

F.No.K-11011/26/2023-E&MDA (Pt.)  
Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
E&MDA Division  
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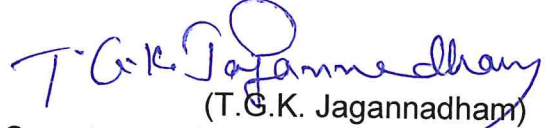
Vanijya Bhawan, New Delhi  
Dated: 4<sup>th</sup> June, 2024

OFFICE MEMORANDUM

Subject: Minutes of Meeting of the Empowered Committee of MAI held on 20<sup>th</sup> May, 2024 to consider proposals for MAI assistance for the activities to be undertaken by EPCs/Trade Bodies during the FY 2024-25

The undersigned is directed to forward herewith minutes of the Empowered Committee of MAI , held on 20<sup>th</sup> May 2024 under the Chairmanship of Shri Sunil Barthwal, Commerce Secretary, Department of Commerce, for information and necessary action.

Encl: as above

  
(T.G.K. Jagannadham)

Deputy Secretary to the Government of India

Tel:23039572

Email: tgk.jagan@nic.in

To,

1. The Secretary, Ministry of External Affairs
2. The Secretary, MSME
3. The CEO, NITI Aayog
4. Ms. Arti Bhatnagar, AS&FA, DoC
5. Shri Santosh Kumar Sarangi, AS& DG, DGFT
6. Shri Rajesh Agrawal, AS, DoC
7. Shri L. Satya Srinivas, AS, DoC
8. Shri Amardeep Singh Bhatia, AS, DoC
9. Shri Anant Swarup, AS, DoC
10. Shri Manish Chadha, Joint Secretary, DoC
11. Shri Siddharth Mahajan, Joint Secretary, DoC
12. Shri Darpan Jain, Joint Secretary, DoC
13. Shri Vimal Anand, Joint Secretary, DoC
14. Shri Tapan Mazumder, Additional DGFT, DoC
15. Shri Anil Aggarwal, Additional DGFT, DoC
16. Shri C. Vanlalramsanga, Economic Adviser, DoC
17. Ms. Shubhra, Trade Advisor, Ministry of Textiles

Copy forwarded to organisations:

1. Shri Rajat Agarwal, ED, ITPO
2. Dr. Ajay Sahai, DG&CEO, FIEO
3. Shri Ravi Uday Bhaskar, DG, Pharmexcil
4. Shri Ramesh Kolath, Dy. CEO, IOPEPC
5. Shri Alok Chaturvedi, DG, EPCES
6. Shri Sabayasachi Ray, ED, GJEPC
7. Shri Suranjan Gupta, ED, EEPC
8. Ms. Charu Mathur, DG, IEEMA
9. Shri Lokesh Raina, Dy. ED, ACMA
10. Shri R. Selvam, ED, CLE
11. Shri Tarun Dewan, ED, SGEPCC
12. Shri S.G. Bharadi, ED, Chemexcil
13. Shri Sribashdas Mohapatra, ED, Plastic EPC
14. Shri Harpal Singh, Secretary, Capexcil
15. Dr. Debjani Roy, ED, Shefexil
16. Shri Gurmeet Singh, ED, ESC EPC
17. Shri Arun Gupta, DG, TEPC
18. Dr. Abhay Kumar Sinha, DG, Services EPC
19. Shri V.K. Gauba, Additional DG, TPCI
20. Shri R.K. Verma, ED, EPCH
21. Shri Mithilesh Thakur, SG, AEPC
22. Shri Jagmohan, Officiating ED, Carpet EPC
23. Dr. Siddhartha Rajagopal, ED, Texprocil
24. Shri A. Ravi Kumar, ED, SRTEPC
25. Shri T.S. Chadha, ED, ISEPC
26. Shri N. Sreedhar, ED, HEPC
27. Shri Mahesh N. Sanil, ED, Pedexcil
28. Shri Suresh Thakur, ED, WVEPC
29. Shri Chandrajit Banerjee, DG, CII
30. Shri Deepak Sood, SG, ASSOCHAM
31. Shri Shailesh K Pathak, SG, FICCI
32. Dr. Rajeev Singh, DG, ICC
33. Dr. Ranjit Mehta, ED, PHDCCI
34. Shri Ashutosh Srivastava, Dy. Director, AYUSHEXCIL
35. Shri Sudeep Sarkar, Director, MEDEPC

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**Minutes of the Meeting of the Empowered Committee (EC) of the Market Access Initiative (MAI) Scheme, held at 3:00 PM on 20<sup>th</sup> May, 2024.**

A meeting of the Empowered Committee (EC) of the Market Access Initiative (MAI) Scheme was held at 3:00 PM on 20<sup>th</sup> May, 2024 under the Chairmanship of the Commerce Secretary. The list of participants is at **Annexure-I**.

2. The Economic Advisor (E&MDA), Department of Commerce welcomed the participants and made a presentation of the MAI Scheme, briefly highlighting the broad contours of the Scheme, progress of the Scheme over the years, achievements under the Scheme in terms of activities organized and participation of Indian exporters in these activities, allocation and utilization of funds under the Scheme over the years, etc. She apprised the Committee that the Scheme was launched in FY 2002-03 and since its inception it has been playing an important role in promoting India's exports.

3.1 After the presentation, the items on the agenda of the meeting were taken up for discussion of the Committee. The decisions taken by the Empowered Committee on the agenda items are as under :

3.2 The EC noted the information placed before it.

4 . **Agenda Item No. 1 : Proposals received from the EPCs and Trade Bodies seeking assistance for undertaking export promotion activities during the financial year 2024-25 (Up to 31st December, 2024).**

4.1 . **Proposals for consideration of EC :** Approval of the EC is solicited for MAI assistance of Rs. 125.34 crore for 171 proposals (including in principle approval for the study proposal of Services Division) and Rs. 1.80 lakh for capacity building programme.

4.2.1 **EC Decision:** Keeping in view the financial constraints, out of the 171 proposals, EC, in the present meeting, approved proposals for events which are scheduled to held upto 30<sup>th</sup> September, 2024 only (total 101 events) and one

capacity building programme (details are at **Annexure-II and Annexure-IIA**) amounting to Rs. 72.64 crore. As regards the study proposal of Services Division involving five National Law Universities (NLUs), EC decided that the aforesaid Studies may be got funded from the CRIT. However, if funding the same through CRIT is not possible, then option of funding these Studies from MAI Fund may be explored.

4.2.2 The commodity-wise and region-wise summary of the events approved by the EC is as under (details at **Annexure-II**).

<b>Commodity-wise Summary</b>		
<b>Commodity</b>	<b>No. of Proposals</b>	<b>MAI assistance approved (Rs. In lakhs)</b>
Agri & Allied / Agri- Food & Agri Tech	10	476.50
Ayush Services	1	32.00
Building Materials/ Construction	1	50.00
Ceramic & Glass	1	33.75
Chemicals / Cosmetics / Beauty	5	480.00
Electronic & Software	6	193.75
Engineering	22	1685.00
Gems & Jewellery	6	576.33
IT, Telecom	2	74.00
Leather	3	220.00
Multi	1	200.00
Pharma & Pharma Allied	5	580.90
Plastic, Printing & Packaging	2	331.50
Project Export	1	200.00
Services	1	52.50
Sports & Goods	5	228.00
Textiles	29	1848.75
<b>Grand Total</b>	<b>101</b>	<b>7262.98</b>

<b>Region-wise Summary</b>		
<b>Region</b>	<b>No. of Proposals</b>	<b>MAI assistance approved (Rs. In lakhs)</b>
AFRICA	4	237.50
ASEAN	7	332.00
CIS	11	541.65
EUROPE	22	1726.00
India	11	1637.33

LAC	5	240.00
NAFTA	16	1186.00
NEA	8	531.00
OCEANIA	2	138.00
SOUTH ASIA	2	57.50
WANA	13	636.00
<b>Grand Total</b>	<b>101</b>	<b>7262.98</b>

5. **Agenda Item No. 2 : Proposals for Ex-post-facto approval**

5.1 **Proposals for consideration of EC:** Ex-post-facto approval of the EC is solicited in respect of 32 (inadvertently mentioned as 31 in Agenda Note and there is no change in amount) export promotion activities of FY 2023-24 involving MAI assistance of Rs. 53.37 Crore to the EPCs and Trade Bodies, as per **Annexure-III**.

5.2 **EC Decision:** EC approved the proposal contained in para 5.1 above, on ex post facto basis.

6. **Agenda Item No.3 : Additional/Deferred Proposals of EPCs/Trade Bodies for FY 2023-24**

6.1 **Proposal for consideration of EC :** The approval of EC is solicited for 17 proposals as at **Annexure IV** amounting to Rs. 15.62 Cr. However, the release of amount will be subject to the availability of funds.

6.2 **EC Decision:** EC approved the proposal contained in para 6.1 above on ex post facto basis.

7. **Agenda Item No.4 : Proposal for seeking in principle approval for Mega RBSMs**

7. 1 **Proposals for consideration of EC:** In principle approval of the Empowered Committee is solicited for providing MAI assistance of Rs. 10 crore each to three Mega RBSMs, i.e., Bharat Mobility (Engineering), Bharat Tex (Textiles) and Bharat Food. EC is also requested to allow the release of funds to the organisations with approval of the AS(MAI) and concurrence of AS&FA, to ensure timely release of funds. Approval of CS will be sought in case of requirement of funds is more than Rs. 10 crores.

As in case of all events, the ex post facto approval of the Empowered Committee shall invariably be taken in such cases.

7.2 **EC Decision:** EC approved the proposal contained in para 7.1 above.

## 8. Table Agenda :

8.1 **Proposal for consideration of the EC:** It is proposed that additional provision maybe added under the guidelines of MAI to support **the opening of International offices by the EPCs/Commodity boards/ Apex Trade Agencies/Industry Associations/Chambers and other eligible agencies under MAI scheme** subject to a total budgetary support from Department of Commerce not exceeding INR 50 Lakh per annum per office.

8.2 It was clarified to the EC that the proposal is for extending support for maintenance of existing international offices of the EPCs/Commodity boards/Apex Trade Agencies/Industry Associations/Chambers and other eligible agencies and **not** for opening international offices by the aforesaid organisations. It was also explained to the EC that the financial support will be extended to those trade agencies which provide the following services to exporters based in India through their overseas presence:

- Gathering export/market intelligence
- Understanding the procedures/Standards to export to particular countries
- Identifying requirement of Indian products/ services and buyers for increasing exports of Indian goods and services
- Branding and Promoting Indian products in the overseas markets
- Handholding Support to the exporters based in India - Providing relevant leads into the market.
- Generating Investment leads into India
- Coordination activities to support local trade fairs/exhibitions and ensure effective presence from India
- Coordinate with Indian Missions to provide any relevant support related to export promotion of Indian goods and services

8.3 During discussion on the aforesaid Table Agenda, it emerged that the existing guidelines of the Scheme already provide for supporting such activities.

8.4 **EC Decision:** EC in principle approved the proposal as contained in para 8.1 above subject to the modification that the financial support would be for existing international offices of EPCs/Commodity boards/Apex Trade Agencies/Industry Associations/Chambers and other eligible agencies which provide the services as

contained in para 8.2 above to the exporters based in India through their overseas presence and not for opening of new offices by these organisations. It was also decided that further modalities of the proposal, such as, funding/sharing pattern, etc. may be formulated by the concerned division in consultation with AS&FA and other concerned officers.

**9 . Other issues:** During discussion in the meeting, the need for strategically utilizing the funds was emphasized. It was indicated that regular performance evaluation of the Scheme, identification of strategic sectors based on the WTO or other international organisations' predictions on the countries' markets, proper evaluation of the proposals in close coordination with embassies, play an important role in achieving the objectives of the Scheme. Accordingly, it was suggested that the feasibility of having a dedicated team in the form of a PMU for carrying out the activities may be explored.

10. Concluding the meeting, the Commerce Secretary directed that in order to have better monitoring of the performance of the Scheme and to avoid ex post facto approvals of the proposals, meetings of the EC may be held regularly, preferably on quarterly basis. He also opined that while recommending the proposals submitted by the EPCs/Trade Bodies, the concerned divisions must thoroughly analyze the past performance and potential of the proposed events. The concerned Divisions may also identify signature/prominent events region-wise as well as commodity-wise and, as a principle, efforts may be made for clubbing BSMs with trade shows so that maximum outcome is achieved. He was also of the view that efforts may be made by EPCs/Trade Bodies to have a bigger Indian contingent in prominent/big shows.

11. The meeting ended with vote of thanks to the Chair.

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**Annexure-I**

Department of Commerce

E&MDA Division

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**Meeting date: 20.05.2024**

**Participants list of the meeting of the Empowered Committee of MAI held on  
20th May, 2024 under the Chairmanship of Commerce Secretary**

1. Shri Sunil Barthwal, Commerce Secretary ..... in Chair
2. Shri Santosh Kumar Sarangi, Additional Secretary, DG,DGFT, Department of Commerce
3. Ms. Arti Bhatnagar, AS&FA, Department of Commerce
4. Shri Anant Swarup, Additional Secretary, Department of Commerce
5. Shri Anil Aggarwal, Additional DGFT, Department of Commerce
6. Ms. Renu Lata, Economic Advisor, Department of Commerce
7. Shri Manish Chadha, Joint Secretary, Department of Commerce
8. Shri Siddharth Mahajan, Joint Secretary, Department of Commerce
9. Shri Vimal Anand, Joint Secretary, Department of Commerce
10. Ms. Priya P. Nair, Economic Advisor, Department of Commerce
11. Ms. Richa Gupta, Director, Ministry of Textiles
12. Ms. Ashwini Lal, Additional Development Commissioner, MSME
13. Shri R.K. Rai, Director, Office of DC, MSME
14. Shri Senthil Nathan S., Director, Department of Commerce
15. Shri A.K. Rai, Dy.DG, Department of Commerce
16. Shri Senjeet Kumar, Dy. DG, Department of Commerce
17. Shri Sanjay Srivastava, Director, NITI Aayog
18. Dr. Pooja K, Sr. Associate, NITI Aayog
19. Shri T.G.K. Jagannadham, Deputy Secretary, Department of Commerce

20. Ms. Taruna Doliya, Deputy Secretary, Department of Commerce
21. Ms. Anshika Arora, Deputy Secretary, Department of Commerce
22. Shri M. Jayachandran, Consultant ( Retd D.S.), Department of Commerce
23. Shri Rushal Garg, Under Secretary, Ministry of External Affairs
24. Ms. Neelam Sharma, Under Secretary, MSME
25. Shri Sushil Kumar, Under Secretary( IFD ), Department of Commerce
26. Shri Arya Kumar Das, Under Secretary, Ministry of Textiles
27. Shri Sanjeev Nanda, Under Secretary, Department of Commerce
28. Shri Ankit Kumar, Dy. Director, Department of Commerce

Department of Commerce							Annexure II
E&MDA Division							
Minutes of the EC meeting held on 20.05.2024							
RBSM (India Events) 2024-25 (Upto September, 2024)							
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	No. of Foreign Buyers	MAI assistance approved (Rs. In lakhs)
<b>Chemicals / Cosmetics / Beauty</b>							
1	CHEMEXCIL	INTERNATIONAL EXHIBITION FOR CHEMICALS & COSMETICS (IECC)	New Delhi	22/08/2024 To 24/08/2024	250	200	100.00
		<b>Sub Total</b>			<b>250</b>	<b>200</b>	<b>100.00</b>
<b>Electronic &amp; Software</b>							
2	MEDEPC	Reverse Buyer Seller Meet at Electronica India in 2024	Greater Noida	11/09/2024 To 13/09/2024	30	25	25.50
		<b>Sub Total</b>			<b>30</b>	<b>25</b>	<b>25.50</b>
<b>Gems &amp; Jewellery</b>							
3	GJEPC	IIJS PREMIERE	Mumbai	08/08/2024 To 12/08/2024	1881	974	75.00
4	GJEPC	International Gem and Jewellery Show (IGJS) Jaipur	Jaipur	12/04/2024 To 14/04/2024	55	150	110.00
5	GJEPC	Lab grown Diamond & Jewellery BSM(Surat)	Surat	16/04/2024 to 17/04/2024	15	25	11.83
		<b>Sub Total</b>			<b>1951</b>	<b>1149</b>	<b>196.83</b>
<b>Multi</b>							
6	FIEO	RBSM in 2nd Edition of Uttat Pradesh International Trade Show (UPITS)	Noida	25/09/2024 to 29/09/2024		500	200.00
		<b>Sub Total</b>				<b>500</b>	<b>200.00</b>
<b>Pharma &amp; Pharma Allied</b>							
7	PHARMEXCIL	IPHEX 2024	New Delhi	29/05/2024 To 31/05/2024	350	400	400.00
		<b>Sub Total</b>			<b>350</b>	<b>400</b>	<b>400.00</b>
<b>Plastic, Printing &amp; Packaging</b>							
8	PLASTIC EPC	Plexconnect 2024	Mumbai	07/06/2024 To 09/06/2024	350	600	300.00
		<b>Sub Total</b>			<b>350</b>	<b>600</b>	<b>300.00</b>
<b>Project Export</b>							
9	CII	19th CII Conclave on India - Africa Growth Partnership	New Delhi	15/04/2024 To 17/04/2024	300	250	200.00
		<b>Sub Total</b>			<b>300</b>	<b>250</b>	<b>200.00</b>
<b>Sports &amp; Goods</b>							
10	SGEPC	SGEPC India RBSM for Toys 2024	Mumbai	02/09/2024 To 04/09/2024	45	80	80.00
		<b>Sub Total</b>			<b>45</b>	<b>80</b>	<b>80.00</b>
<b>Textiles</b>							
11	EPCH	RBSM - INDIAN FASHION JEWELLERY & ACCESSORIES SHOW (IFJAS) 2024	Greater Noida	24/06/2024 To 26/06/2024	115	120	135.00
		<b>Sub Total</b>			<b>115</b>	<b>120</b>	<b>135.00</b>
		<b>Grand Total</b>			<b>3391</b>	<b>3324</b>	<b>1637.33</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
Africa Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Engineering</b>						
1	ACMA	West Africa Automotive Show	Nigeria	14/05/2024 To 16/05/2024	30	49.50
		<b>Sub Total</b>			<b>30</b>	<b>49.50</b>
<b>Leather</b>						
2	CLE	Africa International Footwear & Leather Products Exhibition	Kenya	29/05/2024 To 31/05/2024	50	74.00
		<b>Sub Total</b>			<b>50</b>	<b>74.00</b>
<b>Sports &amp; Goods</b>						
3	SGEPC	Tagxpo 2024 – Toys & Games Expo	Kenya	16/05/2024 To 18/05/2024	20	33.00
		<b>Sub Total</b>			<b>20</b>	<b>33.00</b>
<b>Textiles</b>						
4	AEPC	Alfashion Sourcing Fair- Cape Town, South Africa	South Africa	September, 2024	50	81.00
		<b>Sub Total</b>			<b>50</b>	<b>81.00</b>
		<b>Grand Total</b>			<b>150</b>	<b>237.50</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
ASEAN Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Ayush Services</b>						
1	AYUSHEXCIL	Fi Indonesia 2024	Indonesia	04/09/2024 To 06/09/2024	20	32.00
		<b>Sub Total</b>			<b>20</b>	<b>32.00</b>
<b>Engineering</b>						
2	ASSOCHAM	Malaysia International LED Lighting & Sign Exhibition 2024	Malaysia	14/07/2024 To 16/07/2024	40	64.00
		<b>Sub Total</b>			<b>40</b>	<b>64.00</b>
<b>IT, Telecom</b>						
3	TEPC	ATXSG 2023	Singapore	29/05/2024 To 31/05/2024	20	32.00
		<b>Sub Total</b>			<b>20</b>	<b>32.00</b>
<b>Leather</b>						
4	CLE	Shoes & Leather Fair, Vietnam	Vietnam	10/07/2024 To 12/07/2024	23	36.00
		<b>Sub Total</b>			<b>23</b>	<b>36.00</b>
<b>Pharma &amp; Pharma Allied</b>						
5	PHARMEXCIL	BSM in Asean region	Cambodia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam	09/09/2024 To 19/09/2024	25	40.00
6	FICCI	30th Vietnam Medi Pharm	Vietnam	01/08/2024 To 03/08/2024	50	80.00
7	FIEO	Vietnam Medi-Pharm Expo 2024	Vietnam	01/08/2024 To 03/08/2024	30	48.00
		<b>Sub Total</b>			<b>105</b>	<b>168.00</b>
		<b>Grand Total</b>			<b>208</b>	<b>332.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
CIS Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Agri &amp; Allied / Agri- Food &amp; Agri Tech</b>						
1	EPCES	Buyer Seller Meet Russia 2024	Russia	23/09/2024 To 25/09/2024	20	13.00
2	IOPEPC	World Food Moscow 2024	Russia	17/09/2024 To 20/09/2024	10	22.50
3	ITPO	World Food Moscow	Russia	17/09/2024 To 20/09/2024	20	45.00
4	TPCI	World Food Moscow	Russia	19/09/2024 To 22/09/2024	50	112.50
		<b>Sub Total</b>			<b>100</b>	<b>193.00</b>
<b>Engineering</b>						
5	CAPEXIL	MosBuild, Moscow, Russia	Russia	02/04/2024 To 05/04/2024	15	33.75
6	FIEO	MosBuild	Russia	02/04/2024 To 05/04/2024	30	67.50
		<b>Sub Total</b>			<b>45</b>	<b>101.25</b>
<b>IT, Telecom</b>						
7	TEPC	Delegation to Russia and exhibition	Russia	23/04/2024 To 26/04/2024	20	42.00
		<b>Sub Total</b>			<b>20</b>	<b>42.00</b>
<b>Pharma &amp; Pharma Allied</b>						
8	PHARMEXCIL	BSM in CIS region	Moldova, Republic of, Russia, Tajikistan, Ukraine, Uzbekistan	27/07/2024 to 30/07/2024	30	47.90
		<b>Sub Total</b>			<b>30</b>	<b>47.90</b>
<b>Textiles</b>						
9	HEPC	Hometextile&Design	Russia	17/09/2024 To 19/09/2024	30	63.00
10	ICC	Home Textile & Design, Moscow	Russia	19/09/2024 To 21/09/2024	30	63.00
11	SRTEPC	Technotextil 2024	Russia	03/09/2024 To 05/09/2024	15	31.50
		<b>Sub Total</b>			<b>75</b>	<b>157.50</b>
		<b>Grand Total</b>			<b>270</b>	<b>541.65</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
Europe Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Agri &amp; Allied / Agri- Food &amp; Agri Tech</b>						
1	SHEFEXIL	Vitafoods Europe 2024	Switzerland	14/05/2024 To 16/05/2024	10	27.50
		<b>Sub Total</b>			<b>10</b>	<b>27.50</b>
<b>Chemicals / Cosmetics / Beauty</b>						
2	CHEMEXCIL	CHEMSPEC EUROPE 2024	Germany	19/06/2024 To 20/06/2024	20	55.00
3	TPCI	Chemspec Europe 2024	Switzerland	19/06/2024 To 20/06/2024	40	110.00
		<b>Sub Total</b>			<b>60</b>	<b>165.00</b>
<b>Electronic &amp; Software</b>						
4	ESC EPC	IOT Solutions World Congress	Spain	21/05/2024 To 23/05/2024	15	41.25
		<b>Sub Total</b>			<b>15</b>	<b>41.25</b>
<b>Engineering</b>						
5	ACMA	Automechanika Frankfurt	Germany	10/09/2024 To 14/09/2024	55	151.25
6	EEPC INDIA	Automechanika Frankfurt	Germany	10/09/2024 To 14/09/2024	35	96.25
7	EEPC INDIA	Hannover Messe	Germany	22/04/2024 To 26/04/2024	50	137.50
8	IEEMA	HANNOVER MESSE 2024	Germany	22/04/2024 To 26/04/2024	20	55.00
9	EEPC INDIA	CWIEME	Germany	14/05/2024 To 16/05/2024	30	82.50
10	FIEO	Organizing India Pavilion in 48th Edition of SEE BEE (Multi Product)	Serbia	23/04/2024 To 26/04/2024	35	84.50
		<b>Sub Total</b>			<b>275</b>	<b>607.00</b>
<b>Leather</b>						
11	CLE	Expo Riva Schuh Garda Fair	Italy	17/06/2024 To 20/06/2024	40	110.00
		<b>Sub Total</b>			<b>40</b>	<b>110.00</b>
<b>Sports &amp; Goods</b>						
12	SGEPC	Autumn Fair Birmingham 2024	United Kingdom	01/09/2024 To 04/09/2024	15	41.00
		<b>Sub Total</b>			<b>15</b>	<b>41.00</b>
<b>Textiles</b>						
13	EPCH	AUTUMN FAIR INTERNATIONAL 2024	United Kingdom	01/09/2024 To 04/09/2024	20	55.00

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
Europe Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
14	ITPO	Foire International De Marseille	France	23/09/2024 To 02/10/2024	30	61.00
15	PHDCCI	Foire Internationale De Marseille	France	20/09/2024 To 26/09/2024	30	82.50
16	SRTEPC	Techtextil Frankfurt / Texprocess Frankfurt	Germany	23/04/2024 To 26/04/2024	30	82.50
17	HEPC	Texworld	France	01/07/2024 To 03/07/2024	20	55.00
18	TEXPROCIL	Texworld Evolution	France	01/07/2024 To 03/07/2024	20	55.00
19	ISEPC	Apparel Sourcing Texworld Paris July 2024	France	01/07/2024 To 03/07/2024	30	82.00
20	FIEO	FOIRE DE PARIS	France	01/05/2024 To 07/05/2024	30	82.50
21	PDEXCIL	Foire de Paris	France	01/05/2024 To 07/05/2024	35	96.25
22	WWEPC	Foire De Paris	France	01/05/2024 To 07/05/2024	30	82.50
		<b>Sub Total</b>			<b>275</b>	<b>734.25</b>
		<b>Grand Total</b>			<b>660</b>	<b>1726.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
LAC Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
Agri & Allied / Agri- Food & Agri Tech						
1	EPCES	Buyer Seller Meet Brazil 2024	Brazil	08/05/2024 To 11/05/2024	20	15.00
		<b>Sub Total</b>			<b>20</b>	<b>15.00</b>
Engineering						
2	ACMA	Feria de las 2W Ruedas	Colombia	02/05/2024 To 05/05/2024	20	45.00
3	EEPC INDIA	FEIMEC 2024	Brazil	07/05/2024 To 11/05/2024	20	45.00
4	EEPC INDIA	Feria Internacional de Bogota	Colombia	18/09/2024 To 20/09/2024	40	90.00
5	ICC	India Pavilion at INTERSOLAR, SOUTH AMERICA	Brazil	27/08/2024 To 29/08/2024	20	45.00
		<b>Sub Total</b>			<b>130</b>	<b>225.00</b>
		<b>Total</b>			<b>150.00</b>	<b>240.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
NAFTA Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Agri &amp; Allied / Agri- Food &amp; Agri Tech</b>						
1	ITPO	SIAL FOOD CANADA	Canada	15/05/2024 To 17/05/2024	25	61.00
		<b>Sub Total</b>			<b>25</b>	<b>61.00</b>
<b>Building Materials/ Construction</b>						
2	CAPEXIL	COVERINGS'2024 TRADESHOW AT ATLANTA, GA, USA	United States	22/04/2024 To 25/04/2024	20	50.00
		<b>Sub Total</b>			<b>20</b>	<b>50.00</b>
<b>Chemicals / Cosmetics / Beauty</b>						
3	TPCI	Coverings USA	United States	22/04/2024 To 25/04/2024	50	125.00
		<b>Sub Total</b>			<b>50</b>	<b>125.00</b>
<b>Electronic &amp; Software</b>						
4	ESC EPC	Electrical Wire Processing Technology Expo 2024	United States	14/05/2024 To 16/05/2024	15	37.00
		<b>Sub Total</b>			<b>15</b>	<b>37.00</b>
<b>Engineering</b>						
5	EEPC INDIA	International Fastener Expo	United States	09/09/2024 To 11/09/2024	40	100.00
6	FICCI	FIME	United States	19/06/2024 To 21/06/2024	50	125.00
7	ITPO	FIME	United States	21/06/2024 To 23/06/2024	30	75.00
8	ITPO (Offline)	India Pavillion in Expo Seguridad	Mexico	16/04/2024 To 18/04/2024	30	64.00
		<b>Sub Total</b>			<b>150</b>	<b>364.00</b>
<b>Gems &amp; Jewellery</b>						
9	GJEPC	JCK LAS VEGAS SHOW	United States	31/05/2024 To 03/06/2024	45	112.50
		<b>Sub Total</b>			<b>45</b>	<b>112.50</b>
<b>Sports &amp; Goods</b>						
10	SGEPC	New York Toy Fair 2024	United States	07/09/2024 To 10/09/2024	15	37.00
11	SGEPC	SportX Miami 2024	United States	16/07/2024 To 18/07/2024	15	37.00
		<b>Sub Total</b>			<b>30</b>	<b>74.00</b>
<b>Textiles</b>						
12	HEPC	Hometextiles Sourcing	United States	16/07/2024 To 18/07/2024	20	50.00
13	AEPC	Sourcing at Magic, Las Vegas, USA	United States	05/08/2024 To 07/08/2024	80	200.00

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
NAFTA Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
14	EPCH	SOURCING AT MAGIC SHOW 2024	United States	17/09/2024 To 19/09/2024	15	37.50
15	ISEPC	Sourcing at Magic USA	United States	08/08/2024 To 14/08/2024	15	37.50
16	SRTEPC	SOURCING at MAGIC	United States	06/08/2024 To 08/08/2024	15	37.50
		<b>Sub Total</b>			<b>145</b>	<b>362.50</b>
		<b>Grand Total</b>			<b>480</b>	<b>1186.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
NEA Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Chemicals / Cosmetics / Beauty</b>						
1	CHEMEXCIL	CHINA INTERDYE 2024 (23rd China International Dye Industry, Pigments and Textile Chemicals Exhibition)	China	23/07/2024 To 25/07/2024	50	90.00
		<b>Sub Total</b>			<b>50</b>	<b>90.00</b>
<b>Electronic &amp; Software</b>						
2	ESC EPC	InnoEX	Hong Kong	13/04/2024 To 16/04/2024	20	36.00
		<b>Sub Total</b>			<b>20</b>	<b>36.00</b>
<b>Engineering</b>						
3	ACMA	India-Japan Autoparts & Business Matchmaking Expo	Japan	25/07/2024 To 26/07/2024	25	45.00
		<b>Sub Total</b>			<b>25</b>	<b>45.00</b>
<b>Gems &amp; Jewellery</b>						
4	GJEPC	Jewellery & Gem World	Hong Kong	01/09/2024 To 07/09/2024	90	162.00
		<b>Sub Total</b>			<b>90</b>	<b>162.00</b>
<b>Pharma &amp; Pharma Allied</b>						
5	PHARMEXCIL	Korea Pharm & Bio 2024	South Korea	23/04/2024 To 26/04/2024	25	45.00
		<b>Sub Total</b>			<b>25</b>	<b>45.00</b>
<b>Textiles</b>						
6	CARPET EPC	China(Qinghai) International Carpet Exhibition	China	15/06/2024 To 18/06/2024	25	45.00
7	TEXPROCIL	Preview in Seoul	South Korea	21/08/2024 To 23/08/2024	20	36.00
8	WWEPC	Global Sources Fashion Fair	Hong Kong	27/04/2024 to 30/04/2024	40	72.00
		<b>Sub Total</b>			<b>195</b>	<b>153.00</b>
		<b>Grand Total</b>			<b>405</b>	<b>531.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
Oceania Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
Agri & Allied / Agri- Food & Agri Tech						
1	ITPO	Fine Food Australia	Australia	02/09/2024 To 05/09/2024	25	48.00
2	TPCI	Fine Food Australia	Australia	02/09/2024 To 05/09/2024	50	90.00
		<b>Sub Total</b>			<b>75</b>	<b>138.00</b>
		<b>Grand Total</b>			<b>75</b>	<b>138.00</b>

Department of Commerce						
E&MDA Division						
Minutes of the EC meeting held on 20.05.2024						
South Asia Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
Textiles						
1	PDEXCIL	Intex South Asia- Bangladesh	Bangladesh	30/05/2024 To 01/06/2024	20	26.00
2	TEXPROCIL	Intex South Asia, Dhaka	Bangladesh	30/05/2024 To 01/06/2024	25	31.50
		<b>Sub Total</b>			<b>45</b>	<b>57.50</b>
		<b>Grand Total</b>			<b>45</b>	<b>57.50</b>

Department of Commerce						
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Minutes of the EC meeting held on 20.05.2024						
WANA Region Events 2024-25 (Upto September, 2024)						
S.No	Name of Organisation	Event Name	City Name	Event Date	No. of Indian Exhibitors	MAI assistance approved (Rs. In lakhs)
<b>Agri &amp; Allied / Agri- Food &amp; Agri Tech</b>						
1	FIEO	21st Edition of Djazagro	Algeria	14/05/2024 To 16/05/2024	35	42.00
		<b>Sub Total</b>			<b>35</b>	<b>42.00</b>
<b>Electronic &amp; Software</b>						
2	ESC EPC	GITEX AFRICA	Morocco	22/05/2024 To 24/05/2024	25	30.00
3	MEDEPC	GITEX Africa	Morocco	22/05/2024 To 24/05/2024	20	24.00
		<b>Sub Total</b>			<b>140</b>	<b>54.00</b>
<b>Engineering</b>						
4	EEPC INDIA	Middle East Energy	United Arab Emirates	16/04/2024 To 18/04/2024	50	105.00
5	EEPC INDIA	JIMEX	Jordan	03/06/2024 To 06/06/2024	30	36.00
6	FIEO	19th Edition of Oman Design and Build	Oman	29/04/2024 To 01/05/2024	35	42.00
		<b>Sub Total</b>			<b>115</b>	<b>183.00</b>
<b>Gems &amp; Jewellery</b>						
7	GJEPC	INDIA JEWELLERY EXHIBITION AT DUBAI	United Arab Emirates	01/04/2024 To 07/04/2024	50	105.00
		<b>Sub Total</b>			<b>145</b>	<b>105.00</b>
<b>Plastic, Printing &amp; Packaging</b>						
8	CAPEXIL	PAPER ONE SHOW	United Arab Emirates	16/04/2024 To 18/04/2024	15	31.50
		<b>Sub Total</b>			<b>15</b>	<b>31.50</b>
<b>Services</b>						
9	SEPC	Global Education & Training Exhibition (GETEX)	United Arab Emirates	26/04/2024 To 28/04/2024	25	52.50
		<b>Sub Total</b>			<b>25</b>	<b>52.50</b>
<b>Textiles</b>						
10	CARPET EPC	Index Dubai	United Arab Emirates	04/06/2024 To 06/06/2024	10	21.00
11	TEXPROCIL	The Index Dubai Show 2024	United Arab Emirates	04/06/2024 To 06/06/2024	20	42.00
12	EPCH	INDEX DESIGN SERIES DUBAI 2024	United Arab Emirates	04/06/2024 To 06/06/2024	30	63.00
13	SRTEPC	The Hotel Show Dubai	United Arab Emirates	04/06/2024 To 06/06/2024	20	42.00
		<b>Sub Total</b>			<b>255</b>	<b>168.00</b>
		<b>Grand Total</b>			<b>730</b>	<b>636.00</b>

S.no	Organisation Name	Proposal Related To	Name of Activity	Name of eligible component of MAI Scheme	Mode of Activity	Region	State	City Name	Event Start Date	Event End Date	No. of Program	Details of Mode of Activity	MAI assistance approved (Rs. In lakhs)
1	SGEPC	Other	Capacity Building	Capacity Building of Exporters on Standards and Regulations	Physical	Other	Punjab	Jalandhar	09/08/2024	09/08/2024	1	To conduct a seminar to educate the manufacturers of Toys & Sports Goods on the various compliances and testing required to manufacture and export products. Also to keep them informed about the SPS requirements for export to different countries and the testing facilities available along with areas of packaging design.	1.80
				Total							1		1.80

Minutes of Empowered Committee meeting held on 20th May 2024 - Ex-post facto

S.no	Organisation Name	Type of Event	Event Name	Country / State / City	Event Date	Indian Participants	Foreign Buyers	MAI Assistance Approved (Rs. In lakhs)
1	ACMA	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023		20	26.22
2	ASSOCHAM	Event Abroad	SIAL Canada	Canada	09/05/2023 To 11/05/2023	30		63.00
3	CAPEXIL	RBSM	Mega RBSM coinciding with GPBS 2024	Rajkot	07/01/2024 to 10/01/2024	280	300	266.75
4	CAPEXIL	Event Abroad	Participation in UK Construction Week Birmingham, UK and BSM in Birmingham & London	UK	07/10/2023 To 09/10/2023	15		48.02
5	CARPET EPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	201	200	350.00
6	Chemexcil	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023		30	84.20
7	CII	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023	200	60	147.80
8	Delhi Univerity	Capacity Building	Invitation to sponsor 74th Annual All india Commerce Conference of Indian Commerce Association	New Delhi	13/12/2023 to 15/12/2023			2.00
9	EEPC INDIA	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023		30	47.25
10	EEPC INDIA	RBSM	Bharat Mobility Expo 2024	New Delhi	01/02/2024 To 03/02/2024	800	300	1494.00
11	EPCH	RBSM	Bharat Tex	Greater Noida	26/02/2024 to 29/02/2024	105	120	150.00
12	ESC EPC	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023		30	45.50
13	FICCI	RBSM	India MedTech Expo 2023	Gandhi Nagar, Gujarat	17/08/2023 To 19/08/2023	300	245	255.00
14	FICCI	Event Abroad	Tribes of India @InterGift Spain	Spain	14/09/2023 to 18/09/2023	50		137.50
15	FIEO	RBSM	Fisrst Edition of UP international Trade Show (UPITS)	Greater Noida	21/09/2023 To 25/09/2023		400	500.00
16	FIEO	RBSM	10th Vibrant Gujarat Global Summit 2024	Gujarat	09/01/2024 to 13/01/2024	150	100	192.67

Minutes of Empowered Committee meeting held on 20th May 2024 - Ex-post facto

S.no	Organisation Name	Type of Event	Event Name	Country / State / City	Event Date	Indian Participants	Foreign Buyers	MAI Assistance Approved (Rs. In lakhs)
17	GJEPC	Event Abroad	Brand India Promotion at Hong Kong (Fashion Show)	Hong Kong	21/09/2023			162.50
18	HEPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	200	150	200.00
19	ICRIER	Study	Impact Assesment study of MAI Scheme 2021	India	2023-24			19.25
20	IOPEPC	Event Abroad	World Food Moscow 2023	Russia	19/09/2023 To 22/09/2023	10		22.50
21	ISEPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	79	85	125.00
22	ISEPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	78	100	150.00
23	ITPO	Event Abroad	India Show Vietnam	Vietnam	12/03/2024 To 15/03/2024	40		64.00
24	JPDEPC	RBSM	Bharat Tex	Kolkata	26/02/2024 to 29/02/2024	30	100	100.00
25	M/s. Infisum Modeling Pvt. Ltd	Study	Comprehensive study on ASEAN/India Trade in Goods Agreement - impact on tariff commitments made under the Agreement and strategy for review of Agreement	India	2023-24			24.72
26	PDEXCIL	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	40	50	80.00
27	Pharmexcil	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 05/08/2023		30	75.20
28	SIAM	RBSM	CII India - LAC Conclave	New Delhi	03/08/2023 To 04/08/2023		10	25.00
29	SRTEPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	75	150	150.00
30	TEXPROCIL	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	50	100	100.00

Department of Commerce  
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Annexure- III

Minutes of Empowered Committee meeting held on 20th May 2024 - Ex-post facto

S.no	Organisation Name	Type of Event	Event Name	Country / State / City	Event Date	Indian Participants	Foreign Buyers	MAI Assistance Approved (Rs. In lakhs)
31	TPCI	Event Abroad	World Food Moscow	Russia	20/09/2023 To 23/09/2023	50		104.00
32	WWEPC	RBSM	Bharat Tex	New Delhi	26/02/2024 to 29/02/2024	70	115	125.00
			Grand Total					5337.08

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Minutes of Empowered Committee meeting held on 20th May 2024 - Ex-post facto approval of EC for additional/deferred proposals

S. No.	Organisation Name	Event Name	Indian Exhibitors/Foreign Buyers	Country / State / City	Event Date	MAI assistance approved (Rs. In lakhs)
1	ACMA	MIMS Automobility Moscow	20/23,787	Russia	21/08/2023 To 24/08/2023	45.00
2	AEPC	Reverse Buyer Seller Meet inviting Foreign Buyers in 50 <sup>th</sup> India International Knit Fair (Golden Jubilee Fair)	75/50	India Knit Fair Complex, Tiruppur, India	12.10.2023 to 14.10.2023	70.00
3	Chemexcil	22nd China International Dye Industry, Pigments and Textile Chemicals Exhibition	50	China	26/07/2023 To 27/07/2023	90.00
4	Chemexcil	Buyer Seller Meet at Japan, Taiwan & Korea	25/250	Japan, Taiwan & Korea	15/01/2024 To 21/01/2024	45.00
5	CLE	Dubai International Leather and Footwear exhibition	60/250	Dubai	11/12/2023 To 13/12/2023	126.00
6	EEPC	RBSM in ACMEE, India 2023 (duration 5 days)	250/40	Chennai	15/06/2023 to 19/06/2023	46.87
7	<u>EEPC</u>	India Pavilion at Automechanika 2023	10/12000	Dubai, UAE	2/10/2023 to 04/10/2023	21.00
8	FICCI	Technotex 2024	173/280	Mumbai	17/02/2024 To 18/02/2024	436.25
9	FIEO	SUPER SOURCING KENYA	50/3000	Kenya	11/10/2023 To 13/10/2023	70.00
10	FIEO	PharmaTech East Africa	60/4000	Tanzania	24/08/2023 To 26/08/2023	84.00
11	Plexconcil	PLASTIVISION, Mumbai	350/346	Mumbai	07/12/2023 to 11/12/2023	305.00
12	Texprocil	Saigontex	Oct-50	Vietnam	05/04/2023 To 08/04/2023	16.00
13	SEPC	India Pavilion at Marche International des Programmes de communication (MIPCOM)	35/200	France, Metropolitan	17/10/2023 To 20/10/2023	96.25
14	SEPC	BSM CIS Region	30/80	Armenia, Belarus, Kazakhstan, Kyrgyzstan, Russia	04/12/2023 To 10/12/2023	52.00

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Minutes of Empowered Committee meeting held on 20th May 2024 - Ex-post facto approval of EC for additional/deferred proposals						
15	TEXPROCIL	The Hotel Show 2023	10/500	United Arab Emirates	23/05/2023 To 25/05/2023	21.00
16	TEXPROCIL	Hotel Show Saudi Arabia	10/500	Saudi Arabia	10/09/2023 To 12/09/2023	12.00
17	TEXPROCIL	TEXWORLD USA co-located with Apparel Sourcing & Home Textile Sourcing	10/100	United States	18/07/2023 To 20/07/2023	25.00
<b>TOTAL</b>						<b>1561.37</b>