

**OFFICE MEMORANDUM**

**Subject: Minutes of the Meeting of Empowered Committee of Market Access Initiative (MAI) for finalizing Annual Action Plan of MAI for the year 2016-17.**

The undersigned is directed to forward a copy of minutes of the meeting of the Empowered Committee of MAI, held on 20<sup>th</sup> November, 2015, 2<sup>nd</sup> December, 2015 and 7<sup>th</sup> December, 2015 under the Chairpersonship of Ms. Rita Teotia, Commerce Secretary, for finalizing Annual Action Plan of MAI for the year 2016-17, for information and necessary action.

  
(Rajeev Kumar)  
Under Secretary  
☎ 2306 1764

To,

1. Shri Anup Wadhawan, DG, DGFT
2. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
3. Shri Sudhanshu Pandey, Joint Secretary, DOC
4. Shri Santosh Kumar Sarangi, Joint Secretary, DOC
5. Shri Dammu Ravi, Joint Secretary, DOC
6. Shri Bhupinder Singh Bhalla, Joint Secretary, DOC
7. Shri Manoj Dwivedi, Joint Secretary, DOC
8. Shri Sanjay Chadha, Joint Secretary, DOC
9. Ms Anita Praveen, Joint Secretary, DOC
10. Ms Sunaina Tomar, Joint Secretary (Export), Ministry of Textiles.
11. Shri Ashok Kumar, Joint Secretary, DOC
12. Ms. Anuradha Guru, Director, DOC
13. Ms. Anita Karn, Director, DOC
14. Shri Amit Singla, DS, DOC
15. Shri K. Nagaraj Naidu, Director (ITP), MEA
16. Shri T.V. Ravi, Director General, EOU & SEZ EPC
17. Dr. A. Jayatilak, Chairman, Spices Board
18. Shri Puneet Kumar SG, AEPC
19. Shri R. Ramesh Kumar, ED, CLE
20. Ms. Shubhra Singh, ED, ITPO
21. Shri Chandrajit Banerjee, DG, CII
22. Dr. A. Didar Singh, SG, FICCI
23. Dr. P V Appaji, Director General, Pharmexcil
24. Ms. Aditi Das Raut, Director General (Services EPC)
25. Shri Ajay Sahai, DG&CEO, FIEO
26. Shri D.S. Rawat, SG, ASSOCHAM
27. Shri Sabyasachi Ray, ED, GJEPC
28. Shri Bhaskar Sarkar, ED, EEPC
29. Shri Amit Mukherjee, ACMA
30. Shri. S.G. Bharadi, Acting Executive Director, Chemexcil
31. ED, Capexil
32. Shri R.K. Pathak, Secretary, TEPC
33. Dr. Rajeev Singh, Director General, ICC
34. Shri Saurabh Sanyal, ED, PHD Chamber of Commerce
35. Shri K. Sasi Varma, ED, Cashew EPC

36. Shri M. K.Parimoo, Director General, TPCI
37. Shri Tarun Dewan, ED, SGEPC
38. Shri R. Anand, ED, HEPC
39. Shri Rakesh Kumar, ED, EPCH
40. Shri Shiv Kumar Gupta, ED, Carpet EPC
41. Shri Siddhartha Rajagopal, ED, TEXPROCIL
42. Shri V. Anil Kumar, ED, SRTEPC
43. Shri T. S. Chadha, OED, ISEPC
44. Shri Rohit Puri, Executive Director, PDEXCIL
45. Shri D.K. Sareen, ED, ESC EPC
46. Shri Rajan Klyanpur, ED, Plastic EPC
47. Shri Mushtaq Ahmed Wani, President, KCCI

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1. PPS to CS
  2. PPS to AS&FA
  3. PS to JS (RC)
  4. PA to DS (NR)



(Rajeev Kumar)  
Under Secretary

**Minutes of the Meetings of the Empowered Committee of MAI, Chaired by Commerce Secretary, to finalise Annual Action Plan for the year 2016-17**

The Empowered Committee of MAI met on 20.11.2015, 02.12.2015 and 07.12.2015 to finalise Annual Action Plan for MAI proposals for the year 2016-17.

2. The broad principles followed by the Sub-Committee, while recommending proposals for consideration of the Empowered Committee was indicated. For 2016-17, the Sub-Committee took into account the focus markets indicated in FTP, share of different commodities in export basket, need for rational allocation of events amongst industry organizations/EPCs, need for at least one flagship RBSM for each major commodity, preference for sector-specific shows, need for supporting the sectors with growth potential etc. It was mentioned that separate guidelines for streamlining release of funds was being issued. It was also conveyed that a module is being prepared for monitoring the impact of events funded by GOI, by HS code – market matrix for such event participation.

3. Chairperson emphasized the need for all organisations submitting UCs with accounts in time and that EPCs and Trade Bodies (TBs) need to provide measurable outcomes of the events participated with Govt. Assistance. The following decisions / observations were taken / made in the three meetings:

- (i) From next year, each proposal to indicate value of exports to the market(s) targeted, trend in exports (for at least two years) and strategic interest of India etc. It was indicated that DoC was developing a software system for monitoring the MAI / MDA funding and a process of online monitoring may be put in place in the beginning of 2016 itself. This online system is proposed to be introduced for fund releases being made for proposals approved in 2016-17. All agencies would be required to comply with system being developed. For proposals of 2017-18 onwards online application format is also proposed to be introduced through NCTI.
- (ii) Normally, EPCs/TBs, having been supported for repeated shows at one event/place for 3 years, would not be further funded by the Govt. and TBs would be expected to participate in such events independently, i.e. once the event is curated by repeated participation, proposal from any agency for this purpose/event would be disallowed/discouraged.
- (iii) For all major flagship events in the country, EPCs/Commodity Divisions are expected to draw up a firm calendar as per international practice and develop the branding of that event in such a way as to make it a universally acknowledged event, [i.e. organized at a fixed timeframe annually]. Indicative calendar for 5 years needs to be drawn up in advance.
- (iv) EPCs / TBs, while seeking funds for established events, may tend to seek less of Govt. funding and over a period of time make the scale of the show bigger and bigger, by taking more contribution from exhibitors. Such established event participation should aspire to cut down on support for visitors. (i.e. the representation of the event should attract visitors on its own without having a need to subsidise their visits).



- (v) ITPO should desist from seeking funds under MAI/MDA for 2017-18 onwards as it is expected to function on self-sustaining basis without govt. funding for such events.
- (vi) Branding for facia etc. of participants is being designed by IBEF as part of the DoC initiative and it shall be mandatory for all participants/organisations in govt. funded events to brand India according to templates specified by IBEF. EPCs / TBs need to gear up to such branding and try to ensure that this is replicated for all other events of national importance.
- (vii) 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.
- (viii) For all events, due diligence has to be carried out by the organisations on the nature of quality of the participants, and this would also need be certified by the organisations concerned while submitting the proposal. Similarly, the first report (*output report*) submitted after the event should indicate the participants companies' credentials and steps taken by the EPC / TB to verify the credentials.
- (ix) In events for IT and other services sector, in view of the national focus on promoting Start Ups, one area may be earmarked for "Start-up" participants. In this sector, the support would be considered by GOI for events with thrust for hardware, rather than software.
- (x) Since RBSM's are intended to promote developing and under-developed markets, organizations concerned need to ensure that buyers from developed markets do not covered for Government of India funding element.
- (xi) State specific events would be discouraged, unless the content justifies participation from national level importance.

4. After detailed discussion on each item, the Empowered Committee approved MAI assistance of Rs.196.86 crore for 200 events to be undertaken during the year 2016-17. The region-wise, sector-wise and organisation-wise break-up of the events and assistance approved by the Empowered Committee are as under:

I. **Region-wise break-up of events approved by EC for 2016-17**

Sl. No.	Region	No. of events	Approved Amount (₹ in lakh)
1	India (RBSM)	36	6,123.90
2	NE Asia	36	2,767.36
3	Europe	25	2,338.31
4	WANA	20	1,834.17
5	South Asia	22	1,424.00
6	LAC	14	1,125.00
7	Africa	17	1,311.00
8	CIS	11	1490.00

9	ASEAN	13	745.00
10	NAFTA	5	382.06
11	Oceania	1	120.00
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

**II. Sector-wise break-up of events approved by EC for 2016-17**

Sl. No.	Sectors	No.	Approved amount (₹ in lakh)
1	Engineering	38	4,429.00
2	Textiles	35	3,675.00
3	Multi-sector	38	3,024.47
4	Pharmaceuticals	12	1,370.00
5	Gem & Jewellery	7	1,220.00
6	Electronics & Computer Software	6	1,030.00
7	Services	8	1,015.00
8	Chemicals	5	840.00
9	Leather	11	765.00
10	Agri-products	19	658.43
11	Plastic	5	555.00
12	Miscellaneous	6	375.00
13	Project	3	215.00
14	Telecom	3	275.00
15	Sports Goods	3	187.50
16	Ceramic & Allied Products	1	26.40
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

**III. Organisation-wise break-up of events approved by EC for 2016-17**

Sl No.	Name	Number of events	Approved Amount (₹ in lakh)
1	EEPC	15	2,340.00
2	FICCI	13	1,500.00
3	ITPO	12	1,110.00
4	CII	13	1,125.00
5	G&J EPC	7	1,220.00
6	AEPC	7	1,210.00
7	FIEO	13	1,036.00
8	PHARMEXCIL	6	1,000.00
9	ASSOCHAM	14	995.00
10	ESC EPC	6	1,030.00
11	CHEMEXCIL	4	765.00
12	CLE	11	765.00

13	PHD CCI	10	625.00
14	CARPET EPC	4	575.00
15	ICC	11	482.47
16	TEXPROCIL	6	510.00
17	EPCH	6	500.00
18	PLASTIC EPC	4	455.00
19	ACMA	4	400.00
20	Service EPC	4	375.00
21	ISEPC	3	245.00
22	HEPC	2	160.00
23	SGEPC	3	187.50
24	TEPC	2	200.00
25	PDEXCIL	2	125.00
26	SRTEPC	3	150.00
27	KCCI	1	100.00
28	EOU & SEZ EPC	4	100.00
29	TPCI	2	90.00
30	Cashew EPC	5	38.43
31	CAPEXIL	1	26.40
32	Spices Board	2	20.00
33	IBEF (with EEPC)	1	200.00
	<b>Total</b>	<b>200</b>	<b>19,660.80</b>

5. The approvals by the Empowered Committee in the meetings held on 20.11.2015, 02.12.2015 and 07.12.2015 in respect of each of the Agenda items are placed at **Appendix-I, Appendix-II and Appendix-III** respectively.

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### **APPENDIX-III**

#### **Decisions taken by the Empowered Committee of MAI in the Meeting held on 07.12.2015**

The decisions taken by the Empowered Committee on each item are given below. The detailed item-wise approvals are at Annexure-III.

##### **Agenda Item No. 1**

#### **O. ENGINEERING SECTOR**

**Item No. O.1: Proposal of FIEO for organizing India Pavilion in Tehran International Industry Exhibition” during October, 2016 at Tehran, Iran.**

- O.1        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 50 Indian exhibitors.

**Item No. O.2: Proposal of FIEO for organizing India Pavilion in Fair for Electrical and electronics (FIEE) at Sao Paulo, Brazil during March 2017.**

- O.2        EC approved the proposal 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.

**Item No. O.3: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at International Trade Show on Wood & Woodworking Machinery & Allied Products at Dhaka, Bangladesh during 26-28 May 2016.**

- O.3        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 60 Indian exhibitors.

**Item No. O.4: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at PAPER-ME 2016 at Cairo, Egypt during October 2016.**

- O.4        EC deferred consideration of the proposal and directed that proposal may be examined by FT (Africa) Division, DOC. Details of size of paper market in Egypt, India's interest in the commodity for the market etc. needs to be analysed.

**Item No. O.5: Proposal of Indian Chamber of Commerce for organising National Level participation in MYANBUILD 2016 at Tatmadaw Exhibition Hall, Yangon, Myanmar during December 2016.**

- O.5        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 55 Indian exhibitors.



**Item No. O.6: Proposal of Indian Chamber of Commerce for organising India Pavilion in Megabuild 2017 at Jakarta, Indonesia during March, 2017.**

- O.6 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 60 Indian exhibitors.

**Item No. O.7: Proposal of Indian Chamber of Commerce for organising India Pavilion at Mashhad, Iran in Electro Expo during 12-14 August 2016.**

- O.7 EC approved the proposal with MAI assistance of ₹24.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

**Item No. O.8: Proposal of ACMA for organizing National level participation at Automechanika 2016, at Dubai, UAE during 8-10 May 2016.**

- O.8 EC observed that ACMA and EEPC both are participating in this event. This proposal was clubbed with Item No. 29 in the agenda and EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC and ACMA ensuring participation of 100 Indian exhibitors. EEPC was decided to be the lead agency for this event.

**Item No. O.9: Proposal of ACMA for organizing National level participation at Iran Auto part International Fair at Tehran, Iran during November 2016.**

- O.9 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 35 Indian exhibitors.

**Item No. O.10: Proposal of ACMA for organizing National level participation at Automechanika 2016, at Frankfurt, Germany during 13-17 September 2016.**

- O.10 This was clubbed together into proposal at item O.35 since both are same relating to same event. EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA / EEPC ensuring participation of 100 Indian exhibitors. ACMA would be the lead agency supported by EEPC.

**Item No. O.11: Proposal of ACMA for organizing two days RBSM with buyers from Iran, Africa, CIS, Central Eastern Europe, ASEAN, West Asia and Japan at New Delhi during October / November 2016.**

- O.11 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines and directed ACMA to ensure participation of 225 Indian exhibitors and inviting 150 foreign buyers.

**Item No. O.12: Proposal of ASSOCHAM for organising India pavilion in PROJECT QATAR 2016 at Doha, Qatar (13<sup>th</sup> International Construction, Building Material Exhibition) at Doha, Qatar from 2-5 May, 2016.**



- O.12 EC approved the proposal with MAI assistance of ₹110.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 70 Indian exhibitors.

**Item No. O.13: Proposal of ASSOCHAM for participation in 22<sup>nd</sup> IRANTEX 2016 at Tehran, Iran from 4-7 September, 2016.**

- O.13 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 100 Indian exhibitors.

**Item No. O.14: Proposal of ASSOCHAM for organising India pavilion in 9<sup>th</sup> Meditex Bangladesh International Exhibition at Dhaka, Bangladesh from 5-7 May, 2016.**

- O.14 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

**Item No. O.15: Proposal of ASSOCHAM for organising India pavilion in 9<sup>th</sup> Ethio-Chamber International Trade Fair 2016 at Addis Ababa, Ethiopia from 5-9 November, 2016.**

- O.15 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors. However, Territorial Division would provide justification for this multi-sector participation with details of size of the market, potential etc.

**Item No. O.16: Proposal of ASSOCHAM for organising India pavilion in 17<sup>th</sup> TEXTTECH BANGLADESH 2016 at Dhaka, Bangladesh from 24-27 August, 2016.**

- O.16 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.

**Item No. O.17: Proposal of FICCI for Namaskar Africa: India-West Africa Business Forum & Exhibition at Lagos, Nigeria from 21-22 September, 2016.**

- O.17 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exhibitors.

**Item No. O.18: Proposal of FICCI for organising India pavilion in Build Industry 2016 at Astana, Kazakhstan during May, 2016.**

- O.18 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

**Item No. O.19: Proposal of FICCI for organising India pavilion in the Expo Cihac Mexico 2016 at Mexico during October, 2016.**

- O.19 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.

**Item No. O.20: Proposal of CII for organising India pavilion in Power & Electricity World Africa 2016 at Johannesburg, South Africa during April, 2016.**

- O.20 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. 21: Proposal of CII for organising Engineering India Expo” Hanoi, Vietnam November 2016.**

- O.21.1 EC deferred consideration of the proposal since CII proposed to do this on standalone basis. Proposal may be re-examined by FT (ASEAN) Division, DOC taking into an account possibility associating a local agency and need for shifting to the business centre in Vietnam viz. namely Ho Chi Minh city.

**Item No. O.22: Proposal of CII for organising India Pavilion at Cam Build/ Cam Energy 2016 Phnom Penh, Cambodia September 2016.**

- O.22 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. O.23: Proposal of CII for organising India Pavilion at 16<sup>th</sup> Power Bangladesh 2016 Bangabandhu International Conference Centre, Dhaka- Bangladesh November 2016.**

- O.23 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 80 Indian exhibitors.

**Item No. O.24: Proposal of CII for organising Enterprise India Pavilion at Automechanika Shanghai, China from 2-5 (tentative) December, 2016.**

- O.24 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. O.25: Proposal of CII for organising India Pavilion at KOAA-Korea Auto parts& Accessories Show 2016 at Goyang, Korea from 20-22 October, 2016.**

- O.25 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. O.26: Proposal of EEPC for organizing RBSM in Mumbai, India (Coinciding with Pharma Pro & Pack) during 27-29 April 2016.**

- O.26 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 150 Indian exhibitors and 50 foreign buyers.

**Item No. O.27: Proposal of EEPC for organizing India Engineering Sourcing Show 2016, at Mumbai during 23-25 February 2017.**

- O.27 EC approved MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI, EEPC has to shift the venue of the exhibition to Hyderabad/ Bengaluru/ or some other city and ensure participation of 300 Indian exhibitors, 450 foreign delegates

and 50 foreign exhibitors. The funding covers flagship RBSM for engineering sector and EEPC has to provide separate proposal for the RBSM before 1<sup>st</sup> instalment is released.

**Item No. O.28: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) in Kenya, Nairobi during September 2016.**

- O.28 EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 80 Indian exhibitors.

**Item No. O.29: Proposal of EEPC for organizing India Pavilion in Automechanika Middle East at Dubai, UAE during 8-10 May 2016.**

- O.29 Refer to decision against item no. O.8

**Item No. O.30: Proposal of EEPC for organizing India Pavilion in JIMEX at Amman, Jordan during 16-19 May 2016.**

- O.30 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.

**Item No. O.31: Proposal of EEPC for organizing India Pavilion in Big Five 2016 at Dubai, UAE during November 2016.**

- O.31 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors. IBEF would provide branding for the event as decided separately in Action Plan for branding.

**Item No. O.32: Proposal of EEPC for organizing participation in INNOPROM Russia 2016-Partner Country at Yekaterinburg, Russia during 11-14 July 2016.**

- O.32 EC approved the proposal with MAI assistance provisionally for ₹800.00 Lakhs (*including ₹200.00 lakhs to IBEF for branding and publicity*) under para 7.1.2 of the MAI guidelines EEPC to ensure participation of 110 Indian exhibitors. Since this was a major event supported by DoC, the participation needed to be effective and FT(CIS) Division would make a presentation to CS on the scale and scope of participation, and funding would be decided based on the final decision separately.

**Item No. O.33: Proposal of EEPC for organizing India Pavilion in Nacional Ferretera 2016 at Guadalajara, Mexico during September 2016.**

- O.33 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.



**Item No. O.34: Proposal of EEPC for organizing India Pavilion in Hannover Messe 2016 at Hannover, Germany during 25-29 April 2016.**

- O.34 EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 60 Indian exhibitors.

**Item No. O.35: Proposal of EEPC for organizing India Pavilion in Automechanika at Frankfurt, Germany during 13-17 September 2016.**

- O.35 Refer to decision on Item O.10

**Item No. O.36: Proposal of EEPC for organizing India Pavilion in Valve World at Germany during 29<sup>th</sup> November – 1<sup>st</sup> December 2016.**

- O.36 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 40 Indian exhibitors.

**Item No. O.37: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) at Peru during September, 2016.**

- O.37 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exhibitors.

**ADDITIONAL PROPOSAL OF ENGINEERING SECTOR**

**Item No. O.38: Proposal of EEPC for organizing RBISM coinciding with IMTEX 2017 at Bengaluru from 26<sup>th</sup> January to 1<sup>st</sup> February, 2017.**

- O.A.1 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 80 foreign buyers *(80 buyers covered for GOI funding. EEPC/IMTMA should strive to bring more participation)*

**Item No. O.39: Proposal of EEPC for organizing India pavilion in Arab Health 2017 at Dubai, UAE during January, 2017.**

- O.A.2 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines EEPC to do jointly Pharmexcil. Formal proposal including participation for Pharmexcil to be submitted separately.

**Item No. O.40: Proposal of EEPC for organizing India pavilion in SAIGONTEX at Ho Chi Minh City, Vietnam from 30<sup>th</sup> March to 2<sup>nd</sup> April, 2016.**

- O.A.3 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 30 Indian Exhibitors.

## P. MULTI SECTORS

**Item No. P.1: Proposal of ASSOCHAM for organising India pavilion in 8<sup>th</sup> Jaffna International Trade Fair at Jaffna, Sri Lanka from 23-25 January, 2017.**

P.1 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 70 Indian exhibitors.

**Item No. P.2: Proposal of ASSOCHAM for participation in 17<sup>th</sup> Western China International Fair 2016 at Chengdu, China from 14-19 October, 2016.**

P.2 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 65 Indian exhibitors.

**Item No. P.3: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing SAARC RBSM at PITEEX-11<sup>th</sup> Edition at Amritsar, Punjab during December 2016.**

P.3 EC approved the proposal with MAI assistance of ₹110.00 Lakhs under para 7.1.8 of the MAI guidelines subject to PHDCCI ensuring participation of 350 Indian exhibitors and inviting 120 foreign buyers.

**Item No. P.4: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 10<sup>th</sup> Asian International Trade Expo at Mer Rouge, Port Louis, Mauritius during October 2016.**

P.4 EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.

**Item No. P.5: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 13<sup>th</sup> Edition of the THAIFEX 2016 Impact Exhibition Centre, Bangkok, Thailand during May 2016.**

P.5 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.

**Item No. P.6: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at India Trade Expo 2017 at Islamabad, Pakistan during February 2017.**

P.6 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 100 Indian exhibitors.

**Item No. P.7: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Sri Lanka Glass Wood, Roofing & Façade Window & door International Expo 2016 at Colombo, Sri Lanka during 11-13 September 2016.**

P.7 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.

**Item No. P.8: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 34th China Beijing International Gifts Premium &Houseware Exhibition at Beijing, China during September 2016.**

P.8 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.

**Item No. P.9: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Expocomer 2017 at Alappa Convention Centre Panama during March 2017.**

P.9 This was clubbed together with proposal of ICC at item P.10. EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI/ICC together ensuring participation of 100 Indian exhibitors.

**Item No. P.10: Proposal of Indian Chamber of Commerce for organising Expocomer 2017 Exposition and Buyer seller Meet at Panama City during March 2017.**

P.10 See decision at P.9 above.

**Item No. P.11: Proposal of Indian Chamber of Commerce for organising National Level participation in Middle East Covering at Dubai, UAE during 23-26 May 2016.**

P.11 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.

**Item No. P.12: Proposal of Indian Chamber of Commerce for organising India Investrade in Brunei Exposition and Buyer Seller Meet at Darussalam, Brunei during 11-13 May 2016.**

P.12 EC approved the proposal with MAI assistance of ₹22.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.

**Item No. P.13: Proposal of Indian Chamber of Commerce for organising India pavilion in China Kunming Import & Export Fair at China during June, 2016.**

P.13 EC approved the proposal with MAI assistance of ₹46.47 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors. *(ICC/NEA Division would provide specific details of participants)*



*before release of 1<sup>st</sup> instalment. Only bonafade exporters exploring market access would be supported)*

**Item No. P.14: Proposal of Indian Chamber of Commerce for participation in World SME Expo at Hong Kong during December, 2016.**

P.14 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 75 Indian exhibitors.

**Item No. P.15: Proposal of Indian Chamber of Commerce for participation in 27<sup>th</sup> Spiremium Seoul International Sourcing Fair Premium Gifts & Home ware 2017 at Seoul, South Korea during March, 2017.**

P.15 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.

**Item No. P.16: Proposal of Indian Chamber of Commerce for organising National Level participation in Heimtextile 2017 at Frankfurt, Germany during January 2017.**

P.16 Proposal was not approved.

**Item No. P.17: Proposal of CII for organising 4<sup>th</sup> India-CLMV Conclave at Jaipur during November, 2016.**

P.17.1 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 80 foreign buyers and 200 Indian Exhibitors.

**Item No. P.18: Proposal of CII for organizing India Pavilion at the Big 5 Saudi, Middle East, Jeddah, Saudi Arabia during March 2017.**

P.18 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors. EEPC would be consulted on enlarging the participation.

**Item No. P.19: Proposal of CII for organising an Enterprise India - an India Pavilion in ADIPEC in Abu Dhabi, UAE in November 2016.**

P.19 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. P.20: Proposal of CII for organizing India Pavilion Middle East Electricity 2017, Dubai, UAE during March 2017.**

P.20 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. P.21: Proposal of CII for organizing India Pavilion at the Big 5 construction at Jakarta International Expo during 10-12 May 2016 at Jakarta, Indonesia.**

P.21 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.

**Item No. P.22: Proposal of CII for organizing Enterprise India Show at Pakistan Karachi during March 2017.**

P.22 EC approved the proposal with MAI assistance of ₹140.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 125 Indian exhibitors.

**Item No. P.23: Proposal of FIEO organizing India Pavilion in 12<sup>th</sup> Tanzania Trade Show 2016 at Dar-Es-Salaam, Tanzania during 25-27 November 2016.**

P.23 EC approved the proposal with MAI assistance of ₹71.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

**Item No. P.24: Proposal of FIEO for organizing India Pavilion in International SUCON Thailand 2016 during May 2016.**

P.24 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 50 Indian exhibitors.

**Item No. P.25: Proposal of FIEO for organizing India Pavilion in Singapore International Indian Shopping Festival at Singapore during September/October, 2016.**

P.25 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 50 Indian exhibitors.

**Item No. P.26: Proposal of FIEO for organizing India Pavilion in Phase 1 of 119<sup>th</sup> Session of China Import and Export Fair in China during 15-19 April 2016.**

P.26 EC approved the proposal 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 (*Chinese participation of potential Indian exporters to be ensured*).

**Item No. P.27: Proposal of FIEO organizing India Pavilion in Phase 3 of 119<sup>th</sup> Session of China Import and Export Fair in China during 01-05 May, 2016.**

P.27 EC approved the proposal 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 (*Chinese participation of potential Indian exporters to be ensured*).

**Item No. P.28: Proposal of FIEO organizing India Pavilion in Phase 3 of 120<sup>th</sup> Session of China Import and Export Fair in China during 31 October – 04 November 2016.**

P.28 EC approved the proposal 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 (*Chinese participation of potential Indian exporters to be ensured*).

**Item No. P.29: Proposal of FIEO organizing India Pavilion in Phase 1 of 120<sup>th</sup> Session of China Import and Export Fair in China during 15-19 October 2016.**

P.29 EC approved the proposal 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 (*Chinese participation of potential Indian exporters to be ensured*).

**Item No. P.30: Proposal of FIEO organizing India Pavilion in Tokyo International Gift Show at Tokyo, Japan during September 2016.**

P.30 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

**Item No. P.31: Proposal of FIEO organizing India Pavilion at International Sourcing Expo Australia during November 2016.**

P.31 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.

**Item No. P.32: Proposal of ITPO for organizing India Pavilion at Addis International Fair at Ethiopia during February 2017.**

P.32 The proposal was not approved by EC.

**Item No. P.33: Proposal of ITPO for organizing India Sourcing Fair at Nairobi, Kenya during March 2017.**

P.33 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. 1<sup>st</sup> instalment will be released to ITPO only after assessing the performance of the event held during 2015-16.

**Item No. P.34: Proposal of ITPO for organizing India Pavilion at Cairo International at Egypt during March 2017.**

P.34 EC approved the proposal with MAI assistance of ₹75.00 participation of 50 Indian exhibitors. EC also directed that funds will be released to ITPO only after assessing the performance of the event held during 2015-16.

**Item No. P.35: Proposal of ITPO for organizing India Sourcing Fair at Sri Lanka during December 2016.**

P.35 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.



**Item No. P.36: Proposal of ITPO for organizing India Sourcing Fair at Bangladesh during January 2017.**

P.36 EC deferred consideration of the proposal. Proposal be examined by FT (SA) Division, after assessing the performance of the event held during 2015-16 and need for supporting again.

**Item No. P.37: Proposal of ITPO for organizing India Sourcing Fair, Moscow, Russia during FY 2016-2017 (Dates to be decided in consultation with Eol, Russia).**

P.37 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 75 Indian exhibitors.

**Item No. P.38: Proposal of ITPO for organizing India Sourcing Fair at Almaty, Kazakhstan 2016-17 (dates to be decided in consultation with Eol, Astana).**

P.38 EC approved the proposal 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.

**Item No. P.39: Proposal of ITPO for organizing India Sourcing Fair at Chile during 2016-17.**

P.39 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.

**Item No. P.40: Proposal of ITPO for organizing India Sourcing Fair at Peru during 2016-17 (dates to be decided in consultation with Eol, Peru).**

P.40 EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to participation of 100 Indian exhibitors. ITPO to coordinate with EEPC for doing a joint event.

**Item No. P.41: Proposal of ITPO for organizing India Pavilion at Africa Big Seven/ SAITEX at Johannesburg, South Africa during June / July 2016.**

P.41 EC approved the proposal 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.

**Item No. P.42: Proposal of ITPO for organizing India Sourcing Fair at Buenos Aires, Argentina during 2016-17 (dates to be decided in consultation with Eol, Argentina).**

P.42 EC deferred consideration of the proposal. Proposal to be examined by FT (LAC) Division, after assessing the performance of the event held during 2015-16.

## ADDITIONAL PROPOSAL

### **Item No. P.43. Proposal of FICCI for organising 8<sup>th</sup> BRICS 2016 Trade Fair at New Delhi during 2016.**

- P.43 'In principle' approved accorded to the proposal. MAI assistance for the event will be decided after budgetary allocation from MEA is also explored. Funding over ₹ 5 crore under MAI requires sufficient justification. Costing to be worked out based on venue separately.

### **Agenda Item No. 2**

#### **Q. STUDY PROPOSAL**

### **Item No. Q.1: Proposal of CII for Development and hosting of Standard Portal (Technical Proposal)**

- Q.1 EC approved the proposal with MAI assistance of ₹57.60 Lakhs (90%) under para 7.5.1 of the MAI guidelines.

### **Item No. Q.2: Proposal of CII for Entry Strategy for the Indian Media & Entertainment Industry in China.**

- Q.2 EC accorded its ex post facto approval with MAI assistance of ₹17.25 lakhs for the event under para 7.4.1 of the MAI guidelines.

### **Item No. Q.3: Proposal of Exim Bank for Business opportunities and feasibility to establish a project development and facilitation framework in Cambodia.**

- Q.3 EC accorded its ex post facto approval with MAI assistance of ₹72.00 lakhs for the event under para 7.4.1 of the MAI guidelines.

### **Item No. Q.4: Proposal of IL&FS for Conducting a Study for designing integrated cotton and textile sector development programme for Uzbekistan, Turkmenistan & Kazakhstan.**

- Q.4 EC accorded its ex post facto approval with MAI assistance of ₹25.00 lakhs for the event under para 7.4.1 of the MAI guidelines.

### **Item No. Q.5: Proposal of RIS for Study on Economic Integration between India and Belarus, Kazakhstan, Russian Federation Customs Union (BKRU).**

- Q.5 EC accorded its ex post facto approval with MAI assistance of ₹25.00 lakhs for the event under para 7.4.1 of the MAI guidelines.

### **Agenda Item No. 3**

R. Proposals seeking ex-post-facto approval of EC

**Item No. R.1. Proposal of CII for organizing India show at Lagos, Nigeria from 18-20 August, 2015.**

R.1 EC accorded its ex-post-facto approval for rescheduling the event and assistance of ₹400.00 lakhs to CII under para 7.1.2 of the MAI guidelines.

**Item No. R.2: Proposal of CII for organising 3<sup>rd</sup> China Beijing International Fair for Trade in Services (CIFTIS), 2014 at Beijing, China from 28<sup>th</sup> May to 1<sup>st</sup> June, 2014.**

R.2 EC accorded its ex-post-facto approval for assistance of ₹30.73 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.3: Proposal of FFFAI for Holding Stakeholder conference on International North South Transport Corridor (INSTC) route in Mumbai during 12<sup>th</sup> June, 2015.**

R.3 EC accorded its ex-post-facto approval for assistance of ₹9.78 lakhs for the event under para 7.4.1 of the MAI guidelines.

**Item No. R.4: Proposal of FFFAI for Sort out issue related to Operationalising International North South Transport Corridor (INSTC).**

R.4 EC accorded its ex-post-facto approval for assistance of ₹3.16 lakhs for the event under para 7.4.1 of the MAI guidelines.

**Item No. R.5: Proposal of CII for organising Global Exhibition on Services from 23-25 April, 2015 at New Delhi.**

R.5 EC accorded its ex-post-facto approval for assistance of ₹1300.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.6: Proposal of CLE for organising Two Day BSM at Chile during July, 2015.**

R.6 EC accorded its ex-post-facto approval for change of country of the event from Argentina to Chile.

**Item No. R.7: Proposal of TEPC for participation in India Africa Partnership Summit 2015 at Nairobi, Kenya from 28-29 September, 2015.**

R.7 EC accorded its ex-post-facto approval for assistance of ₹75.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.8: Proposal of Pharmexcil for organizing IPHEX Africa at Lagos, Nigeria during November, 2015.**

R.8 EC accorded its ex-post-facto approval for assistance of ₹125.00 lakhs for the event under para 7.4.1 of the MAI guidelines.



**Item No. R.9: Proposal of Pharmexcil for organizing RBSM in India focusing on Active Pharmaceutical Ingredients (APIs) at Hyderabad during September, 2015.**

R.9 EC accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.10: Proposal of CLE for organizing 19<sup>th</sup> UITIC Footwear Congress at Chennai during February, 2016.**

R.10 EC accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. 11: Proposal of CII for organizing 3<sup>rd</sup> CLMV Business Conclave at Chennai from 15-16 December, 2015.**

R.11 EC accorded its ex-post-facto approval for assistance of ₹62.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.12: Proposal of FICCI for organising India – Africa Business Partnership summit at New Delhi during October, 2015.**

R.12 EC accorded its ex-post-facto approval for assistance of ₹100.00 lakhs for the event under para 7.1.8 of the MAI guidelines. The event was, however, cancelled.

**Item No. R.13: Proposal of ITPO for organising India Sourcing Fair at Santiago, Chile during March, 2016.**

R.13 EC accorded its ex-post-facto approval for assistance of ₹120.00 lakhs for the event under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.

**Item No. R.14: Proposal of Texprocil for participation in Interior Life Style at Tokyo, Japan from 4-6 June, 2014.**

R.14 EC accorded its ex-post-facto approval for assistance of ₹49.52 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.15: Proposal of CII for organising India pavilion in Power and Electricity World Africa at Johannesburg, South Africa during April, 2014.**

R.15 EC accorded its ex-post-facto approval for assistance of ₹45.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R16: Proposal of HEPC for organising India International Handwoven Fair (RBSM) at Chennai during March, 2015.**

R.16 EC accorded its ex-post-facto approval for assistance of ₹121.88 lakhs for the event under para 7.1.2 of the MAI guidelines with 250 Indian exports and 168 foreign buyers.

**Item No. 17: Proposal of EOI, Stockholm for “Namaste Stockholm” from 21-26 May, 2015.**

R.17 EC accorded its ex-post-facto approval for assistance of ₹5.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. 18: Proposal of PHD Chamber of Commerce (PHDCCI) for participation in Nepal Building International Expo at Kathmandu, Nepal during March, 2016.**

R.18 EC accorded its ex-post-facto approval for assistance of ₹20.00 lakhs for the event under para 7.1.2 of the MAI guidelines with 50 Indian exhibitors.

**Item No. R.19: Proposal of Indian Institute of Packaging (IIP) for organising INDIAPACK 2015 and International Buyer Seller Meet at Mumbai from 8-11 October, 2015.**

R.19 EC accorded its ex-post-facto approval for assistance of ₹12.00 lakhs for the event under para 7.1.8 of the MAI guidelines with 50 Indian exhibitors.

**Item No. R.20: Proposal of Indian Chamber of Commerce (ICC) for Organising Bengal Fish Fest 2015 at Kolkata from 4-6 December, 2015.**

R.20 EC accorded its ex-post-facto approval for assistance of ₹20.80 lakhs for the event under para 7.1.8 of the MAI guidelines with 25 Indian exhibitors and 25 foreign buyers.

**Item No. R.21: Proposal of EEPCC for organising India Engineering Sourcing Show at Mumbai during November, 2015.**

R.21 EC accorded its ex-post-facto approval for components wise re-appropriation of assistance.

**Item No. R.22: Proposal of Indian Silk EPC for participation in Global Sourcing Fair at Hong Kong during October, 2015.**

R.22 EC accorded its ex-post-facto approval for assistance of ₹30.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.23: Proposal of Pharmexcil for participation in CPhI Worldwide at Madrid, Spain from 13-15 October, 2015.**

R.23 EC accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.24: Proposal of FIEO for participation in Singapore International Festival at Singapore from 24-27 September, 2015.**

R.24 EC accorded its ex-post-facto approval for assistance of ₹40.00 lakhs for the event under para 7.1.2 of the MAI guidelines.

**Item No. R.25: Proposal of FIEO for Organising Three Outreach Programme in India (Tirupur, Aurangabad & Shillong) during September-October, 2015.**

R.25 EC accorded its ex-post-facto approval for assistance of ₹3.69 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.26: Proposal of FICCI for Organising Three Outreach Programme in India (Vishakhapatnam, Ahmadabad/Rajkot, Srinagar/Jammu during October, 2015 – March, 2016.**

R.26 EC accorded its ex-post-facto approval for assistance of ₹5.31 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.27: Proposal of CII for Organising Three Outreach Programme in India (Amritsar, Varanasi and Panjim, Goa) during October, 2015 – March, 2016.**

R.27 EC accorded its ex-post-facto approval for assistance of ₹5.31 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.28: Proposal of ASSOCHAM for organising India pavilion in Food Pro & Agro Bangladesh International Expo 2015 at Dhaka, Bangladesh from 26-28 November, 2015.**

R.28 EC accorded its ex-post-facto approval the same event with change in event name as per organiser's requirement.

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**Detailed Item-wise approvals of the MAI Empowered Committee on the items taken up for consideration in the meeting held on 07.12.2015**

List of participants is attached.

**O. ENGINEERING SECTOR**

**Item No. O.1: Proposal of FIEO for organizing India Pavilion in Tehran International Industry Exhibition” during October, 2016 at Tehran, Iran.**

**O.1.1 Estimated Expenditure:-****(₹In Lakhs)**

<b>Sl. No.</b>	<b>Heads</b>	<b>Estimated Expenditure</b>	<b>MAI Assistance Approved</b>
1	Venue cost and organizing expenditure	127.38	44.00
2	Publicity	10.00	4.00
3	Cost of Catalogues and other materials	2.00	1.00
4	Interpreter & translation	2.00	1.00
	<b>Total</b>	<b>141.38</b>	<b>50.00</b>

**O.1.2 Proposed activity:** organizing National Level Participation in Tehran International Industry Exhibition” during October, 2016 at Tehran, Iran. FIEO is planning to participate in the event with 40 Indian exhibitors from production line machinery, industrial and workshop equipments, tools advanced industries, industry automation etc. It has been mentioned that the Iranian buyers will be able to familiarize with Indian goods and that the participation would help to explore export opportunities to Iran in this sector which can help in utilizing the funds available with UCO bank.

**O1.3 FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.1.4** 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 50 Indian exhibitors.

**O.1.5 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 50 Indian exhibitors.**

**Item No. O.2: Proposal of FIEO for organizing India Pavilion in Fair for Electrical and electronics (FIEE), at Sao Paulo, Brazil during March 2017.**

**O.2.1 Estimated Expenditure:-****(₹ In Lakhs)**

<b>Sl. No.</b>	<b>Heads</b>	<b>Estimated Expenditure</b>	<b>MAI Assistance Approved</b>
1	Venue cost including organizing expenditure	144.74	95.00
2	International publicity	10.00	3.00

3	Cost of Catalogues and other materials	2.00	1.00
4	Interpreter	2.50	1.00
	<b>Total</b>	<b>159.24</b>	<b>100.00</b>

- O.2.2 **Proposed activity:** organizing India Pavilion in Fair for Electrical and electronics (FIEE), at Sao Paulo, Brazil during March 2017. The exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 40 Indian exhibitors from electrical engineering, energy, electronics etc.
- O.2.3 **FT(LAC) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.2.4 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.
- O.2.5 **EC approved the proposal 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.**

**Item No. O.3: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at International Trade Show on Wood & Woodworking Machinery & Allied Products at Dhaka, Bangladesh during 26-28 May 2016.**

O.3.1 **Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and space cost	88.00	45.00
2	Printing cost	8.80	5.00
3	Publicity cost		
4	Interpretation / translation charges		
	<b>Total</b>	<b>96.80</b>	<b>50.00</b>

- O.3.2 **Proposed activity:** organize India Pavilion at International Trade Show on Wood & Woodworking Machinery & Allied Products at Dhaka, Bangladesh during 26-28 May 2016. PHDCCI is planning to participate with 50 Indian exhibitors in the event from Wood & Woodworking Machinery & Allied Products.
- O.3.3 **FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.3.4 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.
- O.3.5 **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 60 Indian exhibitors.**



**Item No. O.4: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at PAPER-ME 2016 at Cairo, Egypt during October 2016.**

**O.4.1 Estimated Expenditure:-**

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue and space cost	96.44
2	Printing & promotion	7.00
3	Interpretation / translation charges	
	<b>Total</b>	<b>103.44</b>

**O.4.2 Proposed activity:** organize India Pavilion at PAPER-ME 2016 at Cairo, Egypt during October 2016. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate with 50 Indian exhibitors in the event from paper, board, tissue, packaging and printing industries, latest equipment, machinery products etc.

**O.4.3 FT(Africa) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.4.4** 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 50 Indian exhibitors.

**O.4.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by FT (Africa) Division, DOC.**

**Item No. O.5: Proposal of Indian Chamber of Commerce for organising National Level participation in MYANBUILD 2016 at Tatmadaw Exhibition Hall, Yangon, Myanmar during December 2016.**

**O.5.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Approved Assistance
1	Venue cost including organizing expenses	70.00	46.00
2	Publicity cost	8.00	2.00
3	Cost of catalogues and other material	5.00	2.00
	<b>Total</b>	<b>83.00</b>	<b>50.00</b>

**O.5.2 Proposed activity:** organising National Level participation in MYANBUILD 2016 at Tatmadaw Exhibition Hall, Yangon, Myanmar during December 2016. The exact date of the event is not mentioned by ICC. ICC planning to participate with 50 Indian exhibitors in the exhibition from building & construction, construction machinery and equipment, consultancy & services, interiors, kitchen & bathroom, Landscaping & exteriors etc.

**O.5.3 FT (ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- O.5.4 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.
- O.5.5 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 50-55 Indian exhibitors.**

**Item No. O.6: Proposal of Indian Chamber of Commerce for organising India Pavilion in Megabuild 2017 at Jakarta, Indonesia during March, 2017.**

**O.6.1 Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent	142.00	72.00
2	During the show promotion	8.00	5.00
3	Printing of catalogue	2.00	1.00
4	Interpreter	3.00	2.00
	<b>Total</b>	<b>155.00</b>	<b>80.00</b>

- O.6.2 **Proposed activities:** organising India Pavilion, B2B meetings and publicity. ICC is planning to participate with 60 Indian exhibitors in the exhibition from equipment and machinery, tools, technology, consultancy, building material, wood work, home décor etc. specific targeted benefits after completion of the project is to promoting brand India in construction and building sector, joint venture opportunities with foreign investors and networking opportunities via BSMs.
- O.6.3 **FT(ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.6.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 60 Indian exhibitors.
- O.6.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 60 Indian exhibitors.**

**Item No. O.7: Proposal of Indian Chamber of Commerce for organising India Pavilion at Mashhad, Iran in Electro Expo during 12-14 August 2016.**

**O.7.1 Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Organizing expenses for BSM	10.00	Not admissible
2	Venue cost for BSM	7.50	5.00
3	Organizing expenses for exhibition	10.00	Not admissible
4	Venue cost for exhibition	7.50	5.00
5	Organizing expenses for the conference	10.00	Not admissible
6	Venue cost for the conference	4.50	5.00

7	Printing of catalogues and other material	5.00	3.00
8	Publicity campaign	10.00	6.00
9	Travel and Stay	12.00	Not admissible
	<b>Total</b>	<b>76.50</b>	<b>24.00</b>

- O.7.2 **Proposed activity:** organising India Pavilion. ICC is planning to participate with 50 Indian exhibitors in the exhibition from construction and construction materials including waterproofing material, steel bars, light weight brick, batching plant, wall cladding paving and flooring, construction equipment and technologies, electrical and sanitary fittings, flooring and roofing material landscaping, consultancy, property development, financial service and construction.
- O.7.3 **FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.7.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹24.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.
- O.7.5 **EC approved the proposal with MAI assistance of ₹24.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

**Item No. O.8: Proposal of ACMA for organizing National level participation at Automechanika 2016, at Dubai, UAE during 8-10 May 2016.**

O.8.1 **Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	211.35	93.00
2	Cost of the catalogues and other material like posters bromides other branding items	0.75	0.50
3	Cost of Publicity in Middle East through electronic medias, advertisements, magazines, hoardings	10.00	6.50
	<b>Total</b>	<b>222.10</b>	<b>100.00</b>

- O.8.2 **Proposed activities:** organising National level participation at Automechanika 2016, at Dubai, UAE during 8-10 May 2016 with at least 50 participants. This show will further enhance business linkages and has the potential to bring growth in exports.
- O.8.3 **EP(Engg) and FT(WANA) Division, DOC** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.8.4 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 ACMA ensuring participation of 50 Indian exhibitors.
- O.8.5 EC directed ACMA to coordinate with EEPC for this event as EEPC is appointed lead agency for this event.

- O.8.6 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 50 Indian exhibitors.**

**Item No. O.9: Proposal of ACMA for organizing National level participation at Iran Auto part International Fair at Tehran, Iran during November 2016.**

**O.9.1 Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	99.31	45.00
2	Cost of the catalogues and other material like posters bromides other branding items	8.21	2.50
3	Cost of Publicity in Tehran through electronic medias, advertisements, magazines, hoardings	7.00	2.50
	<b>Total</b>	<b>114.52</b>	<b>50.00</b>

- O.9.2 Proposed activities:** organising Indian participation at Iran Auto part International Fair at Tehran, Iran during November 2016 with at least 35 participants. The exact date of the events is not mentioned by ACMA. It has been mentioned i.e. show will further enhance business linkages and has the potential to bring growth in exports.

- O.9.3 EP(Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- O.9.4** 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 ACMA ensuring participation of 35 Indian exhibitors.

- O.9.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 35 Indian exhibitors.**

**Item No. O.10: Proposal of ACMA for organizing National level participation at Automechanika 2016, at Frankfurt, Germany during 13-17 September 2016.**

**O.10.1 Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	290.99	95.00
2	Cost of the catalogues and other material like posters bromides other branding items	1.00	5.00
3	Cost of Publicity in Germany through electronic medias, advertisements, magazines, hoardings	11.00	
	<b>Total</b>	<b>302.99</b>	<b>100.00</b>

- O.10.2 Proposed activities:** organising National level participation at Automechanika 2016, at Frankfurt, Germany during 13-17 September 2016 with at least 50

participants. This show will further enhance business linkages and has the potential to bring growth in exports.

- O.10.3 **EP(Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.10.4 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 ACMA ensuring participation of 50 Indian exhibitors.
- O.10.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ACMA ensuring participation of 50 Indian exhibitors.**

**Item No. O.11: Proposal of ACMA for organizing two days RBSM with buyers from Iran, Africa, CIS, Central Eastern Europe, ASEAN, West Asia and Japan at New Delhi during October / November 2016.**

O.11.1 **Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	65.00	35.00
2	Cost of the catalogues and other	3.00	2.50
3	Publicity in respective of all countries through electronic medias, advertisements, magazines, hoardings and related expenses	7.00	
4	Expenditure on air fare and hotel stay cost of 150 foreign buyers	112.50	112.50
	<b>Total</b>	<b>222.10</b>	<b>150.00</b>

- O.11.2 **Proposed activities:** organizing RBSM with identified auto component buyers from Iran, Africa, CIS, Central Eastern Europe, ASEAN, West Asia and Japan during October / November 2016 with at least 225 Indian exhibitors and 150 foreign buyers. The exact date of the events is not mentioned by ACMA.
- O.11.3 **FT (SA) Division and EP(Engg) Division, DOC** have recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- O.11.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines and directed ACMA to ensure participation of 225 Indian exhibitors and inviting 150 foreign buyers.
- O.11.5 **EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.8 of the MAI guidelines and directed ACMA to ensure participation of 225 Indian exhibitors and inviting 150 foreign buyers.**



**Item No. O.12: Proposal of ASSOCHAM for organising India pavilion in PROJECT QATAR 2016 at Doha, Qatar (13<sup>th</sup> International Construction, Building Material Exhibition) at Doha, Qatar from 2-5 May, 2016.**

**O.12.1 Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	150.00	100.00
2	Cost of catalogue	9.00	10.00
3	Publicity cost for the event	7.00	
4	Translation and interpreter charges	4.00	
	<b>Total</b>	<b>170.00</b>	<b>110.00</b>

**O.12.2 Proposed activities:** organising India pavilion, Buyer Seller Meet between Indian delegation and Qatar delegations, providing the opportunities to the exhibitors for showcasing Indian products, participation in the seminars to share experience of the leading institutions and companies of the participating countries in the region's construction sector and arranging for much wider platform for B2B meetings between international buyers and Indian exhibitors. Focus sectors are Construction Technology, Building Materials, Environmental & Water Technology, Green Technology, and Engineering. The Organization is planning to participate in the event with 70 participants from various sectors.

**O.12.3 FT(WANA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.12.4** SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 70 Indian exhibitors.

**O.12.5 EC approved the proposal with MAI assistance of ₹110.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 70 Indian exhibitors.**

**Item No. O.13: Proposal of ASSOCHAM for participation in 22<sup>nd</sup> IRANTEX 2016 at Tehran, Iran from 4-7 September, 2016.**

**O.13.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue cost	275.00	142.20
2	Printing of brochures/fliers containing details of the event	3.00	1.95
3	Publicity	7.00	4.55
4	Organising expenses	2.00	1.30
	<b>Total</b>	<b>287.00</b>	<b>150.00</b>

**O.13.2 Proposed activities:** participation of the leading companies in the textile sectors, to showcase and present an attractive & impressive Indian Textile Pavilion what best India can offer, to give extensive publicity campaign through print & media, advertisement in newspapers, direct mailers & press conference

etc. Focus sectors are Textile Machineries, Sewing Machineries, Embroidery Machineries and Accessories, Apparel Machinery and Accessories. The Organization is planning to participate in the event with 100 stalls from various sectors. Specific targeted benefit after completion of the project is to capture the potential market of Iran and its neighbouring West Asian countries to accelerate the pace of Indian exports, to enhance bilateral trade and investment between the two countries.

- O.13.3 **FT (SA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.13.4 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 ASSOCHAM ensuring participation of 100 Indian exhibitors.
- O.13.5 **EC approved the proposal with MAI assistance of ₹150.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 100 Indian exhibitors.**

**Item No. O.14: Proposal of ASSOCHAM for organising India pavilion in 9<sup>th</sup> Meditex Bangladesh International Exhibition at Dhaka, Bangladesh from 5-7 May, 2016.**

O.14.1 **Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue cost and organising expenses	94.92	56.00
2	Publicity cost for the event	3.00	2.00
3	Cost of catalogue and other material	3.00	2.00
	<b>Total</b>	<b>100.92</b>	<b>60.00</b>

- O.14.2 **Proposed activities:** B2B meeting between Indian Companies and International & Bangladeshi Buyers and preparation and distribution of company and products profiles of all the Indian exhibitors to prospective Buyers so as to encourage the tie-ups between the Indian exhibitors. Focus sectors are Medical Devices and Laboratory & Surgical Equipment, Healthcare Accessories, Facilities and Rescue Equipment and Medical Furniture etc. The Organization is planning to participate in the event with 55 Indian Companies from various sectors.
- O.14.3 **FT(SA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.14.4 SC directed ASSOCHAM to collaborate with EEPC for this event.
- O.14.5 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.
- O.14.6 **EC approved the proposal with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.**

**Item No. O.15: Proposal of ASSOCHAM for organising India pavilion in 9<sup>th</sup> Ethio-Chamber International Trade Fair 2016 at Addis Ababa, Ethiopia from 5-9 November, 2016.**

**O.15.1 Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue cost	112.20	65.00
2	Cost of catalogue & other material	1.95	5.00
3	Publicity	4.55	
4	Organising expenses	1.30	
	<b>Total</b>	<b>120.00</b>	<b>70.00</b>

**O.15.2 Proposed activities:** organising Buyer Seller Meet, One to One Meetings, Meeting with business representative and government officials and industrial visits. Focus sector are Machinery, Engineering and Technology. The Organization is planning to participate in the event with 50 Indian Exporters from various sectors. Specific targeted benefit after completion of the project is enhancing Indian exports on regular basis by capturing the Ethiopian potential market for Indian products and goods.

**O.15.3 FT(Africa) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.15.4** 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 ASSOCHAM ensuring participation of 50 Indian exhibitors.

**O.15.5** EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 50 Indian exhibitors.

**Item No. O.16: Proposal of ASSOCHAM for organising India pavilion in 17<sup>th</sup> TEXTTECH BANGLADESH 2016 at Dhaka, Bangladesh from 24-27 August, 2016.**

**O.16.1 Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue cost and organising expenses	106.18	47.00
2	Publicity cost for the event	3.00	3.00
3	Cost of catalogue and other material	4.00	
	<b>Total</b>	<b>113.18</b>	<b>50.00</b>

**O.16.2 Proposed activities:** B2B meeting between Indian Companies and International & Bangladeshi Buyers and preparation and distribution of company and products profiles of Indian exhibitors to prospective Buyers. Focus sectors are Textile and Apparel Machinery, Accessories and Technology. The Organization is planning to participate in the event with 55 Indian Companies from various sectors. Specific targeted benefits after completion of the project are to enable the Indian companies to display their products to International buyers and establish contacts and linkages.

- O.16.3 **FT(SA) Division** has recommended the. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.16.4 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 ASSOCHAM ensuring participation of 60 Indian exhibitors.
- O.16.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 60 Indian exhibitors.**

**Item No. O.17: Proposal of FICCI for Namaskar Africa: India-West Africa Business Forum & Exhibition at Lagos, Nigeria from 21-22 September, 2016.**

O.17.1 **Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost and organising expenses	192.00	90.00
2	Publicity cost for the event	66.00	10.00
3	Printing cost for catalogue and other materials	12.00	
4	Translation and interpreters	12.00	
	<b>Total</b>	<b>282.00</b>	<b>100.00</b>

- O.17.2 **Proposed activities:** organising exhibition-showcasing best of India's technology, products and process, India-West Africa Business forum and one to one business meetings. The Organization is planning to participate in the event with 60 Indian companies. Specific targeted benefit after completion of the project is increasing trade of Indian companies with West African countries, reducing the trade deficit with the sub-region, increasing project exports from Indian to African countries and countering dominance of Western Countries and China in Africa.
- O.17.3 **FT(Africa) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.17.4 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 FICCI ensuring participation of 100 Indian exhibitors.
- O.17.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 70 Indian exhibitors.**

**Item No. O.18: Proposal of FICCI for organising India pavilion in Build Industry 2016 at Astana, Kazakhstan during May, 2016.**

O.18.1 **Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	145.00	93.00

2	During the show promotion	9.0	5.00
3	Printing of catalogue & brochures	2.50	1.00
4	Interpreter, Translation	3.00	1.00
	<b>Total</b>	<b>159.50</b>	<b>100.00</b>

O.18.2 **Proposed activities:** organising India pavilion, one to one B2B meeting and B2B session between Indian delegations and various regional chamber of commerce and industry for regional penetration. The Organization is planning to participate in the event with 30 Indian Companies.

O.18.3 **FT(CIS) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

O.18.4 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 FICCI ensuring participation of 50 Indian exhibitors.

O.18.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.**

**Item No. O.19: Proposal of FICCI for organising India pavilion in the Expo Cihac Mexico 2016 at Mexico during October, 2016.**

O.19.1 **Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent	165.00	95.00
2	Show promotion & publicity	15.00	5.00
3	Printing of catalogue/brochures	4.00	
4	Interpreters/translators	5.00	
	<b>Total</b>	<b>189.00</b>	<b>100.00</b>

O.19.2 **Proposed activities:** organising India pavilion, exhibition, specific sector focused Buyer Seller Meetings and interactions with business, chamber of commerce industry, sectoral organizations, associations, and meeting with Government/State Government officials. Focus sectors are Building Material, Machinery, Equipment, Hand and Power tools, Building systems and Prefabricated Technologies, Financial Services and Piping etc. The Organization is planning to participate in the event with 50 Indian companies.

O.19.3 **FT(NAFTA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

O.19.4 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 FICCI ensuring participation of 50 Indian exhibitors.

O.19.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FICCI ensuring participation of 50 Indian exhibitors.**



**Item No. O.20: Proposal of CII for organising India pavilion in Power & Electricity World Africa 2016 at Johannesburg, South Africa during April, 2016.**

**O.20.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	187.72	90.00
2	Publicity & branding expenses	8.00	5.00
3	Printing & Stationery	8.00	5.00
	<b>Total</b>	<b>203.72</b>	<b>100.00</b>

**O.20.2 Proposes activities:** organising India pavilion, presenting the power & electricity world Africa exhibiting the Indian brand, technological capabilities and engineering, service sector etc. Focus sectors are Power producers, Power pools, Oil & Gas companies, Financing Banks, Government, Regulators, Co-Generators, Water Utilities & Boards etc. The Organization is planning to participate in the event with 50 Indian companies. Specific targeted benefit after completion of the project is identification of new sectors for exports, increasing exports and development of demand for related sectors.

**O.20.3 FT(Africa) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.20.4** 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 CII ensuring participation of 50 Indian exhibitors.

**O.20.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. 21: Proposal of CII for organising Engineering India Expo” Hanoi, Vietnam November 2016.**

**O.21.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue Related cost	300.00
2	Publicity & Branding Expenses	45.00
3	Printing & Stationery	20.00
4	B to B Meeting	30.00
	<b>Total</b>	<b>395.00</b>

**O.21.2 Proposed activities:** participation of Indian companies of reputed brands at the proposed India Trade Fair and present an impressive Indian Trade Fair exhibition of the Indian brands, technological capabilities and engineering service sector.

The organization is planning to participate in the event with 100 Indian exporters. Specific targeted benefit after completion of the project is Identification of new sectors for exports, increasing exports, development of demand for related sectors.

- O.21.3 **FT(ASEAN) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.21.4 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 CII ensuring participation of 100 Indian exhibitors.
- O.21.5 **EC deferred consideration of the proposal and directed that proposal may be examined on file by FT (ASEAN) Division, DOC.**

**Item No. O.22: Proposal of CII for organising India Pavilion at Cam Build/ Cam Energy 2016 Phnom Penh, Cambodia September 2016.**

O.22.1 **Estimated Expenditure:-**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Approved Assistance
1	Venue Related cost	129.60	70.00
2	Publicity Expenses including PR agency charges	5.00	5.00
3	Printing & Stationery	5.00	
4	Interpretation/ Translation Charges	5.00	
	<b>Total</b>	<b>144.60</b>	<b>75.00</b>

- O.22.2 **Proposed activities:** participation of Indian companies of reputed brands at the proposed India Pavilion and present an impressive Indian Pavilion. The organization is planning to participate in the event with 50 Indian exporters. Specific targeted benefit after completion of the project is Identification of new sectors for exports, increase in exports, development of demand for related sectors.
- O.22.3 **FT(ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.22.4 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 CII ensuring participation of 50 Indian exhibitors.
- O.22.5 **EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. O.23: Proposal of CII for organising India Pavilion at 16<sup>th</sup> Power Bangladesh 2016 Bangabandhu International Conference Centre, Dhaka- Bangladesh November 2016.**

**O.23.1 Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Related cost	126.60	74.00
2	Publicity & Branding Expenses	5.00	3.00
3	Printing & Stationery	5.00	3.00
	<b>Total</b>	<b>136.60</b>	<b>80.00</b>

**O.23.2 Proposed activities:** participation of Indian companies of reputed brands at the proposed India Pavilion and present an impressive Indian Pavilion. The organization is planning to participate in the event with 50 Indian exporters. Specific targeted benefit after completion of the project is Identification of new sectors for exports, increase in exports, development of demand for related sectors.

**O.23.3 FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.23.4** SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 80 Indian exhibitors.

**O.23.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 80 Indian exhibitors.**

**Item No. O.24: Proposal of CII for organising Enterprise India Pavilion at Automechanika Shanghai, China from 2-5 (tentative) December, 2016.**

**O.24.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	130.00	65.00
2	Printing & Stationery	10.00	5.00
3	Interpreter /Translation charges	10.00	
4	B2B meeting	2.00	
	<b>Total</b>	<b>170.00</b>	<b>70.00</b>

**O.24.2 Proposed activity:** participation of Indian companies of reputed brands at the proposed “Enterprise India” Pavilion.CII is planning to organise the event with 50 exhibitors. Specific targeted benefit after completion of the project is to open up new market for export from India, identification of new sectors for exports.

**O.24.3 FT(NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- O.24.4 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 CII ensuring participation of 50 Indian exhibitors.
- O.24.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. O.25: Proposal of CII for organising India Pavilion at KOAA-Korea Auto parts& Accessories Show 2016 at Goyang, Korea from 20-22 October, 2016.**

**O.25.1 Estimated Expenditure:-**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	225.00	65.00
2	Publicity & Branding Expenses	10.00	2.50
3	Printing & Stationery	10.00	2.50
	<b>Total</b>	<b>245.00</b>	<b>70.00</b>

- O.25.2 **Proposed activity:** participation of 50 Indian companies of reputed brands at the proposed India Pavilion. Specific targeted benefit after completion of the project is identification of new sectors for exports, increase in exports, and development of demand for related sectors.
- O.25.3 **FT(NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.25.4 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 CII ensuring participation of 50 Indian exhibitors.
- O.25.5 EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. O.26: Proposal of EEPD for organizing RBSM in Mumbai, India (Coinciding with Pharma Pro & Pack) during 27-29 April 2016.**

**O.26.1 Estimated Expenditure:-**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Hotel & Airfare for foreign delegates for RBSM	50.00	45.00
2	Publicity & mobilization	15.00	5.00
	<b>Total</b>	<b>65.00</b>	<b>50.00</b>

- O.26.2 **Proposed activity:** organizing RBSM in Mumbai, India (coinciding with Pharma Pro & Pack) during 27-29 April 2016 with participation of 50 foreign buyers 150 Indian exhibitors. The exhibition has a focus on the Pharmaceutical machinery sector.

- O.26.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- O.26.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 150 Indian exhibitors and 50 foreign buyers.
- O.26.5 **EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 150 Indian exhibitors and 50 foreign buyers.**

**Item No. O.27: Proposal of EEPC for organizing India Engineering Sourcing Show 2016, at Mumbai during 23-25 February 2017.**

**O.27.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Expenditure Head	Estimated expenditure	MAI Assistance Approved
1	Venue cost including stand erection, stand decoration, etc	332.00	215.00
2	Other Organizing expenses like publicity, interpreters, printing of catalogues, publicity literature, business centre, audio visual equipment and other organizing related expenditure.	210.00	135.00
3.	Hotel & Airfare for Foreign Delegates for RBSM	150.00	150.00
	<b>Total</b>	<b>692.00</b>	<b>500.00</b>

- O.27.2 **Proposed activity:** organize India Engineering Sourcing Show 2016, at Mumbai during 23-25 February 2017. EEPC is planning participation of 300 domestic exhibitors, 450 foreign delegates and 50 foreign exhibitors. The Council is planning to organize the Indian Engineering Sourcing Show in Mumbai, India in order to provide an opportunity to the exporters of engineering goods and services. The first edition of the show took place in 2012, and since then it has become very popular amongst the Indian engineering exporters, particularly the SMEs. Prominent international buyers from various countries are invited attend this show. The India Pavilion will endeavour to showcase India's success stories in the engineering sector, particularly from the SMEs.
- O.27.3 **EP(Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- O.27.4 SC in principle approved the proposal and asked EEPC to submit a revised proposal. After considering the revised proposal, it is decided to seek EC's approval for MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exhibitors, 450 foreign delegates and 50 foreign exhibitors.
- O.27.5 **EC approved MAI assistance of ₹500.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC changing the venue of the exhibition to Hyderabad, Bengaluru or some other city and also ensuring participation of 300 Indian exhibitors, 450 foreign delegates and 50 foreign exhibitors.**



**Item No. O.28: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) in Kenya, Nairobi during September 2016.**

**O.28.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls and related organizing expenditure	230.00	110.00
2	Publicity etc.	40.00	10.00
	<b>Total</b>	<b>270.00</b>	<b>120.00</b>

O.28.2 **Proposed activity:** organizing India Engineering Exhibition (INDEE) in Kenya, Nairobi during September 2016. The exact date of the event is not mentioned by EEPC. EEPC planning to participate in the fair with 80 Indian exhibitors.

O.28.3 **EP (Engg)and FT(Africa) Division, DOC** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

O.28.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 80 Indian exhibitors.

O.28.5 **EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 80 Indian exhibitors.**

**Item No. O.29: Proposal of EEPC for organizing India Pavilion in Automechanika Middle East at Dubai, UAE during 8-10 May 2016.**

**O.29.1 Estimated Expenditure:-**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	220.00	97.00
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	10.00	3.00
	<b>Total</b>	<b>233.00</b>	<b>100.00</b>

O.29.2 **Proposed activity:** organising India Pavilion in Automechanika Middle East at Dubai, UAE during 8-10 May 2016. EEPC is planning to participate in the fair with 50 Indian exhibitors. The UAE is an important market for automotive components.

O.29.3 **EP(Engg) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

O.29.4 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 EEPC ensuring participation of 50 Indian exhibitors.

- O.29.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.**

**Item No. O.30: Proposal of EEPC for organizing India Pavilion in JIMEX at Amman, Jordan during 16-19 May 2016.**

**O.30.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	150.00	77.00
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	10.00	3.00
	<b>Total</b>	<b>160.00</b>	<b>80.00</b>

- O.30.2 Proposed activity:** organising India Pavilion in JIMEX at Amman, Jordan during 16-19 May 2016. EEPC is planning to participate in the fair with 50 Indian exhibitors. Jordan is a fast growing market for machineries and sustained presence in this market is expected to bring positive results. JIMEX being a premier exhibition of industrial machinery in Jordan, provides the participants with a platform to showcase their products and helps penetrate the market, thereby catalyzing an increase in India's market share. Jordan caters to a vast Middle Eastern hinterland and a strong presence of the Indian companies in this market will ensure penetration in the adjoining markets too.

- O.30.3 EP(Engg) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- O.30.4** SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.

- O.30.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.**

**Item No. O.31: Proposal of EEPC for organizing India Pavilion in Big Five 2016 at Dubai, UAE during November 2016.**

**31.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	234.00	97.00
2	Stall decoration, publicity, interpreter and other related expenses	10.00	3.00
	<b>Total</b>	<b>244.00</b>	<b>100.00</b>

- O.31.2 Proposed activity:** organizing India Pavilion in the event during November 2016. EEPC is planning to participate in the fair with 50 Indian exhibitors. A suitable showcasing of India's capabilities will have a positive impact for India.

- O.31.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.31.4 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 EEPC ensuring participation of 50 Indian exhibitors.
- O.31.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.**

**Item No. O.32: Proposal of EEPC for organizing participation in INNOPROM Russia 2016-Partner Country at Yekaterinburg, Russia during 11-14 July 2016.**

O.32.1 **Estimated Expenditure:**

(₹In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	873.75	500.00
2	Branding of India Pavilion, event management, films, publications, interpreters, theme pavilion, business centre facilities, audio-visual equipments, B2B matchmaking and other related organizing expenditure	170.60	35.00
3	Shipments	70.00	65.00
4	Mobilization expenses including road shows etc.	25.00	--
5	Publicity & Branding in Russia through IBEF	225.00	200.00
	<b>Total</b>	<b>1394.35</b>	<b>800.00</b>

- O.32.2 **Proposed activity:** organizing participation in INNOPOROM Russia 2016- Partner Country at Yekaterinburg, Russia during 11-14 July 2016. EEPC is planning to participate in the fair with 110 Indian exhibitors. **This year India is participating in the event as Partner Country.**
- O.32.3 **EP (Engg) and FT(CIS) Divisions, DOC** have recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.32.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹500.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 110 Indian exhibitors.
- O.32.5 **EC approved the proposal with MAI assistance of ₹800.00 Lakhs (including ₹200.00 lakhs for Branding and publicity by IBEF) under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 110 Indian exhibitors.**

**Item No. O.33: Proposal of EEPC for organizing India Pavilion in Nacional Ferretera 2016 at Guadalajara, Mexico during September 2016.**

O.33.1 **Estimated Expenditure:-**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	190.00	97.00
2	Organizing expenditure including publicity, interpreter	10.00	3.00

	and other related expenses		
	<b>Total</b>	<b>200.00</b>	<b>100.00</b>

- O.33.2 **Proposed activity:** organizing India Pavilion in Nacional Ferretera 2016 at Guadalajara, Mexico during September 2016. The exact date of the event is not mentioned by EEPC. EEPC is planning to participate in the fair with 40 Indian exhibitors. Mexico is one of the leading importers of engineering goods. However, India's exports of engineering goods in 2014 have only been worth US\$ 2.3 billion, indicating a miniscule share in the import basket. This indicated that there is huge potential and also a healthy demand for the Indian engineering goods.
- O.33.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.33.4 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 EEPC ensuring participation of 50 Indian exhibitors.
- O.33.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.**

**Item No. O.34: Proposal of EEPC for organizing India Pavilion in Hannover Messe 2016 at Hannover, Germany during 25-29 April 2016.**

O.34.1 **Estimated Expenditure:-**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	230.00	117.00
2	Stall decoration, publicity, interpreter, audio-visual equipment and other related expenses	10.00	3.00
	<b>Total</b>	<b>240.00</b>	<b>120.00</b>

- O.34.2 **Proposed activity:** organizing India Pavilion in Hannover Messe 2016 at Hannover, Germany during 25-29 April 2016. EEPC is planning to participate in the fair with 60 Indian exhibitors. Hannover Messe is the largest technology exhibition in the world. Not only does it cater to the vast German market, the exhibition is also important to showcase products and services to the best of the engineering industry in other parts of Europe. Like every year, the exhibition is expected to generate business, enquiries and contacts for the participating companies who are mostly from the MSME sector.
- O.34.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 60 Indian exhibitors.

- O.34.5 **EC approved the proposal with MAI assistance of ₹120.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 60 Indian exhibitors.**

**Item No. O.35: Proposal of EEPC for organizing India Pavilion in Automechanika at Frankfurt, Germany during 13-17 September 2016.**

O.35.1 **Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	190.00	97.00
2	Organizing expenditure including publicity, interpreters and other related expenses	10.00	3.00
	<b>Total</b>	<b>200.00</b>	<b>100.00</b>

- O.35.2 **Proposed activity:** organizing India Pavilion in Automechanika at Frankfurt, Germany during 13-17 September 2016. EEPC is planning to participate in the fair with 50 Indian exhibitors. Automechanika Frankfurt is the world's leading trade fair for the automotive service industry and is unique with regard to product-range, breadth and depth. The fair is the shop window for innovations in the automotive aftermarket across the entire value chain. As an international meeting place for all market participants from the industry, dealership trade and maintenance and repair segment, it provides a major platform for business and technological knowledge transfer.

- O.35.3 **EP(Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- O.35.4 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 EEPC ensuring participation of 50 Indian exhibitors.

- O.35.5 EC directed EEPC to coordinate with ACMA for this event as ACMA is appointed lead agency for this event.

- O.35.6 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian exhibitors.**

**Item No. O.36: Proposal of EEPC for organizing India Pavilion in Valve World at Germany during 29<sup>th</sup> November – 1<sup>st</sup> December 2016.**

O.36.1 **Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	100.00	68.00
2	Organizing expenditure including publicity, interpreters and other related expenses	8.00	2.00
	<b>Total</b>	<b>108.00</b>	<b>70.00</b>



- O.36.2 **Proposed activity:** to be undertaken under the project is organizing India Pavilion in Valve World at Germany during 29<sup>th</sup> November – 1<sup>st</sup> December 2016. EEPC is planning to participate in the fair with 20 Indian exhibitors. Valve world is the largest pumps and valves show in the world. MSME companies are participating in this exhibition through EEPC India at a concessional price and are getting the best exposure they could. As a result, not only the participating companies, the sector as a whole is also getting benefitted since the participants are adopting new technologies and standards after getting exposed to the best in the world through this fair.
- O.36.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.36.4 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 EEPC ensuring participation of 40 Indian exhibitors.
- O.36.5 **EC approved the proposal with MAI assistance of ₹70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 40 Indian exhibitors.**

**Item No. O.37: Proposal of EEPC for organizing India Engineering Exhibition (INDEE) at Peru during September, 2016.**

O.37.1 **Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent and erection of stalls	209.00	135.00
2	Organizing expenditure including publicity, interpreters and other related expenses	187.00	55.00
3	Publicity	33.00	10.00
	<b>Total</b>	<b>429.00</b>	<b>200.00</b>

- O.37.2 **Proposed activity:** organizing India Engineering Exhibition. INDEE has proved itself as successful tool in promoting India's engineering prowess in the non-traditional market. EEPC India has organized a total of 28 INDEEs so far since 1977. INDEEs have been successfully executed in countries such as Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt etc. The council is planning to participate with 100 Indian companies. Peru imports around USD20 billion worth of engineering goods of which imports from India is only around USD 432 million (2014-15). INDEE-Peru will endeavour to showcase India's success stories, particularly from the SMEs.
- O.37.3 **EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.37.4 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 EEPC ensuring participation of 100 Indian exhibitors.

- O.37.5 EC approved the proposal with MAI assistance of ₹200.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 100 Indian exhibitors.**

#### **ADDITIONAL PROPOSAL FOR ENGINEERING SECTOR**

**Item No. O.38: Proposal of EEPC for organizing RBSM coinciding with IMTEX 2017 at Bengaluru from 26<sup>th</sup> January to 1<sup>st</sup> February, 2017.**

**O.38.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Hotel & Airfare for foreign delegation for RBSM	50.00	45.00
2	Publicity & mobilization aboard	15.00	5.00
	<b>Total</b>	<b>65.00</b>	<b>50.00</b>

- O.38.2 Proposed activity:** organizing RBSM in Bengaluru and the exhibition will be immense help for the MSME players, and will provide them with a unique opportunity to discuss business with the international buyers sitting in India itself.
- O.38.3 EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- O.38.4 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 80 foreign buyers.**

**Item No. O.39: Proposal of EEPC for organizing India pavilion in Arab Health 2017 at Dubai, UAE during January, 2017.**

**O.39.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance approved
1	Space rent and erection of stalls	185.00	120.25
2	Stall decoration, Publicity, Interpreter, Audio-Visual equipment and other related expenses	10.00	6.50
	<b>Total</b>	<b>195.00</b>	<b>126.75</b>
	<b>Restricted to as per EEPC MAI sought:-</b>		<b>100.00</b>

- O.39.2 Proposed activity:** organizing India pavilion. Establishing Brand India for the medical devices and hospital equipment sector in Dubai and the adjoining markets of the Middle East.
- O.39.3 EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- O.39.4 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 50 Indian Exhibitors.**

**Item No. O.40: Proposal of EEPC for organizing India pavilion in SAIGONTEX at Ho Chi Minh City, Vietnam from 30<sup>th</sup> March to 2<sup>nd</sup> April, 2016.**

**O.40.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance sought under para 7.1.2 of the MAI Guidelines @ 65%	MAI Sought by EEPC
1	Space rent and erection of stalls	82.00	53.30	50.30
2	Stall decoration, Publicity, Interpreter, Audio-Visual equipment and other related expenses	20.00	13.00	16.00
	<b>Total</b>	<b>102.00</b>	<b>66.30</b>	<b>66.30</b>

**O.40.2 Proposed activity:** organizing India pavilion. Establishing Brand India for the textile and garment machineries sector in Vietnam.

**O.40.3 EP (Engg) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**O.41.4 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to EEPC ensuring participation of 35 Indian Exhibitors.**

**P. MULTI SECTORS**

**Item No. P.1: Proposal of ASSOCHAM for organising India pavilion in 8<sup>th</sup> Jaffna International Trade Fair at Jaffna, Sri Lanka from 23-25 January, 2017.**

**P.1.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance Approved
1	Venue cost and organising expenses	123.00	65.00
2	Cost of catalogue and other material	4.50	5.00
3	Interpreter & translation	4.50	
4	Publicity	5.00	
	<b>Total</b>	<b>137.00</b>	<b>70.00</b>

**P.1.2 Proposed activity:** participation in the expo, Buyer Seller Meet, Buyer Seller Meet and B2B meetings. Focus sectors are Engineering, Building & Construction and Food and Agri. The Organisation is planning to participate in the event with 50 stalls from various sectors. Specific targeted benefit after completion of the project is to increase exports to Sri Lanka, capacity building & showcasing Indian capabilities and exports benefits over 200 crores. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.1.3 FT(SA) Division** has recommended the proposal.

**P.1.4 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 ASSOCHAM ensuring participation of 70 Indian exhibitors.

- P.1.5 EC approved the proposal with MAI assistance of ₹ 70.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 70 Indian exhibitors.**

**Item No. P.2: Proposal of ASSOCHAM for participation in 17<sup>th</sup> Western China International Fair 2016 at Chengdu, China from 14-19 October, 2016.**

**P.2.1 Estimated Expenditure:**

( ₹ In Lakhs)

Sl. No.	Expenditure Head	Actual expenditure	MAI Assistance Approved
1	Venue cost	100.75	45.00
2	Printing of brochures/ fliers containing details of the event	2.00	5.00
3	Publicity	7.00	
4	Organising expenses including interpreter	2.00	
	<b>Total</b>	<b>111.75</b>	<b>50.00</b>

- P.2.2 Proposed activity:** to be undertaken under the project is to organise Buyer Seller Meet of Indian participants with counterpart businessmen in sector like Pharmaceutical and Health Care products, Ayurvedic and Herbal products, food processed, Marine and Meat, Fancy Textile, Handicrafts and Indian exotic novelty fancy items etc. The organisation is planning to participate in the event with 65 stalls from various sectors. Specific targeted benefit after completion of the project is to capture the potential market of China for Indian branded products, getting exposure to international innovative products of more than 4000 participating companies and to determine their comparative rates of products in order to compete their goods globally.

- P.2.3 FT(NEA) Division** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- P.2.4 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 ASSOCHAM ensuring participation of 65 Indian exhibitors.

- P.2.5 EC approved the proposal with MAI assistance of ₹ 50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 65 Indian exhibitors.**

**Item No. P.3: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing SAARC RBSM at PITECH-11<sup>th</sup> Edition at Amritsar, Punjab during December 2016.**

**P.3.1 Estimated Expenditure**

( ₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	61.90	40.00
2	Publicity cost for the event	21.75	4.00
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 120 foreign buyers from SAARC Region (@ ₹ 55,000/- each)	66.00	66.00
	<b>Total</b>	<b>166.65</b>	<b>110.00</b>

P.3.2 **Proposed activities:** to be undertaken under the project are to organize SAARC RBSM at PITEEX-11<sup>th</sup> Edition at Amritsar, Punjab during December 2016. PHDCCI is planning to invite 120 SAARC buyers and 350 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.

P.3.3 **FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

P.3.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹110.00 Lakhs under para 7.1.8 of the MAI guidelines subject to PHDCCI ensuring participation of 350 Indian exhibitors and inviting 120 foreign buyers.

P.3.5 **EC approved the proposal with MAI assistance of ₹ 110.00 Lakhs under para 7.1.8 of the MAI guidelines subject to PHDCCI ensuring participation of 350 Indian exhibitors and inviting 120 foreign buyers.**

**Item No. P.4: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 10<sup>th</sup> Asian International Trade Expo at Mer Rouge, Port Louis, Mauritius during October 2016.**

P.4.1 **Estimated Expenditure:**

(₹ in Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and space cost	89.60	55.00
2	Printing cost	8.96	5.00
3	Publicity cost		
4	Interpretation / translation charges		
	<b>Total</b>	<b>98.56</b>	<b>60.00</b>

P.4.2 **Proposed activity:** organize India Pavilion at 10<sup>th</sup> Asian International Trade Expo at Mer Rouge, Port Louis, Mauritius during October 2016. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 50 Indian exhibitors from engineering goods, real estates, food products, consumer products etc.

P.4.3 **FT(Africa) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.4.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.



**P.4.5 EC approved the proposal with MAI assistance of ₹ 60.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 50 Indian exhibitors.**

**Item No. P.5: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at 13<sup>th</sup> Edition of the THAIFEX 2016 Impact Exhibition Centre, Bangkok, Thailand during May 2016.**

**P.5.1 Estimated Expenditure:**

**( ₹ In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	127.08	45.00
2	Publicity & promotion	6.20	5.00
3	Printing of brochure, catalogue and other material, postage, hostesses etc.	4.00	
4	Interpretation / translation charges	1.00	
	<b>Total</b>	<b>138.28</b>	<b>50.00</b>

**P.5.2 Proposed activity:** organize India Pavilion in 13<sup>th</sup> Edition of the THAIFEX 2016 Impact Exhibition Centre, Bangkok, Thailand during May 2016. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 50 Indian exhibitors from food and beverage, food catering and hospitality services, food technology and retail and franchise.

**P.5.3 FT(ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.5.4** 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.

**P.5.5 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.**

**Item No. P.6: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at India Trade Expo 2017 at Islamabad, Pakistan during February 2017.**

**P.6.1 Estimated Expenditure:**

**( ₹ In Lakhs)**

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	180.40	90.00
2	Organizing expenses	33.00	10.00
3	Publicity & marketing in India and Pakistan	39.60	
4	Printing of brochure, catalogues and other material	13.00	
	<b>Total</b>	<b>266.00</b>	<b>100.00</b>

- P.6.2 **Proposed activity:** organize India Pavilion at India Trade Expo 2017 at Islamabad, Pakistan during February 2017. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 75 Indian exhibitors from agri machinery and farm technologies, agro processing / services and inputs, apparels and textiles, automobiles components, healthcare equipment etc.
- P.6.3 **FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.6.4 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 PHDCCI ensuring participation of 100 Indian exhibitors.
- P.6.5 **EC approved the proposal with MAI assistance of ₹ 100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to PHDCCI ensuring participation of 100 Indian exhibitors.**

**Item No. P.7: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Sri Lanka Glass Wood, Roofing & Façade Window & door International Expo 2016 at Colombo, Sri Lanka during 11-13 September 2016.**

P.7.1 **Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and space cost	70.40	45.00
2	Printing cost	7.04	5.00
3	Publicity cost		
4	Interpretation / translation charges		
	<b>Total</b>	<b>77.44</b>	<b>50.00</b>

- P.7.2 **Proposed activity:** organize India Pavilion at Sri Lanka Glass Wood, Roofing & Façade Window & door International Expo 2016 at Colombo, Sri Lanka during 11-13 September 2016. PHDCCI is planning to participate in the event with 50 Indian exhibitors from doors, auxiliary products accessories and hardware, extrusion technology & services, glass production technology raw material, windows, machinery, façade elements etc.
- P.7.3 **FT(SA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.7.4 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.
- P.7.5 **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.**

**Item No. P.8: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India's participation at 34th China Beijing International Gifts Premium &Houseware Exhibition at Beijing, China during September 2016.**

**P.8.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and space cost	99.04	45.00
2	Printing costs	9.90	5.00
3	Publicity cost for Indian & foreign media		
4	Translation & interpreter charges		
	<b>Total</b>	<b>108.94</b>	<b>50.00</b>

**P.8.2 Proposed activity:** organize India's participation at 34<sup>th</sup>China Beijing International Gifts Premium &Houseware Exhibition at Beijing, China during September 2016. The exact date of the event is not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 50 Indian exhibitors 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.

**P.8.3 FT(NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.8.4** 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.

**P.8.5 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.**

**Item No. P.9: Proposal of PHD Chamber of Commerce & Industry (PHDCCI) for organizing India Pavilion at Expocomer 2017 at Alappa Convention Center Panama during March 2017.**

**P.9.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	66.81	45.00
2	Printing	6.68	5.00
3	Publicity cost for Indian and foreign media		
4	Translation and interpreters charges		
	<b>Total</b>	<b>73.49</b>	<b>50.00</b>

**P.9.2 Proposed activity:** organize India Pavilion in Expocomer 2017 at Alappa Convention Centre Panama during March 2017. The exact date of the event is

not mentioned by PHDCCI. PHDCCI is planning to participate in the event with 50 Indian exhibitors from textiles, readymade garment, food and beverages, construction materials and technology, IT & Technology, Pharma & Technology, automotive, tyres and auto parts etc.

P.9.3 **FT(LAC) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.9.4 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.

P.9.5 **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.**

**Item No. P.10: Proposal of Indian Chamber of Commerce for organising Expocomer 2017 Exposition and Buyer seller Meet at Panama City during March 2017.**

P.10.1 **Estimated Expenditure**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	70.00	45.00
2	Printing	4.00	5.00
3	Publicity cost for Indian and foreign print media	4.00	
4	Translation and interpreter charges	2.00	
	<b>Total</b>	<b>80.00</b>	<b>50.00</b>

P.10.2 **Proposed activity:** organize Expocomer 2017 Exposition and Buyer seller Meet at Panama City during March 2017. The exact date of the event is not mentioned by ICC. ICC is planning to participate in the exhibition with 50 Indian exhibitors from food items, textiles, construction materials, handicrafts, technology and services.

P.10.3 **FT(LAC) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.10.4 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.

P.10.5 **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.**

**Item No. P.11: Proposal of Indian Chamber of Commerce for organising National Level participation in Middle East Covering at Dubai, UAE during 23-26 May 2016.**

**P.11.1 Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenses	110.80	45.00
2	Publicity cost	7.00	5.00
3	Cost of catalogues and other material	5.00	
	<b>Total</b>	<b>122.80</b>	<b>50.00</b>

P.11.2 **Proposed activity:** organising National Level participation in Middle East Covering at Dubai, UAE during 26-26 May 2016. ICC is planning to participate in the exhibition with 50 Indian exhibitors from wall covering & surface decoration materials, commercial and outdoor flooring, laminate and wood flooring, textile covering, tools, application, installation technology etc.

P.11.3 **FT (WANA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.11.4 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.

P.11.5 **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.**

**Item No. P.12: Proposal of Indian Chamber of Commerce for organising India Investrade in Brunei Exposition and Buyer Seller Meet at Darussalam, Brunei during 11-13 May 2016.**

**P.12.1 Estimated Expenditure**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost for BSM	7.50	4.87
2	Venue cost for exhibition	7.50	4.87
3	Venue cost for the conference	4.50	2.51
4	Printing of catalogues and other material	5.00	3.25
5	Publicity campaign	10.00	6.50
	<b>Total</b>	<b>34.50</b>	<b>22.00</b>

P.12.2 **Proposed activity:** organising India Investrade in Brunei Exposition and Buyer Seller Meet at Darussalam, Brunei during 11-13 May 2016. ICC is planning to participate in the exhibition with 50 Indian exhibitors from Machinery and mechanical appliances.

P.12.3 **FT (ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.



- P.12.4 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 ICC ensuring participation of 50 Indian exhibitors.
- P.12.5 EC approved the proposal with MAI assistance of ₹22.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

**Item No. P.13: Proposal of Indian Chamber of Commerce for organising India pavilion in China Kunming Import & Export Fair at China during June, 2016.**

**P.13.1 Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent	50.00	42.25
2	Organising expenses	15.00	
3	Printing of catalogue and other material	3.50	4.22
4	Publicity campaign	20.00	
	<b>Total</b>	<b>88.50</b>	<b>46.47</b>

- P.13.2 **Proposed activity:** organising India exhibition, Buyer Seller Meet. ICC is planning to participate in the exhibition with 50 Indian exhibitors from various sectors. Specific targeted benefit after completion of the project is promoting export of commodities under consideration to China, promoting brand India in China for Indian products by focused publicity and facilitating dialogues between the government officials of India and China and helping them to further fine-tune the policies related to trade & investment.
- P.13.3 **FT (NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.13.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹46.47 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.
- P.13.5 EC approved the proposal with MAI assistance of ₹ 46.47 Lakhs under para 7.1.2 of the MAI guidelines subject to ICC ensuring participation of 50 Indian exhibitors.**

**Item No. P.14: Proposal of Indian Chamber of Commerce for participation in World SME Expo at Hong Kong during December, 2016.**

**P.14.1 Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	77.60	45.00
2	Printing	9.00	5.00
3	Publicity cost	18.00	
4	Translation & interpreter charges	9.00	50.00
	<b>Total</b>	<b>113.60</b>	

- P.14.2 **Proposed activity:** organising India pavilion and arranging B2B meeting between prospective international buyer and Indian Exhibitors. ICC is planning to participate in the exhibition with 100 Indian exhibitors from organic food, spices, tea, seafood, textile & garment, leather and gems & jeweller. Specific targeted benefit after completion of the project is expected business particularly export queries/orders worth over Rs.12-15 crores, promoting SME products to Hong Kong and ASEAN countries, joint venture opportunities with foreign investors and networking opportunities via BSMs.
- P.14.3 **FT (NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.14.4 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 75 Indian exhibitors.
- P.14.5 **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 75 Indian exhibitors.**

**Item No. P.15: Proposal of Indian Chamber of Commerce for participation in 27<sup>th</sup> Spiremium Seoul International Sourcing Fair Premium Gifts & Home ware 2017 at Seoul, South Korea during March, 2017.**

**P.15.1 Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	82.04	45.00
2	Printing	6.50	5.00
3	Publicity cost	13.00	
4	Translation & interpreter charges	6.50	
	<b>Total</b>	<b>108.04</b>	<b>50.00</b>

- P.15.2 **Proposed activity:** organising India pavilion and B2B meeting between prospective international buyer and Indian Exhibitors. ICC is planning to participate in the exhibition with 50 Indian exhibitors from home decorative, handicrafts, marble, gift items, aluminium & brass items, leather products and pearls products. Specific targeted benefit after completion of the project is expected business particularly export queries/orders worth over Rs.10-12 crores, promoting exports to Republic of Korea and ASEAN countries, joint venture opportunities with foreign investors and networking opportunities via BSMs.
- P.15.3 **FT (NEA) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.15.4 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.
- P.15.5 **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.**

**Item No. P.16: Proposal of Indian Chamber of Commerce for organising National Level participation in Heimtextile 2017 at Frankfurt, Germany during January 2017.**

**P.16.1 Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue cost including organizing expenses	115.50
2	Publicity cost	7.00
3	Cost of catalogues and other material	5.00
	<b>Total</b>	<b>127.50</b>

P.16.2 **Proposed activity:** organising National Level participation in Heimtextile 2017 at Frankfurt, Germany during January 2017. The exact date of the event is not mentioned by ICC. ICC is planning to participate in the exhibition with 80 Indian exhibitors from interiors and decoration, gift and accessories, furniture's, floor coverings, yarns and fibres. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.16.3 **FT (Europe) Division, DOC** has recommended the proposal.

P.16.4 **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.

P.16.5 **EC deferred consideration of the proposal and directed that proposal may be examined on file by FT(Europe) Division, DoC.**

**Item No. P.17: Proposal of CII for organising 4<sup>th</sup> India-CLMV Conclave at Jaipur during November, 2016.**

**P.17.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	20.00	<b>13.00</b>
2	Publicity Expenses, Printing Material, Translation & Interpretation	15.00	<b>5.00</b>
3	Air fare for delegates	50.00	<b>62.00</b>
4	Hotel accommodation for delegates	15.00	
	<b>Total</b>	<b>100.00</b>	<b>80.00</b>

P.17.2 **Proposed activity:** organize conclave in Jaipur, Rajasthan focused on CLMV countries and matchmaking through B2B meetings. CII is planning to organise the event with 60 CLMV delegates. Specific targeted benefits after completion of the project is to explore the opportunities for increasing exports and strengthening investment ties between India and CLMV countries. Assistance is admissible under para 7.1.8 of the MAI guidelines.

P.17.3 **FT (ASEAN) Division, DOC** has recommended the proposal.

- P.17.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 80 foreign buyers.
- P.17.5 **EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.8 of the MAI guidelines subject to CII ensuring participation of 80 foreign buyers and 200 Indian Exhibitors.**

**Item No. P.18: Proposal of CII for organizing India Pavilion at the Big 5 Saudi, Middle East, Jeddah, Saudi Arabia during March 2017.**

**P.18.1 Estimated Expenditure:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	217.38	90.00
2	Publicity & Branding Expenses	5.00	10.00
3	Printing and stationery (Doc. Pack for delegates, catalogue, promotional mailers etc)	5.00	
4	Interpreter / translation cost	5.00	
	<b>Total</b>	<b>232.38</b>	<b>100.00</b>

- P.18.2 The proposed activities include mobilizing participation of Indian companies of reputed brands at the proposed India Pavilion. Exact date of the event is not mentioned by CII. CII is planning to participate with 50 Indian Participants from construction, building and infrastructure. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.18.3 FT (WANA) Division, DOC has recommended the proposal.
- P.18.4 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 CII ensuring participation of 50 Indian exhibitors.
- P.18.5 **EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. P.19: Proposal of CII for organising an Enterprise India - an India Pavilion in ADIPEC in Abu Dhabi, UAE in November 2016.**

**P.19.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue expenses	288.76	70.00
2	Publicity & Branding Expenses	8.00	5.00
3	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	8.00	
	<b>Total</b>	<b>304.76</b>	<b>75.00</b>

- P.19.2 **Proposed activity:** organize an India Pavilion in ADIPEC in Abu Dhabi, UAE in November 2016 with 25 Indian Participants. The exact date of the event is not mentioned by CII. The primary objective of the India Pavilion is to provide a platform for suppliers of oil & gas, energy, engineering and construction etc. from India to establish and maintain relations with key decision makers. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.19.3 FT (WANA) Division, DOC has recommended the proposal.
- P.19.4 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 CII ensuring participation of 50 Indian exhibitors.
- P.19.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. P.20: Proposal of CII for organizing India Pavilion Middle East Electricity 2017, Dubai, UAE during March 2017.**

**P.20.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue expenses	291.06	70.00
2	Publicity charges	10.00	5.00
3	Printing and stationery (Doc. Pack for delegates, catalogue, promotional mailers etc)	5.00	
	<b>Total</b>	<b>306.06</b>	<b>75.00</b>

- P.20.2 The proposed activities include mobilizing new sales leads, demonstrating Indian products and services, raising brand awareness and networking opportunities. Exact date of the event is not mentioned by CII. CII is planning to participate with 50 Indian Participants from power, lighting, nuclear, new and renewable energy sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.20.3 FT (WANA) Division, DOC has recommended the proposal.
- P.20.4 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 CII ensuring participation of 50 Indian exhibitors.
- P.20.5 EC approved the proposal with MAI assistance of ₹75.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. P.21: Proposal of CII for organizing India Pavilion at the Big 5 construction at Jakarta International Expo during 10-12 May 2016 at Jakarta, Indonesia.**

**P.21.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	144.00	45.00
2	Publicity & branding expenses	5.00	5.00
3	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	5.00	
4	Interpreter and translation cost	5.00	
	<b>Total</b>	<b>159.00</b>	<b>50.00</b>

P.21.2 The proposed activities include mobilizing participation of Indian companies of reputed brands at the proposed India Pavilion. CII is planning to participate with 50 Indian participants from construction, building, infrastructure. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.21.3 FT (Africa) Division, DOC has recommended the proposal.

P.21.4 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 CII ensuring participation of 50 Indian exhibitors.

**P.21.5 EC approved the proposal with MAI assistance of ₹50.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 50 Indian exhibitors.**

**Item No. P.22: Proposal of CII for organizing Enterprise India Show at Pakistan Karachi during March 2017.**

**P.22.1 Estimated Expenditure**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue Related cost	198.00	128.00
2	Publicity expenses including PR agency charges	35.00	12.00
3	Printing & stationery (Doc pack for delegates, catalogue, promotional mailers etc)	10.00	
	<b>Total</b>	<b>243.00</b>	<b>140.00</b>

P.22.2 **Proposed activity:** mobilize participation of Indian companies of reputed brands at the proposed Enterprise India pavilion. CII is planning to participate in the event with 100 Indian Companies. Specific targeted benefit after completion of the project is identification of new sectors for exports, increase in exports and development of a demand for related sector. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.22.3 FT (SA) Division, DOC has recommended the proposal.

P.22.4 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 CII ensuring participation of 125 Indian exhibitors.

**P.22.5 EC approved the proposal with MAI assistance of ₹140.00 Lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 125 Indian exhibitors.**



**Item No. P.23: Proposal of FIEO organizing India Pavilion in 12<sup>th</sup> Tanzania Trade Show 2016 at Dar-Es-Salaam, Tanzania during 25-27 November 2016.**

**P.23.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue and organizing expenditure	103.68	67.36
2	Cost of Catalogues and other materials	0.50	0.32
3	Interpreter charges	0.50	0.32
4	International Publicity	5.00	3.00
	<b>Total</b>	<b>109.68</b>	<b>71.00</b>

P.23.2 The proposed activities to be undertaken under the project are organizing India Pavilion in 12<sup>th</sup> Tanzania Trade Show 2016 at Dar-Es-Salaam, Tanzania during 25-27 November 2016. FIEO is planning to participate in the event with 40 Indian exhibitors from automotive, IT, electronics, building, construction, medical, pharmaceutical, food, hotel supplies, consumer and household goods, industrial machinery, safety, security, printing, packaging, plastics, rubber, textiles etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.23.3 **FT(Africa) Division, DOC** has recommended the proposal.

P.23.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹71.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

**P.23.5 EC approved the proposal with MAI assistance of ₹71.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

**Item No. P.24: Proposal of FIEO organizing India Pavilion in International SUCON Thailand 2016 during May 2016.**

**P.24.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	117.00	45.00
2	International publicity	6.50	5.00
3	Cost of Catalogues and other materials	1.00	
	<b>Total</b>	<b>124.50</b>	<b>50.00</b>

P.24.2 **Proposed activity:** organizing International SUCON Thailand 2016 during May 2016. The exact date and exact number of Indian Exhibitors for the event is not mentioned by FIEO. Exhibition profile includes metal, plastics and rubber parts electrical and electronic components, molds and dies, tooling, jigs and fixture, plus numerous other supporting industries parts for industries such as automotive, mechanical, electronic, electrical appliances, air condition etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.24.3 **FT(ASEAN) Division, DOC** has recommended the proposal.

P.24.4 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 50 Indian exhibitors.

**P.24.5 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 50 Indian exhibitors.**

**Item No. P.25: Proposal of FIEO organizing India Pavilion in Singapore International Indian Shopping Festival at Singapore during September / October, 2016.**

**P.25.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	100.00	47.00
2	International publicity	5.00	3.00
	<b>Total</b>	<b>105.00</b>	<b>50.00</b>

P.25.2 **Proposed activity:** organizing India Pavilion in Singapore International Shopping Festival at Singapore during September / October, 2016. The exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 50 Indian exhibitors from Handicrafts, Gifts, Jewellery & bridal, Travel & Tourism, Textiles & sarees, kid's apparels & toys, wellness, spices, coffee and tea, packaged food, costume jewellery, Ayurveda products etc.

P.25.3 **FT(ASEAN) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.25.4 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 50 Indian exhibitors.

**P.25.5 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 50 Indian exhibitors.**

**Item No. P.26: Proposal of FIEO organizing India Pavilion in Phase 1 of 119<sup>th</sup> Session of China Import and Export Fair in China during 15-19 April 2016.**

**P.26.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	197.92	95.00
2	Cost of Catalogues and other materials	0.35	5.00
3	Interpreter	0.20	
4	International publicity	10.00	
	<b>Total</b>	<b>208.47</b>	<b>100.00</b>

P.26.2 **Proposed activity:** organizing India Pavilion in Phase 1 of 119<sup>th</sup> Session of China Import and Export Fair in China during 15-19 April 2016. FIEO is planning

to participate in the event with 50 Indian exhibitors from agriculture and food processing, asset management, construction and infrastructure, pharmaceuticals, electronics and information technology, transport and logistics etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.26.3 **FT(NEA) Division, DOC** has recommended the proposal.

P.26.4 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.

**P.26.5 EC approved the proposal 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.**

**Item No. P.27: Proposal of FIEO organizing India Pavilion in Phase 3 of 119<sup>th</sup> Session of China Import and Export Fair in China during 01-05 May, 2016.**

**P.27.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	181.12	95.00
2	Cost of Catalogues and other materials	0.35	5.00
3	Interpreter	0.20	
4	International publicity	10.00	
	<b>Total</b>	<b>191.67</b>	<b>100.00</b>

P.27.2 **Proposed activity:** organizing India Pavilion in Phase 3 of 119<sup>th</sup> Session of China Import and Export Fair in China during 01-05 May, 2016. FIEO is planning to participate in the event with 40 Indian exhibitors from agriculture and food processing, asset management, construction and infrastructure, pharmaceuticals, electronics and information technology, transport and logistics etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.27.3 **FT(NEA) Division, DOC** has recommended the proposal.

P.27.4 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.

**P.27.5 EC approved the proposal 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.**

**Item No. P.28: Proposal of FIEO organizing India Pavilion in Phase 3 of 120<sup>th</sup> Session of China Import and Export Fair in China during 31 October – 04 November 2016.**

**P.28.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	181.12	95.00
2	Cost of Catalogues and other materials	0.35	5.00
3	Interpreter	0.20	
4	International publicity	10.00	
	<b>Total</b>	<b>191.67</b>	<b>100.00</b>

**P.28.2 Proposed activity:** organizing India Pavilion in Phase 3 of 120<sup>th</sup> Session of China Import and Export Fair in China during 31 October – 04 November 2016. FIEO is planning to participate in the event with 40 Indian exhibitors from agriculture and food processing, asset management, construction and infrastructure, pharmaceuticals, electronics and information technology, transport and logistics etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.28.3 FT(NEA) Division, DOC** has recommended the proposal.

**P.28.5** 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.

**P.28.5 EC approved the proposal 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.**

**Item No. P.29: Proposal of FIEO organizing India Pavilion in Phase 1 of 120<sup>th</sup> Session of China Import and Export Fair in China during 15-19 October 2016.**

**P.29.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	197.92	95.00
2	Cost of Catalogues and other materials	0.35	5.00
3	Interpreter	0.20	
4	International publicity	10.00	
	<b>Total</b>	<b>208.47</b>	<b>100.00</b>

**P.29.2 Proposed activity:** organizing India Pavilion in Phase 1 of 120<sup>th</sup> Session of China Import and Export Fair in China during 15-19 October 2016. FIEO is planning to participate in the event with 50 Indian exhibitors from agriculture and food processing, asset management, construction and infrastructure, pharmaceuticals, electronics and information technology, transport and logistics etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.29.3 FT(NEA) Division, DOC** has recommended the proposal.

- P.29.4 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.
- P.29.5 EC approved the proposal 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.**

**Item No. P.30: Proposal of FIEO organizing India Pavilion in Tokyo International Gift Show at Tokyo, Japan during September 2016.**

**P.30.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	135.00	75.00
2	Cost of Catalogues and other materials	3.00	5.00
3	Interpreter charges	1.00	
	International Publicity	15.00	
	<b>Total</b>	<b>154.00</b>	<b>80.00</b>

- P.30.2 **Proposed activity:** organizing India Pavilion in Tokyo International Gift Show at Tokyo, Japan during September 2016. The exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the event with 40 Indian exhibitors from personal gifts, consumer goods and decorative accessories. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- P.30.3 **FT(NEA) Division, DOC** has recommended the proposal.

- P.30.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.

- P.30.5 EC approved the proposal with MAI assistance of ₹80.00 Lakhs under para 7.1.2 of the MAI guidelines subject to FIEO ensuring participation of 50 Indian exhibitors.**

**Item No. P.31: Proposal of FIEO organizing India Pavilion at International Sourcing Expo Australia during November 2016.**

**P.31.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including organizing expenditure	200.00	110.00
2	Cost of Catalogues and other materials	5.00	10.00
3	International publicity	15.00	
	<b>Total</b>	<b>220.00</b>	<b>120.00</b>

- P.31.2 **Proposed activity:** organizing International Sourcing Expo Australia during November 2016. The exact date of the event is not mentioned by FIEO. FIEO is planning to participate in the fair with 50 Indian exhibitors from apparel, home

textiles, sportswear, leather wear and fashion accessories to showcase their products to the Australian buyers who are looking to source quality products with better prices. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.31.3 FT(Oceania) Division, DOC** has recommended the proposal.

**P.31.4** SC recommended the proposal for consideration of EC 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.

**P.31.5 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.**

**Item No. P.32: Proposal of ITPO for organizing India Pavilion at Addis International Fair at Ethiopia during February 2017.**

**P.32.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue cost including construction / decoration	50.00
2	Promotion / publicity	15.00
3	Printing of catalogues / brochures / banners / textile graphics	3.00
4	Interpretation / translation charges	3.00
	<b>Total</b>	<b>71.00</b>

**P.32.2 Proposed activity:** organize India Pavilion at Addis International Fair at Ethiopia during February 2017. The exact date of the event is not mentioned by ITPO. ITPO is planning to participate in the event with 45-50 Indian exhibitors from machinery, handicrafts/giftware items, textiles, leather products, Pharma, Engg goods etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.32.3 FT (Africa) Division, DOC** has recommended the proposal.

**P.32.4** 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 ITPO ensuring participation of 50 Indian exhibitors.

**P.32.5 The proposal was not approved by EC.**

**Item No. P.33: Proposal of ITPO for organizing India Sourcing Fair at Nairobi, Kenya during March 2017.**

**P.33.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	250.00	135.00
2	(a) Pre show promotion / publicity in India	2.00	



	(b)Publicity in host country including holding press meets etc.	50.00	15.00
3	Printing of catalogues / brochures / banners / textile graphics	5.00	
4	Interpretation / translation charges	5.00	
	<b>Total</b>	<b>312.00</b>	<b>150.00</b>

P.33.2 **Proposed activity:** organize India Sourcing Fair at Nairobi, Kenya during March 2017. The exact date of the event and exact number of Indian participants is not mentioned by ITPO. The focus of the show will be on textiles, Pharma, Auto parts, Gem & jewellery, handicrafts, power transmission equipment, IT etc. The objective of the show is continued projection of India's quality products and technological advancement 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 Kenyan market but also the neighbouring countries. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.33.3 **FT (Africa) Division, DOC** has recommended the proposal.

P.33.4 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. SC also directed that 1st instalment will be released to ITPO only after assessing the performance of the event held during 2015-16.

P.33.5 **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. EC also directed that 1<sup>st</sup> instalment will be released to ITPO only after assessing the performance of the event held during 2015-16.**

**Item No.P.34: Proposal of ITPO for organizing India Pavilion at Cairo International at Egypt during March 2017.**

**P.34.1 Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	130.00	70.00
2	(a) Pre show promotion / publicity in India	2.00	5.00
	(b)Publicity in host country including holding press meets etc.	10.00	
3	Printing of catalogues / brochures / banners / textile graphics	1.00	
4	Interpretation / translation charges	2.00	
	<b>Total</b>	<b>150.00</b>	<b>75.00</b>

P.34.2 **Proposed activity:** organize India Pavilion at Cairo International at Egypt during March 2017. The exact date of the event and exact number of Indian participants are not mentioned by ITPO. The event is mainly focused on food items, engineering goods, chemicals, wood products and pharmaceuticals. Assistance is admissible under para 7.1.2 of the MAI guidelines.

- P.34.3 **FT (WANA) Division, DOC** has recommended the proposal.
- P.34.4 SC recommended the proposal for consideration of EC with MAI assistance of ₹75.00 participation of 50 Indian exhibitors. SC also directed that funds will be released to ITPO only after assessing the performance of the event held during 2015-16.
- P.34.5 EC approved the proposal with MAI assistance of ₹75.00 participation of 50 Indian exhibitors. EC also directed that funds will be released to ITPO only after assessing the performance of the event held during 2015-16.**

**Item No. P.35: Proposal of ITPO for organizing India Sourcing Fair at Sri Lanka during December 2016.**

**P.35.1 Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	210.00	90.00
2	(a) Pre show promotion / publicity in India	3.00	10.00
	(b) Publicity in host country including holding press meets etc.	40.00	
3	Printing of catalogues / brochures / banners / textile graphics	5.00	
4	Interpretation / translation charges	5.00	
	<b>Total</b>	<b>263.00</b>	<b>100.00</b>

- P.35.2 **Proposed activity:** organize India Sourcing Fair at Sri Lanka during December 2016. The exact date of the event is not mentioned by ITPO. ITPO is planning to participate in the event with 100-125 Indian exhibitors from textiles, jewellery, food & beverages / equipments, handicrafts, power, transmission, equipment, IT, engineering, auto, Pharma etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- P.35.3 **TP & FT (SA) Division, DOC** has recommended the proposal.
- P.35.4 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 ITPO ensuring participation of 100 Indian exhibitors.
- P.35.5 EC approved the proposal with MAI assistance of ₹100.00 Lakhs under para 7.1.2 of the MAI guidelines subject to ITPO ensuring participation of 100 Indian exhibitors.**

**Item No. P.36: Proposal of ITPO for organizing India Sourcing Fair at Bangladesh during January 2017.**

**P.36.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue cost including construction / decoration	210.00
2	(a)Pre show promotion / publicity in India	3.00
	(b)Publicity in host country including holding press meets etc.	40.00
3	Printing of catalogues / brochures / banners / textile graphics	5.00
4	Interpretation / translation charges	5.00
	<b>Total</b>	<b>263.00</b>

**P.36.2 Proposed activity:** organize India Sourcing Fair at Bangladesh during January 2017. The exact date of the event is not mentioned by ITPO. ITPO is planning to participate with 100-125 Indian exhibitors in the event from textiles, jewellery, food & beverages / equipments, handicrafts, power, transmission, equipment, IT, engineering, auto, Pharma etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.36.3 FT (SA) Division, DOC** has recommended the proposal.

**P.36.4** 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 ITPO ensuring participation of 100 Indian exhibitors.

**P.36.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by FT (SA) Division, after assessing the performance of the event held during 2015-16.**

**Item No. P.37: Proposal of ITPO for organizing India Sourcing Fair, Moscow, Russia during FY 2016-2017 (Dates to be decided in consultation with Eol, Russia).**

**P.37.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	350.00	135.00
2	(a) Pre show promotion / publicity in India	3.00	15.00
	(b)Publicity in host country including holding press meets etc.	80.00	
3	Printing of catalogues / brochures / banners / textile graphics	5.00	
4	Interpretation / translation charges	10.00	
	<b>Total</b>	<b>448.00</b>	<b>150.00</b>

**P.37.2 Proposed activity:** organize India Sourcing Fair at Russia during FY 2016-2017 (dates to be decided in consultation with Eol, Russia). ITPO is planning to participate in the event with 100 Indian exhibitors from textiles, jewellery, food &

beverages / equipments, handicrafts, power, transmission, equipment, IT, engineering, auto, Pharma etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.37.3 FT (CIS) Division, DOC** has recommended the proposal.

**P.37.4** 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 75 Indian exhibitors.

**P.37.5 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 75 Indian exhibitors.**

**Item No. P.38: Proposal of ITPO for organizing India Sourcing Fair at Almaty, Kazakhstan 2016-17 (dates to be decided in consultation with Eol, Astana).**

**P.38.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	200.00	45.00
2	(a) Pre show promotion / publicity in India	3.00	5.00
	(b) Publicity in host country including holding press meets etc.	40.00	
3	Printing of catalogues / brochures / banners / textile graphics	1.00	
4	Interpretation / translation charges	5.00	
	<b>Total</b>	<b>250.00</b>	<b>50.00</b>

**P.38.2 Proposed activity:** organize India Sourcing Fair at Almaty, Kazakhstan 2016-17 (dates to be decided in consultation with Eol, Astana).ITPO is planning to participate in the event with 45-50 Indian exhibitors from textiles, Pharma, food sector, engineering goods, IT & Telecommunication, petrochemicals, fertilizers, transportation etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.38.3 FT (CIS) Division, DOC** has recommended the proposal.

**P.38.4** 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.

**P.38.5 EC approved the proposal 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.**

**Item No. P.39: Proposal of ITPO for organizing India Sourcing Fair at Chile during 2016-17.**

**P.39.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	200.00	130.00
2	(a) Pre show promotion / publicity in India	80.00	20.00
	(b)Publicity in host country including holding press meets etc.		
3	Printing of catalogues / brochures / banners / textile graphics	2.00	
4	Interpretation / translation charges	5.00	
	<b>Total</b>	<b>287.00</b>	<b>150.00</b>

**P.39.2 Proposed activity:** organize India Sourcing Fair at Chile during 2016-17. The exact date of the event is not mentioned by ITPO. ITPO is planning to participate in the event with 100 Indian exhibitors from Gemstones, home textiles, Pharma, auto parts, Gem & Jewellery, Handicrafts, Minerals, food and beverages, IT etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.39.3 FT (LAC) Division, DOC** has recommended the proposal.

**P.39.4** 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.

**P.39.5 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.**

**Item No. P.40: Proposal of ITPO for organizing India Sourcing Fair at Peru during 2016-17 (dates to be decided in consultation with Eol, Peru).**

**P.40.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	200.00	130.00
2	(a) Pre show promotion / publicity in India	80.00	20.00
	(b)Publicity in host country including holding press meets etc.		
3	Printing of catalogues / brochures / banners / textile graphics	2.00	
4	Interpretation / translation charges	5.00	
	<b>Total</b>	<b>287.00</b>	<b>150.00</b>

**P.40.2 Proposed activity:** organize India Sourcing Fair at Peru during 2016-17. The exact date of the event is not mentioned by ITPO. ITPO is planning to

participate in the event with 100 Indian exhibitors from vehicles, iron/steel/copper/aluminium, pharmaceuticals, chemicals, plastic /rubber & its articles, tanning/ dyeing, coffee / tea / spices, textiles and garments, IT & software, auto components etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.40.3 **FT (LAC) Division, DOC** has recommended the proposal.

P.40.4 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.

**P.40.5 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. EC also directed that ITPO may coordinate with EEPC for this event.**

**Item No. P.41: Proposal of ITPO for organizing India Pavilion at Africa Big Seven /SAITEX at Johannesburg, South Africa during June / July 2016.**

**P.41.1 Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction / decoration	110.00	45.00
2	(a) Pre show promotion / publicity in India	3.00	5.00
	(b)Publicity in host country including holding seminars / press meets etc.	20.00	
4	Printing of catalogues / brochures / banners / textile graphics	3.00	
5	Interpretation / translation charges	2.00	
	<b>Total</b>	<b>138.00</b>	<b>50.00</b>

P.41.2 **Proposed activity:** organize India Pavilion at Africa big Seven / SAITEX at Johannesburg, South Africa during June / July 2016.Focus sectors are Textiles, Processed Food and Engineering Products etc. ITPO is planning to participate in the event with 40-45 Indian exhibitors. Assistance is admissible under para 7.1.2 of the MAI guidelines.

P.41.3 **FT(Africa) Division, DOC** has recommended the proposal.

P.41.4 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.

**P.41.5 EC approved the proposal 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.**



**Item No. P.42: Proposal of ITPO for organizing India Sourcing Fair at Buenos Aires, Argentina during 2016-17 (dates to be decided in consultation with Eol, Argentina).**

**P.42.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure
1	Venue cost including construction / decoration	200.00
2	(a) Pre show promotion / publicity in India (b) Publicity in host country including holding press meets etc.	80.00
3	Printing of catalogues / brochures / banners / textile graphics	2.00
4	Interpretation / translation charges	5.00
	<b>Total</b>	<b>287.00</b>

**P.42.2 Proposed activity:** organize India Sourcing Fair at Buenos Aires, Argentina during 2016-17. The exact date of the event is not mentioned by ITPO. ITPO is planning to participate with 100 Indian exhibitors in the event from textiles, home furnishings, garments, machinery & equipment, chemicals & pharmaceuticals, IT & software and auto & auto component etc. Assistance is admissible under para 7.1.2 of the MAI guidelines.

**P.42.3 FT (LAC) Division, DOC** has recommended the proposal.

**P.42.4 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.

**P.42.5 EC deferred consideration of the proposal and directed that proposal may be examined on file by FT (LAC) Division, after assessing the performance of the event held during 2015-16.**

**ADDITIONAL PROPOSAL**

**Item No. P.43. Proposal of FICCI for organising 8<sup>th</sup> BRICS 2016 Trade Fair at New Delhi during 2016.**

**P.43.1 Estimated Expenditure:-**

(₹ in Lakhs)

Sl No.	Expenditure Head	Venue: Bengaluru, Delhi, Hyderabad		Venue: Goa		Venue: Mumbai	
		Estimated Expenditure	Admissible Under MAI	Estimated Expenditure	Admissible Under MAI	Estimated Expenditure	Admissible Under MAI
1.	Venue Cost	650.00	422.50	800.00	520.00	600.00	390.00
2.	Stand Construction	99.75	64.83	99.75	64.83	99.75	64.83
3.	Registration	65.00	Not Admissible	65.00	Not Admissible	65.00	Not Admissible

4.	Other Services	100.00	Not Admissible	100.00	Not Admissible	100.00	Not Admissible
5.	Other Expenditure	40.00	Not Admissible	40.00	Not Admissible	40.00	Not Admissible
	<b>Total</b>	<b>954.75</b>	<b>487.33</b>	<b>1104.75</b>	<b>584.83</b>	<b>904.75</b>	<b>454.83</b>

**P.4.3.2 Proposed activity:** organising B2B meetings. Buyer and supplier of a particular industry will brought together for networking meeting and activities, which would enhance trade ties amongst BRICS. BRICS countries would be highlight and investment facilitation/handholding support will provide to potential investors. Leading companies from BRICS countries will join the exhibition to display their strengths and talk about possibilities of Joint Ventures and possible collaborations for Technology Transfer. The exhibitors will comprise prominent players from the BRICS industry doing business org exploring possibilities of expanding their business.

**P.4.2 RMTR Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

**P.4.3 EC in-principle approved the proposal. MAI assistance for the event will be decided on file after budgetary allocation for the proposal.**

## **Agenda Item No. 2**

### **Q. Study Proposals**

**Item No. Q.1: Proposal of CII for Development and hosting of Standard Portal (Technical Proposal)**

**Q.1.1 Estimated Expenditure:-**

**(₹ in Lakhs)**

<b>S. No.</b>	<b>Heads</b>	<b>Estimated Expenditure</b>
1	Initial research and compilation of information for Phase 1 by CII	10.00
2	Initial Web-site development, including URL registration, graphics, coding, wire-framing for all systems by Developers	6.00
3	Recurring cost for technical research and updating information, per annum, starting from year 1 by CII	10.00
4	Recurring cost for updating of web-site pages by Developers, on annual contract basis, per annum by developer	6.00
	<b>Total</b>	<b>32.00 for 1<sup>st</sup> year</b>
	<b>Total</b>	<b>16.00 for 2<sup>nd</sup> year</b>
	<b>Total</b>	<b>16.00 for 3<sup>rd</sup> year</b>
	<b>Grant Total</b>	<b>64.00 or three years</b>

- Q.1.2 **Proposed activity:** Setting up a mechanism like USTCC by Department of Commerce including a market access portal for providing information on regulatory standards and related conformity assessment procedures of major importing countries in partnership with industry associations.
- Q.1.3 **TPD Division, DOC** has recommended the proposal. Assistance is admissible under para 7.5.1 of the MAI guidelines.
- Q.1.4 **SC recommended** the proposal for consideration of EC with MAI assistance of ₹ 57.60 Lakhs under para 7.5.1 of the MAI guidelines.
- Q.1.5 **EC approved the proposal with MAI assistance of ₹ 57.60 Lakhs under para 7.5.1 of the MAI guidelines.**

**Item No. Q.2: Proposal of CII for Entry Strategy for the Indian Media & Entertainment Industry in China.**

- Q.2.1 The total estimated cost of the project for 2015-16 is ₹34.50 lakhs. The total MAI assistance sought for 2015-16 is ₹17.25 lakhs.
- Q.7.2 The proposed activities to be undertaken the project is to create an agenda for the entry strategy for the Indian M&E Industry into china, data creation for the M & E sector by carving out a roadmap, provide a practical understanding of the regulatory and market environment in the China M & E areas. Assistance is admissible under para 7.4.1 of the MAI guidelines.
- Q.2.3 **TPD (Services) Division, DOC** has recommended the proposal.
- Q.2.4 AS&FA and CS have accorded in-principle approval for the proposal.
- Q.2.5 **EC accorded its ex post facto approval with MAI assistance of ₹17.25 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. Q.3: Proposal of Exim Bank for Business opportunities and feasibility to establish a project development and facilitation framework in Cambodia.**

- Q.3.1 The total estimated cost of the project for 2015-16 is ₹80.00 lakhs. The total MAI assistance sought for 2015-16 is ₹72.00 lakhs.
- Q.3.2 The proposed activities to be undertaken the project is to assessing the Economic Potential and assessing the structure of the Project Development Company. Specific targeted benefit after completion of the project is to assessing and exploring the possibility of engaging in capacity development of both hard and soft infrastructure facilities will be an integral part of the proposed assignment. Assistance is admissible under para 7.4.1 of the MAI guidelines.
- Q.3.3 **FT(EA) Division, DOC** has recommended the proposal.
- Q.3.4 AS&FA and CS have accorded in-principle approval for the proposal.
- Q.3.5 **EC accorded its ex post facto approval with MAI assistance of ₹72.00 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. Q.4: Proposal of IL&FS for Conducting a Study for designing integrated cotton and textile sector development programme for Uzbekistan, Turkmenistan & Kazakhstan.**

- Q.4.1 The total estimated cost of the project for 2015-16 is ₹30.00 lakhs. The total MAI assistance sought for 2015-16 is ₹30.00 lakhs.
- Q.4.2 The proposal is to conduct a need assessment study and design a detailed cotton and textiles industry development programme for Uzbekistan, Kazakhstan and Turkmenistan based on their need and our strengths. The study would undertake detailed assessment of cotton and textile sector in terms of production, trade business climate, institutional set up & policy framework etc. the gaps and constraints at various nodes of the value chain would be identified and interventions would be proposed to plug the gaps and improve competitiveness.
- Q.4.3 **FT(CIS) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.4.1 of the MAI guidelines.
- Q.4.4 SC on studies has recommended this proposal.
- Q.4.5 AS&FA and CS have accorded in-principle approval for the proposal.
- Q.4.6 **EC accorded its ex post facto approval with MAI assistance of ₹25.00 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. Q.5: Proposal of RIS for Study on Economic Integration between India and Belarus, Kazakhstan, Russian Federation Customs Union (BKRU).**

- Q.5.1 The total estimated cost of the project for 2015-16 is ₹25.00 lakhs. The total MAI assistance sought for 2015-16 is ₹25.00 lakhs.
- Q.5.2 It is proposed to conduct a comprehensive study for the JSG covering various identified dimensions and to provide research and related support and help facilitate JSG work by participating in the JSG meeting and during inter-seasonal follow-ups. Assistance is admissible under para 7.4.1 of the MAI guidelines.
- Q.5.3 **FT(CIS) Division, DOC** has recommended the proposal.
- Q.5.4 AS&FA and CS have accorded in-principle approval for the proposal.
- Q.5.5 **EC accorded its ex post facto approval with MAI assistance of ₹25.00 lakhs for the event under para 7.4.1 of the MAI guidelines.**

### **Agenda Item No. 3**

#### **R. Proposals seeking ex-post-facto approval of EC**

##### **Item No. R.1. Proposal of CII for organizing India show at Lagos, Nigeria from 18-20 August, 2015.**

- R.1.1 EC had approved the proposal with MAI assistance of ₹494.10 lakhs to CII for organising the event from 26-28 August, 2014, under para 7.1.2 and para 4.4 of the MAI guidelines subject to CII ensuring participation of 80-100 Indian Exporters. The assistance was later revised to ₹400.00 lakhs.
- R.1.2 Due to outbreak of Ebola, the event could not be organized. The event was rescheduled to 18-20 August, 2015. AS&FA and CS have accorded in-principle approval for rescheduling the proposal.
- R.1.3 EC accorded its ex-post-facto approval for rescheduling the event and assistance of ₹ 400.00 lakhs to CII under para 7.1.2 of the MAI guidelines as per following details:-**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue related cost	360.00	<b>324.00</b>
2	Publicity expenses including PR agency charges	70.00	<b>35.00</b>
3	Printing & Stationery (Doc. Pack for delegates, Catalogue, Promotional Mailers etc)	25.00	11.00
4	B2B Meeting	74.00	30.00
	<b>Total</b>	<b>529.00</b>	<b>400.00</b>

##### **Item No. R.2: Proposal of CII for organising 3<sup>rd</sup> China Beijing International Fair for Trade in Services (CIFTIS), 2014 at Beijing, China from 28<sup>th</sup> May to 1<sup>st</sup> June, 2014.**

- R.2.1 The total estimated cost of the project for 2015-16 is ₹47.28 lakhs. The total MAI assistance sought for 2015-16 is ₹30.73 lakhs.
- R.2.2 **Proposed activities:** organising India pavilion, showcasing India's strength in Services sector, seminar on Trade in Services and B2B Meeting with specific counterparts. Specific targeted benefit after completion of the project is to increase the export of services to China.
- R.2.3 TPD(Services) Division, DOC has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- R.2.4 AS&FA and CS have accorded in-principle approval for the proposal.
- R.2.5 EC accorded its ex-post-facto approval for assistance of ₹30.73 lakhs for the event under para 7.1.2 of the MAI guidelines.**

##### **Item No. R.3: Proposal of FFFAI for Holding Stakeholder conference on International North South Transport Corridor (INSTC) route in Mumbai during 12<sup>th</sup> June, 2015.**

- R.3.1 **Proposed activities:** organising conference, meetings and displaying presentation to Iranian Government. Specific targeted benefit after completion of the project is to familiarization with the INSTC Route and increasing the trade volume to Russia and the CIS Countries because of the reduced time and cost benefit.
- R.3.2 **FT(CIS) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.4.1 of the MAI guidelines.
- R.3.3 AS&FA and CS have accorded in-principle approval for the proposal.
- R.3.4 **EC accorded its ex-post-facto approval for assistance of ₹9.78 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. R.4: Proposal of FFFAI for Sort out issue related to Operationalising International North South Transport Corridor (INSTC).**

- R.4.1 FT(CIS) Division, DOC has recommended the proposal.
- R.4.2 AS&FA and CS have accorded in-principle approval for the proposal.
- R.4.3 **EC accorded its ex-post-facto approval for assistance of ₹3.16 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. R.5: Proposal of CII for organising Global Exhibition on Services from 23-25 April, 2015 at New Delhi.**

- R.5.1 The total MAI assistance sought for 2015-16 is ₹1300.00 lakhs.
- R.5.2 CII proposed to mobilize participation of Indian companies of reputed brands at the event. Present an impressive solo Indian exhibition to display Indian brands, technological capabilities in the services sector. The following sectors have been identifying to mobilize participation of Indian and international companies are education, energy & environment, healthcare, ICT, logistics, media & entertainment, professional services, space and satellite, telecommunication and R&D and tourism.
- R.5.3 TPD (Services) Division, DOC has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.
- R.5.4 AS&FA and CS have accorded in-principle approval for the proposal.
- R.5.5 **EC accorded its ex-post-facto approval for assistance of ₹1300.00 lakhs for the event under para 7.1.8 of the MAI guidelines.**

**Item No. R.6: Proposal of CLE for organising Two Day BSM at Chile during July, 2015.**

- R.6.1 The total estimated cost of the project for 2015-16 is ₹80.00 lakhs. The total MAI assistance sought for 2015-16 is ₹50.00 lakhs.
- R.6.2 EC had approved the proposal of CLE for organising Two Days BSM in Argentina during May, 2015 with an assistance of ₹ 50.00 lakhs under para 7.1.2



and para 7.5.2 of the MAI guidelines subject to CLE ensuring participation of 25 Indian exporters. Subsequently, CLE requested to change country from Argentina to Chile.

R.6.4 EP(LSG) Division, DOC has recommended the proposal.

R.6.5 AS&FA and CS have accorded in-principle approval for the proposal for changing the country of the event.

**R.6.6 EC accorded its ex-post-facto approval for change of country of the event from Argentina to Chile.**

**Item No. R.7: Proposal of TEPC for participation in India Africa Partnership Summit 2015 at Nairobi, Kenya from 28-29 September, 2015.**

R.7.1 **Estimated Expenditure:-**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent, construction and decoration of exhibition area, B2B meeting, conference, BSM, networking and other necessary arrangements.	95.00	61.75
2	Publicity & PR agency charges – newspaper, advertisement, billboards, banners, radio, TV, invitations, printing of catalogue, brochures	25.00	13.25
3	Other organising expenses – local logistic, pack for delegates, invitations etc.	10.00	Not admissible
	<b>Total</b>	<b>130.00</b>	<b>75.00</b>

R.7.2 **Proposed activities:** organising exhibition, conference on telecom & IT, Buyer Seller Meet and B2B meeting/networking event. The council is participating in the event with 80-100 Indian companies. Specific targeted benefits after completion of the project is to increasing trade of Indian companies with East African countries, create awareness about Indian technologies and products and launching of new India products & services in the industry to East Africa.

R.7.2 **M/o Communication & Information Technology.** Assistance is admissible under para 7.1.2 of the MAI guidelines.

R.7.3 AS&FA and CS have accorded in-principle approval for the proposal.

**R.7.4 EC accorded its ex-post-facto approval for assistance of ₹75.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R.8: Proposal of Pharmexcil for organizing IPHEX Africa at Lagos, Nigeria during November, 2015.**

R.8.1 **Estimated Expenditure:-**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Venue cost	170.00	110.00
2	Organizing costs	100.00	

3	Publicity cost	40.00	<b>15.00</b>
4	Cost of product catalogue and other material.	10.00	
5	Translation & interpreter charges	5.00	
	<b>Total</b>	<b>325.00</b>	<b>125.00</b>

R.8.2 **Proposed activities:** organizing IPHEX Africa at Lagos, Nigeria with mobilizing participation of 100 exhibitors and 200 business delegates from India. Organizing business meetings, press meets, conferences and signing of MoUs with Chambers and Associations. Export promotion, greater awareness among regulators business development and brand promotion in Africa.

R.8.3 **EP (Engg/Pharma) Division, DoC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.

R.8.4 AS&FA and CS have accorded in-principle approval for the proposal.

R.8.5 **EC accorded its ex-post-facto approval for assistance of ₹125.00 lakhs for the event under para 7.4.1 of the MAI guidelines.**

**Item No. R.9: Proposal of Pharmexcil for organizing RBSM in India focusing on Active Pharmaceutical Ingredients (APIs) at Hyderabad during September, 2015.**

R.9.1 **Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Air fare & hotel accommodation for 100 foreign buyers (40 from America and 60 from other countries)	85.00	<b>85.00</b>
2	Venue cost	175.00	<b>108.50</b>
3	Publicity/printing catalogue	10.00	<b>6.50</b>
	<b>Total</b>	<b>270.00</b>	<b>200.00</b>

R.9.2 **Proposed activities:** organizing exhibition, Reverse Buyer Seller Meet, one to one meeting and plant visits. The council is planning to organising the event with 250 Indian companies and 100 foreign buyers.

R.9.3 **EP (Engg/Pharma) Division, DoC** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

R.9.4 AS&FA and CS have accorded in-principle approval for the proposal.

R.9.5 **EC accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.8 of the MAI guidelines.**

**Item No. R.10: Proposal of CLE for organizing 19<sup>th</sup> UITIC Footwear Congress at Chennai during February, 2016.**

R.10.1 **Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Air fare & hotel accommodation for 100 foreign	85.00	<b>85.00</b>

	buyers (40 from America and 60 from other countries)		
2	Venue cost	175.00	<b>108.50</b>
3	Publicity/printing catalogue	10.00	<b>6.50</b>
	<b>Total</b>	<b>270.00</b>	<b>200.00</b>

R.10.2 **Proposed activities:** facilitate exchange of information/latest technologies & trend by eminent global speakers/experts of the footwear sector. The council is planning to organising the event with 300 domestic delegates and 100 overseas delegates including 25 reputed international speakers. Specific targeted benefits after completion of the project is to increasing the Indian Leather export targeted of US\$ 27 billion by 2019-20. Assistance is admissible under para 7.1.8 of the MAI guidelines.

R.10.3 **EP (LSG) Division, DoC** has recommended the proposal.

R.10.4 AS&FA and CS have accorded in-principle approval for the proposal.

R.10.5 **EC** accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. 11: Proposal of CII for organizing 3<sup>rd</sup> CLMV Business Conclave at Chennai from 15-16 December, 2015.**

R.11.1 **Estimated Expenditure:**

(₹ In Lakhs)			
Sl. No.	Heads	Estimated expenditure	MAI Assistance Approved
1	Venue related cost	25.00	<b>15.00</b>
2	Publicity expenses	12.00	<b>2.00</b>
3	Hotel accommodation and air fare	60.00	<b>45.00</b>
4	Transport for factory/site visit	3.00	<b>Not admissible</b>
5	Reece visit and staff travel costs	4.00	<b>Not admissible</b>
	<b>Total</b>	<b>104.00</b>	<b>62.00</b>

R.11.2 **Proposed activities:** conclave in Chennai, factory/site visits in focus sectors and matchmaking through B2B meetings. **The council is planning to organising the event with 150 Indian companies and 80 CLMV delegates.** Specific targeted benefits after completion of the project is to explore the opportunities for increasing exports to and strengthening investment ties between India and CLMV countries which provides the gateway to the ASEAN region. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

R.11.3 **EP (EA) Division, DoC** has recommended the proposal.

R.11.4 AS&FA and CS have accorded in-principle approval for the proposal.

R.11.5 **EC** accorded its ex-post-facto approval for assistance of ₹62.00 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.12: Proposal of FICCI for organising India – Africa Business Partnership summit at New Delhi during October, 2015.**

**R.12.1 Estimated Expenditure:**

(₹In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Space rent	75.00	40.00
2	Air fare and hotel accommodation for 75 African buyers	56.25	56.25
3	Publicity	57.00	3.75
4	Cost for the event	6.00	
5	Translation and Interpreter charges	9.00	
	<b>Total</b>	<b>203.25</b>	<b>100.00</b>

**R.12.2 Proposed activities:** organising exhibition, conference and Buyer Seller Meets. Focus sectors are ICT, Power, Agriculture and Food processing, Infrastructure, Healthcare, Pharmaceuticals, Mining and skills development. The Council is planning to organize the event with 300 Indian delegates and 125 African participants. Specific targeted benefit after completion of the project is to facilitating sectoral project specific collaboration and penetration of Indian companies into Africa in the sectors mentioned above to counter the dominance of European companies and increasing stature of China in seizing the projects.

**R.12.3 FT(Africa) Division, doc** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

**R.12.4 EC had approved** the proposal with MAI assistance of ₹100.00 lakhs under para 7.1.8 of the MAI guidelines subject to FICCI ensuring participation of 300 Indian exporters and 75 foreign buyers.

**R.12.5 AS&FA and CS** have accorded in-principle approval for the proposal.

**R.12.6 EC accorded its ex-post-facto approval for assistance of ₹100.00 lakhs for the event under para 7.1.8 of the MAI guidelines. The event was, however, cancelled.**

**Item No. R.13: Proposal of ITPO for organising India Sourcing Fair at Santiago, Chile during March, 2016.**

**R.13.1 Estimated Expenditure:**

(₹ In Lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost including construction/decoration for an area of 4000 sqm	125.00	80.00
2	(a) Pre Show promotion/publicity in India (b) Publicity (in host country) including holding seminar/press meets etc.	60.00	37.00
3	Interpreter/translator	5.00	3.00
4	Shipment of exhibits etc.	25.00	Not admissible
	<b>Total</b>	<b>215.00</b>	<b>120.00</b>

- R.13.2 The EC in its meeting held on 04.12.2014 approved an assistance of ₹140.00 lakhs under para 7.1.2 of the MAI guidelines to ITPO for organising India Sourcing Fair at Sao Paolo, Brazil in October, 2015 subject to ITPO ensuring participation of 100 Indian exhibitors.
- R.13.3 ITPO had requested to organise the event at Santiago, Chile from 2-6 March, 2016.
- R.13.4 AS&FA and CS have accorded in-principle approval for the proposal with assistance of ₹120.00 lakhs for the event subject to ITPO ensuring participation of 100 Indian exhibitors.
- R.13.5 EC accorded its ex-post-facto approval for assistance of ₹120.00 lakhs under para 7.1.2 of the MAI guidelines for holding the event in Santiago, Chile in March, 2016 subject to ITPO ensuring participation of 100 Indian exhibitors.**

**Item No. R.14: Proposal of Texprocil for participation in Interior Life Style at Tokyo, Japan from 4-6 June, 2014.**

- R.14.1 The total estimated cost of the project for 2015-16 is ₹169.45 lakhs. The total MAI assistance sought for 2015-16 is ₹80.00 lakhs.
- R.14.2 The above proposal has approved in EC meeting held on 23.09.2014 with an assistance of ₹80.00 lakhs under para 7.1.2 of the MAI guidelines subject to Texprocil ensuring participation of 25 Indian exhibitors.
- R.14.3 Texprocil has requested to, participation in Japan Tex at Tokyo, Japan from 12-14 November, 2014 in place of above project with same MAI support and EC approved parameters. Now, an account of this project has been finalized with approval of Internal Finance Division, Department of Commerce.
- R.14.4 AS&FA has accorded in-principle approval for the proposal.
- R.14.5 EC accorded its ex-post-facto approval for assistance of ₹49.52 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R.15: Proposal of CII for organising India pavilion in Power and Electricity World Africa at Johannesburg, South Africa during April, 2014.**

- R.15.1 The total estimated cost of the project for 2015-16 is ₹97.00 lakhs. The total MAI assistance sought for 2015-16 is ₹63.05 lakhs.
- R15.2 The above proposal has approved in EC meeting held on 08.10.2013 with an assistance of ₹45.00 lakhs under para 7.1.2 of the MAI guidelines subject to CII ensuring participation of 25 Indian exhibitors.
- R.15.3 The said proposal has been approved by EC for April, 2014 i.e. for financial year 2014-15, however, without any intimation to this Department CII has organised the event in precedent financial year i.e. 2013-14 on 11-12 March, 2014. Now, an account of this project has been finalized with approval of Internal Finance Division, Department of Commerce.

R.15.4 AS&FA has accorded in-principle approval for the proposal.

**R.15.5 EC accorded its ex-post-facto approval for assistance of ₹45.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R16: Proposal of HEPC for organising India International Handwoven Fair (RBSM) at Chennai during March, 2015.**

R.16.1 The total estimated cost of the project for 2015-16 is ₹346.80 lakhs. The total MAI assistance sought for 2015-16 is ₹272.49 lakhs.

R.16.2 The above proposal has approved in EC meeting held on 23.09.2014 with an assistance of ₹250.00 lakhs under para 7.1.8 of the MAI guidelines subject to HEPC ensuring participation of 300 Indian exhibitors and 168 foreign buyers.

R.16.3 HEPC has requested to scale down the number of Indian exporters i.e. 250 instead of 300. MAI assistance has been reducing after pro-rata cut i.e. 232.46. Now, an account of this project has been finalized with approval of Internal Finance Division, Department of Commerce.

R.16.4 AS&FA has accorded in-principle approval for the proposal.

**R.16.5 EC accorded its ex-post-facto approval for assistance of ₹121.88 lakhs for the event under para 7.1.2 of the MAI guidelines with 250 Indian exports and 168 foreign buyers.**

**Item No. 17: Proposal of EOI, Stockholm for “Namaste Stockholm” from 21-26 May, 2015.**

R.17.1 The total estimated cost of the project for 2015-16 is ₹17.25 lakhs. The total MAI assistance sought for 2015-16 is ₹11.21 lakhs.

R.17.2 **Proposed activities:** organising buyer seller meeting, project site visits and courtesy call. Assistance is admissible under para 7.1.2 of the MAI guidelines.

R.17.3 AS&FA and CS have accorded in-principle approval for the proposal.

**R.17.4 EC accorded its ex-post-facto approval for assistance of ₹5.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. 18: Proposal of PHD Chamber of Commerce (PHDCCI) for participation in Nepal Building International Expo at Kathmandu, Nepal during March, 2016.**

R.18.1 **Estimated Expenditure:**

(₹In Lakhs)		
Sl. No.	Heads	MAI Assistance Approved
1	Venue space costs and organising cost	18.00
2	Promotion and other admissible MAI assistance	2.00
	<b>Total</b>	<b>20.00</b>

R.18.2 AS&FA has accorded in-principle approval for the proposal.



**R.18.5 EC accorded its ex-post-facto approval for assistance of ₹20.00 lakhs for the event under para 7.1.2 of the MAI guidelines with 50 Indian exhibitors.**

**Item No. R.19: Proposal of Indian Institute of Packaging (IIP) for organising INDIAPACK 2015 and International Buyer Seller Meet at Mumbai from 8-11 October, 2015.**

**R.19.1 Estimated Expenditure:-**

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Air Travel/Hotel stay cost of 70 prominent foreign delegation, journalist etc	37.00	9.00
2	Publicity & Promotion / advertising cost	8.00	1.50
3	Cost of catalogue and other material, literature	4.00	1.00
4	Translation and interpreter charges	1.00	0.50
	<b>Total Expenditure</b>	<b>50.00</b>	<b>12.00</b>

**R.19.2 Proposed activities:** organising exhibition, Buyer Seller Meet. Specific targeted benefit after completion of the project is to the export of Indian packaging material and packages has grown through the Buyer Seller Meet and the same time India could generate the export market in the tune of ₹250 million. Assistance is admissible under para 7.1.8 of the MAI guidelines.

**R.19.3 EC accorded its ex-post-facto approval for assistance of ₹12.00 lakhs for the event under para 7.1.8 of the MAI guidelines with 50 Indian exhibitors.**

**Item No. R.20: Proposal of Indian Chamber of Commerce (ICC) for Organising Bengal Fish Fest 2015 at Kolkata from 4-6 December, 2015.**

**R.20.1 Estimated Expenditure:-**

(₹ in lakhs)			
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Organising expenses for BSM accommodation, food & travel for international buyers	20.00	13.00
2	Venue cost, set up for BSM	12.00	7.80
3	Organising Expenses for the exhibition and fish fest pavilion with complete set up	38.00	Not sought by ICC
4	Publicity & catalogues printing	25.00	
	<b>Total Expenditure</b>	<b>95.00</b>	<b>20.80</b>

**R.20.2 Proposed activities:** organising Reverse Buyer Seller Meet, Seminars and Exhibition. Assistance is admissible under para 7.1.8 of the MAI guidelines.

**R.20.3 EC accorded its ex-post-facto approval for assistance of ₹20.80 lakhs for the event under para 7.1.8 of the MAI guidelines with 25 Indian exhibitors and 25 foreign buyers.**

**Item No. R.21: Proposal of EEPC for organising India Engineering Sourcing Show at Mumbai during November, 2015.**

**R.21.1 Revised Estimated Expenditure:-**

		(₹ in lakhs)
Sl. No.	Heads	MAI Assistance Approved
1	Venue cost	215.00
2	Publicity	135.00
3	Hotel and airfare for foreign delegates for RBSM	150.00
	<b>Total Expenditure</b>	<b>500.00</b>

R.21.2 The above proposal was approved in EC meeting held on 20.10.2014 with an assistance of ₹500.00 lakhs under para 7.1.8 of the MAI guidelines subject to EEPC ensuring participation of 300 Indian exhibitors.

R.21.3 EEPC had requested to re-appropriate the component-wise assistance approved for the above project for inviting 400 foreign buyers and 300 Indian exporters.

**R.21.4 EC accorded its ex-post-facto approval for components wise re-appropriation of assistance as mentioned above.**

**Item No. R.22: Proposal of Indian Silk EPC for participation in Global Sourcing Fair at Hong Kong during October, 2015.**

**R.22.1 Estimated Expenditure:**

		(₹ in lakhs)	
Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost	91.00	45.00
2	Publicity, Printing of Catalogue etc.	14.00	3.00
	<b>Total Expenditure</b>	<b>105.00</b>	<b>48.00</b>
	<b>Restricted to</b>		<b>30.00</b>

R.22.2 **Proposed activity:** organising one to one B2B meeting, proposed B2B sessions between Indian delegation and various regional chamber of commerce and industry for regional penetration.

R.22.3 **Ministry of Textiles** has recommended the proposal. Assistance is admissible under para 7.1.8 of the MAI guidelines.

R.22.4 **EC accorded its ex-post-facto approval for assistance of ₹30.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R.23: Proposal of Pharmexcil for participation in CPhI Worldwide at Madrid, Spain from 13-15 October, 2015.**

**R.23.1 Estimated Expenditure:**

		(₹ in lakhs)
Sl. No.	Heads	MAI Assistance Approved
1	Venue cost	190.00
2	Other admissible expenses	10.00
	<b>Total Expenditure</b>	<b>200.00</b>

- R.23.2 **Proposed activities:** organising India Show at CPhI-Worldwide at Madrid, Spain during 13-15, October 2015. The Council is planning to participate with 75 Indian exhibitors from India in the event. Participants would be benefited with their contracts renewed, new contacts established and India Brand is popularized in International market. To help the SMEs of Indian Pharma industry to compete in the international market. Export, greater awareness among regulators, business development and brand promotion.
- R.23.3 **EP(Engg/Pharma) Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- R.23.4 **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 Pharmexcil ensuring participation of 75 Indian exporters.
- R.23.5 **EC had earlier deferred consideration** of the proposal and directed that the proposal be examined on file by EP(Pharma) Division.
- R.23.5 AS&FA and CS have accorded in-principle approval for the proposal.
- R.23.5 **EC accorded its ex-post-facto approval for assistance of ₹200.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R.24: Proposal of FIEO for participation in Singapore International Festival at Singapore from 24-27 September, 2015.**

R.24.1 **Estimated Expenditure:**

		(₹ in lakhs)
Sl. No.	Heads	MAI Assistance Approved
1	Venue cost	39.00
2	Publicity & others	1.00
	<b>Total Expenditure</b>	<b>40.00</b>

- R.24.2 **Proposed activities:** organizing participation in Singapore International Deepavali Shopping Festival 2015 at Singapore during September, 2015. The FIEO is planning to participate in the event with 50 participants.
- R.24.3 **E&MDA Division, DOC** has recommended the proposal. Assistance is admissible under para 7.1.2 of the MAI guidelines.
- R.24.4 Ex-post-facto approval is being sought for assistance of ₹40.00 lakhs for the event under para 7.1.2 of the MAI guidelines.
- R.24.5 **EC accorded its ex-post-facto approval for assistance of ₹40.00 lakhs for the event under para 7.1.2 of the MAI guidelines.**

**Item No. R.25: Proposal of FIEO for Organising Three Outreach Programme in India (Tirupur, Aurangabad & Shillong) during September-October, 2015.**

**R.25.1 Estimated Expenditure:**

(₹ in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	FTA outreach at Tirupur	2.30	1.49
2	FTA outreach at Aurangabad	1.90	1.23
3	FTA outreach at Shillong	1.50	0.97
	<b>Total Expenditure</b>	<b>5.70</b>	<b>3.69</b>

R.25.2 Organising three FTA outreach programme at Tirupur, Aurangabad & Shillong during September – October, 2015, on opportunities arising out of FTAs, with ASEAN and member countries, Japan, Korea, Malaysia, Sri Lanka and Singapore. Assistance is admissible under para 7.1.8 of the MAI guidelines.

R.25.3 **RMTR Division, DOC** has recommended the proposal.

R.25.4 **EC** accorded its ex-post-facto approval for assistance of ₹3.69 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.26: Proposal of FICCI for Organising Three Outreach Programme in India (Vishakhapatnam, Ahmadabad/Rajkot, Srinagar/Jammu during October, 2015 – March, 2016.**

**R.26.1 Estimated Expenditure:-**

(₹ in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Conference charges	1.55	1.00
2	Hotel accommodation for five people	0.75	Not admissible
3	Air fare for FICCI official, airport transfer and local travel all outstation officials	0.50	Not admissible
4	Publicity/expenses (backdrop/banner/photographer)	0.75	0.48
5	Organization expenses (audio-visual)	0.45	0.29
	<b>Total for one Outreach programme</b>	<b>4.00</b>	<b>1.77</b>
	<b>Total for three outreach programmes</b>	<b>12.00</b>	<b>5.31</b>

R.26.2 Organising seminars on India's engagement with Free Trade Agreements opportunities and Challenges at Vishakhapatnam, Ahmadabad/Rajkot, Srinagar/Jammu during October, 2015 – March, 2016. **Assistance is admissible under para 7.1.8 of the MAI guidelines.**

R.26.3 **RMTR Division, DOC** has recommended the proposal.

R.26.4 **EC** accorded its ex-post-facto approval for assistance of ₹5.31 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.27: Proposal of CII for Organising Three Outreach Programme in India (Amritsar, Varanasi and Panjim, Goa) during October, 2015 – March, 2016.**

**R.27.1 Estimated Expenditure:-**

(₹ in lakhs)

Sl. No.	Heads	Estimated Expenditure	MAI Assistance Approved
1	Venue cost inclusive of lunch, tea/coffee, cookies et for three cities	2.50	1.62
2	Cost of printing (backdrop), agenda, background paper etc.) for three cities	0.20	0.13
3	Cost for audio visual equipments etc for three cities	0.30	0.19
4	Cost for marketing the stakeholders meeting (sending emails, faxes, telephone etc.)	0.50	Not admissible
5	Cost for travel and stay	1.50	Not admissible
6	Professional fees, cost of travel and stay for invites experts with knowledge of FTAs partners countries	1.00	0.60
	<b>Total for one Outreach programme</b>	<b>6.00</b>	<b>2.54 (restricted to 2.00)</b>
	<b>Total for three outreach programmes</b>	<b>18.00</b>	<b>6.00</b>

R.27.2 Organising three FTA outreach programme at Amritsar, Varanasi and Panjim, Goa during October, 2015 – March, 2016. Assistance is admissible under para 7.1.8 of the MAI guidelines.

R.27.3 **RMTR Division, DOC** has recommended the proposal.

R.27.4 **EC** accorded its ex-post-facto approval for assistance of ₹5.31 lakhs for the event under para 7.1.8 of the MAI guidelines.

**Item No. R.28: Proposal of ASSOCHAM for organising India pavilion in Food Pro & Agro Bangladesh International Expo 2015 at Dhaka, Bangladesh from 26-28 November, 2015.**

R.28.1 EC had approved MAI assistance of ₹ 50.00 lakhs to ASSOCHAM for Organising India pavilion in 3<sup>rd</sup> Food Pro Bangladesh at Dhaka, Bangladesh from 11-13 September, 2015, under para 7.1.2 of the MAI guidelines subject to ASSOCHAM ensuring participation of 55 Indian exhibitors in the event.

R.28.2 ASSOCHAM had requested changing the event to Food Pro & Agro Bangladesh International Expo 2015 at Dhaka, Bangladesh from 26-28 November, 2015.

R.28.3 AS&FA and CS have accorded in-principle approval for the proposal for changing the name of event.

R.28.4 **EC** accorded its ex-post-facto approval for change of name of the event.

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### **List of participants**

1. Ms. Rita Teaotia, Commerce Secretary... In Chair
2. Shri Ravi Capoor, Joint Secretary, DOC
3. Dr. Guruprasad Mohapatra, Joint Secretary, DOC
4. Shri Sudhanshu Pandey, Joint Secretary, DOC
5. Shri Dammu Ravi, Joint Secretary, DOC
6. Shri Manoj Dwivedi, Joint Secretary, DOC
7. Ms. Rupa Dutta, Economic Advisor, DOC
8. Shri K.V. Nagi Reddy, Director, DOC
9. Shri Amit Singla, Deputy Secretary, DOC
10. Shri N. Ramakrishnan, DS, DOC
11. Shri N.K. Kumar, US, DOC
12. Shri P. Dasgupta, US, DOC
13. Shri A.K. Singh, US, MEA
14. Shri J.G. Sekran, General Manager, ITPO
15. Shri Ashok Kumar, Manager, ITPO
16. Shri Ajay Sahai, DG & CEO, FIEO
17. Shri Ashish Jain, Director, FIEO
18. Shri B. Sarkar, Executive Director, EEPIC India
19. Shri Srinjoy Das, IMTMA
20. Shri Vinnie Mehta, ACMA
21. Shri D.S. Rajora, ASSOCHAM
22. Shri S.S. Chawla, Sr. Director, ASSOCHAM
23. Shri Virendra Gupta, CII
24. Shri Amit Panjwani, CII
25. Ms. Sujata Sudarshan, CII
26. Ms. Anjula Singh Solanky, CII
27. Shri Rakesh Sangrai, Joint Secretary, PHDCCI
28. Ms. Susmmita Das Biswan, ICC
29. Shri B. Mukhrjee, ICC
30. Shri Manab Majumdar, FICCI
31. Shri Praveen Mittal, FICCI
32. Shri Balvinder Singh, FICCI
33. Shri Amit Prasad, FICCI
34. Shri Sandip Samaddar, FICCI
35. Shri Dheeraj Pasricha, FICCI
36. Ms. Sneha Patel, FICCI

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