Penh, Cambodia from 20-22 March, 2016.

40.1 The total estimated cost of the project for 2015-16 is ₹80.50 lakhs. The total MAI assistance sought for 2015-16 is ₹60.37 lakhs.

40.2 The proposed activities to be undertaken under the project are to organizing Buyer Seller Meet, Exhibition and conference. Focus sectors are Electrical and Electronic Equipment. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to promoting of Indian products, which has huge demand in Cambodia, Handholding of Indian exporters to Cambodia by providing them a platform to interact and help them to understand Cambodia needs **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

40.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

40.4 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses for BSM	19.50	38.00
2	Venue cost and organizing expenses for Exhibition	19.50	
3	Venue cost and organizing expenses for conference	14.50	2.00
4	Printing of Catalogue and other materials	5.00	
5	Publicity campaign	10.00	
6	Travel & stay	12.00	
	Total	80.50	40.00

Item No. 41: Proposal of Indian Chamber of Commerce for national level participation in MYANBUILD 2015 at Yangon, Myanmar during December, 2015.

41.1 The total estimated cost of the project for 2015-16 is ₹55.00 lakhs. The total MAI assistance sought for 2015-16 is ₹35.75 lakhs.

- 41.2 The proposed activities to be undertaken under the project is to National level participation in MYANBUILD 2015, display of Indian products in the Exhibition, opportunity to meet major industry professionals in Myanmar's building and construction industry, source for new distributors, agents and strategic partners in Myanmar. Business networking platform for developing new business and partnerships meet and build relationship with decision makers, display of Indian products in the exhibition, source for new distributors, agents. Focus sector are Building and Construction, Construction Machinery and Equipment, Consultancy and Services, Interiors, Kitchen and Bathroom, Landscaping and Exterior, M&E Equipment and Technology, Renewable Energy and Energy Efficiency, Foundation and Substructures, etc. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to potential opportunities as the country transforms both politically and economically, infrastructure, construction and other industries, presenting many business opportunities for both local and international companies. Indian companies may be keen to enter Myanmar to learn more about the local market and develop business. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 41.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**
- 41.4 **EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	110.00	35.00
2	Publicity cost	10.00	
3	Cost of catalogue and other material	5.00	
	Total	125.00	40.00

Item No. 42: Proposal of Indian Chamber of Commerce for organizing Mini India Show in Kathmandu, Exposition & Buyer Seller Meet at Kathmandu, Nepal during April, 2015.

- 42.1 The total estimated cost of the project for 2015-16 is ₹298.00 lakhs. The total MAI assistance sought for 2015-16 is ₹223.50 lakhs.
- 42.2 The proposed activities to be undertaken under the project is to organizing Buyer Seller Meet, Exhibition and conference. Focus sectors are Indian brands, technological capabilities and engineering / services sectors. The exact date of the event and number of Indian exhibitors is not mentioned by ICC. Specific targeted benefit after completion of the project is to promoting of Indian products, which has huge demand in Nepal, Handholding of Indian exporters to Nepal by providing them a platform to interact and help them to understand Nepal needs **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

42.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 100 Indian exhibitors.

42.4 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 100 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost and organizing expenses for BSM	74.00	95.00
2	Venue cost and organizing expenses for Exhibition	75.00	
3	Venue cost and organizing expenses for conference	16.00	5.00
4	Printing of Catalogue and other materials	50.00	
5	Publicity & Branding campaign	60.00	
6	Food festival	11.00	
7	Cultural festival venue	12.00	
	Total	298.00	100.00

Item No. 43: Proposal of Indian Chamber of Commerce for participation in India Invest Trade Expo & Buyer Seller at Kabul, Afghanistan from 14-16 April, 2015.

43.1 The total estimated cost of the project for 2015-16 is ₹63.11 lakhs. The total MAI assistance sought for 2015-16 is ₹41.02 lakhs.

43.2 The proposed activities to be undertaken under the project is to arranging B2B meetings between prospective international buyers and Indian exhibitors. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to it is expected that business particularly export queries/orders worth over ₹12-15 crores will take place as a result to Indian participation, promoting export to Afghanistan. Handholding of Indian exporters to Afghanistan by providing them a platform to interact with Afghanistan companies and Joint venture opportunities with foreign investors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

43.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹41.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

43.4 EC approved the proposal with MAI assistance of ₹41.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost & B2B Organizing cost	43.11	39.00
2	Printing	5.00	2.00
3	Publicity cost	10.00	
4	Postage, Courier, ISD/STD, local transpiration Translation & interpreters charges etc.	5.00	
	Total	63.11	41.00

Item No. 44: Proposal of Indian Chamber of Commerce for participation in World SME Expo at Hong Kong from 4-6 December, 2015.

- 44.1 The total estimated cost of the project for 2015-16 is ₹63.11 lakhs. The total MAI assistance sought for 2015-16 is ₹41.02 lakhs.
- 44.2 The proposed activities to be undertaken under the project are to arranging B2B meetings between prospective international buyers and Indian exhibitors. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to it is expected that business particularly export queries/orders worth over ₹12-15 crores will take place as a result to Indian participation, promoting export to Hong Kong. Handholding of Indian exporters to Hong Kong by providing them a platform to interact with Hong Kong companies, ASEAN and other global companies looking in potential tie ups and Joint venture opportunities with foreign investors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**
- 44.3 **SC recommended the proposal for consideration of EC with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 100 Indian exhibitors.**
- 44.4 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 100 Indian exhibitors.**

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost & B2B Organizing cost	43.11	60.00
2	Printing	5.00	10.00
3	Publicity cost	10.00	
4	Postage, Courier, ISD/STD, local transpiration Translation & interpreters charges etc.	5.00	
	Total	63.11	70.00

Item No. 45: Proposal of Indian Chamber of Commerce for national level participation in INTERSEC at Dubai, UAE during January, 2016.

- 45.1 The total estimated cost of the project for 2015-16 is ₹125.00 lakhs. The total MAI assistance sought for 2015-16 is ₹81.25 lakhs.
- 45.2 The proposed activities to be undertaken under the project is to meet and build relationship with decision makers, display of Indian products in the exhibition, source for new distributors, agents and strategic partners, business networking platform for developing new business and partnerships and B2B meetings. Focus sector are Commercial Security, Information Security, Homeland Security & Policing, Safety & Health and Fire & Rescue. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to ICC initiative to augment business and investment in a changed scenario as world-wide the fire fighting system has gone through a sea change with the inception of modern technologies and use in hi-tech equipments and to generate greater fire safety and prevention awareness through a common exhibition platform. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

45.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

45.4 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost including organizing expenses	110.00	70.00
2	Publicity cost	10.00	5.00
3	Cost of catalogue and other material	5.00	
	Total	125.00	75.00

Item No. 46: Proposal of Indian Chamber of Commerce for participation in EXPOCOMER 2016 at Panama City, Panama from 16-19 March, 2016.

46.1 The total estimated cost of the project for 2015-16 is ₹75.00 lakhs. The total MAI assistance sought for 2015-16 is ₹48.75 lakhs.

46.2 The proposed activities to be undertaken under the project is to organizing Buyer Seller Meet, Exhibition and Conference. Focus sectors are Textile, Ready Made Garments, Food & Beverage, Construction Material & Technology, IT & Technology, Pharma & Technology and Automotive & auto Parts. ICC is planning to participate in the event with 50 Indian participants. Specific targeted benefit after completion of the project is to it is expected that business particularly export queries/orders worth over ₹12-15 crores will take place as a result to Indian participation, promoting export to Panama and Other LAC countries. Handholding of Indian exporters to Panama by providing them a platform to interact and help them to understand Iran's needs Joint venture opportunities with foreign investors. **Assistance is admissible under para 7.1.2 of the MAI guidelines.**

46.3 SC recommended the proposal for consideration of EC with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

46.4 EC approved the proposal with MAI assistance of ₹40.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

Estimated Expenditure

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance approved
1	Venue cost	53.00	35.00
2	Printing	6.00	5.00
3	Publicity cost	10.00	
4	Postage, Courier, ISD/STD, local transpiration Translation & interpreters charges etc.	6.00	
	Total	75.00	40.00

Item No. 2: Additional Agenda

Item No. 1: Proposal of ITPO for organizing India Sourcing Fair at Chile during March 2015.

- 2.1.1 The proposed activities to be undertaken under the project is to organize India Sourcing Fair at Chile during 2014-15, business seminars and B2B meetings. The focus of the show will be on textiles, Pharma, auto parts and Gem & Jewellery, handicrafts, power transmission equipment, IT etc. The objective of the show is continued projection of India's quality products and technological advancements made in different spheres. The show also aims to provide an ideal platform to Indian entrepreneurs to explore the potential of their products not only in Chile market but also the neighboring countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- 2.1.2 **The above proposal of ITPO was approved by EC in its meeting held on 24.09.2013 with MAI assistance of ₹ 300.00 lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 150 Indian exporters including Indian Wine companies.**
- 2.1.3 Now ITPO stated that due to high airfare and the marked hesitation on the part of Indian trading community on doing business with such distant nation, the response of Indian exhibitors has not been satisfactory. ITPO requests to decrease the number of participants from 150 to 75 companies and also decrease the MAI assistance from ₹ 300.00 lakhs to ₹ 149.50 lakhs. The component-wise detail is as below:
- 2.1.4 EC approved the proposal to decrease the number of participants from 150 to 75 companies and also decrease the MAI assistance from ₹ 300.00 lakhs to ₹ 149.50 lakhs.

Revised Estimated Expenditure

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI assistance admissible
1	Venue cost including construction / decoration	105.00	68.25
2	Shipment of exhibits of participants	35.00	22.75
3	local staff (translator / interpreter)	5.00	3.25
4	publicity	85.00	55.25
	Total	230.00	149.50

**List of participants for Empowered Committee Meeting of MAI held on
04.12.2014 in Room No. 141 under the Chairmanship of
Shri Rajeev Kher, Commerce Secretary, Department of Commerce**

1. Shri Rajeev Kher, Commerce Secretary... Chairman
2. Shri B.P. Pandey, AS&FA, DOC
3. Shri D.S. Dhesi, Additional Secretary, DOC
4. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
5. Shri Arvind Mehta, Joint Secretary, DOC
6. Shri A.K. Tripathy, JS, DOC
7. Shri Ravi Capoor, Joint Secretary, DOC
8. Shri S. Pandey, Joint Secretary, DOC
9. Ms Aditi Das Raut, Director, DOC
10. Shri Santosh Kumar, Director, DOC
11. Ms. Sangeeta Saxena, AEA, DOC
12. Shri Rajeev Kumar, Under Secretary, DOC
13. Ms Dona Ghosh, DGFT
14. Shri Malay Srivastav, ED, ITPO
15. Ms. Meenakshi Singh, OSD, ITPO
16. Shri Ajay Sahai
17. Shri Sunil Agnihotri, Jt. DDG, FIEO
18. Shri Saurabh Sanyal, ED, PHDCCI
19. Dr. S.P. Sharma, Chief Economist, PHDCCI
20. Shri Rakesh Sangrai, Deputy Secretary, PHDCCI
21. Shri B. Mukherjee, Joint Director, ICC
22. Ms Parminder J. Kaur, Sr. Asstt. Director, ICC
23. Ms. Sushmita Das, Dy. Director, ICC
24. Ms Joyti Kaur, SEPC
