

**OFFICE OF THE DEVELOPMENT COMMISSIONER (MSME)
MARKETING ASSISTANCE DIVISION**

Market Development Assistance Scheme for Micro/ Small manufacturing enterprises / Small & Micro exporters (MSME-MDA)

The scheme offers funding for:

1. Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall.
2. Sector specific market studies by Industry Associations/ Export Promotion Councils/ Federation of Indian Export Organisation.
3. Initiating/ contesting anti-dumping cases by MSME Associations and
4. Reimbursement of 75% of one time registration fee (w.e.f. 1st January 2002) and 75% of annual fees (recurring) (w.e.f. 1st June 2007) paid to GSI (Formerly EAN India) by Small & Micro units for the first three years for bar code.

Objective:

1. To encourage Small & Micro exporters in their efforts at tapping and developing overseas markets.
2. To increase participation of representatives of small/ micro manufacturing enterprises under MSME India stall at International Trade Fairs/ Exhibitions.
3. To enhance export from the small/ micro manufacturing enterprises
4. To popularise the adoption of Bar Coding on a large scale.
5. Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall

1.1 Eligibility criteria

- i) Unit having valid permanent registration with Directorate of Industries/ District Industries Centre.
- ii) The selection of small/ micro manufacturing units would be done by MSME-DIs as per display product profile, theme of the fair and space availability.
- iii) Micro & Small manufacturing enterprise can avail this facility only once a year
- iv) Only one person of the participating unit would be eligible for subsidy on air fare.
- v) The participating units under MSME India stall at International Trade Fairs/ Exhibitions has to pay 50% of space rental charges of booked space (min. 6 sq.mtr.) by enterprises of General categories through MSME-DIs by a DD favouring PAO (MSME), New Delhi at least one month advance of the commencement of the event. In addition to this, selected units can book

more space in multiple of 1x3 sq.mtr. on pro-rata basis and make payment accordingly. However, Women, SC&ST entrepreneurs & entrepreneurs from North Eastern Region need not to pay space rental charges.

- vi) The representatives of the participating units are required to carry and manage the samples (to and fro including custom clearance etc.) for display under MSME India stall at the International Trade Fairs/ Exhibitions

1.2 Permissible subsidy:

- (i) The Govt. of India will reimburse 75% of air fare by economy class and 50% space rental charges for Micro & Small manufacturing enterprises of General category entrepreneurs.
- (ii) For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region Govt. of India will reimburse 100% of space rent and economy class air fare.
- (iii) The total subsidy on air fare & space rental charges will be restricted to Rs.1.25 lakhs per unit.

1.3 Other conditions:

- (i) Assistance shall be available for travel by one permanent employee/ Director/ partner/ proprietor of the MSE unit in economy class.
- (ii) Space allocation will be made by O/o DC (MSME) at its discretion and the decision will be final and binding.
- (iii) The offer is available on first come first served basis till space is available.

1.4 Procedure for availing Financial Assistance/Reimbursement of Expenses:

- 1.4.1 The application must reach to the Office of DC (MSME) through concerned MSME-DIs at least one month in advance of the commencement of the event. The application must be accompanied by:

- (i) Copy of the valid MSME registration issued by concerned GM (DIC)/ Director of Industries.
- (ii) Demand Draft in favour of PAO (MSME), New Delhi for 50% rental charges of the booked space.
- (iii) Details of one or two participating representatives of the unit with photo copy of their valid passport.
- (iv) Proof of ownership of the unit as SC/ST/Women.

- 1.4.2 On the completion of the event, the participating unit must submit a claim for payment enclosing the following:

- (i) Pre-receipted bill in duplicate.

(ii) Photocopy of passport indicating therein entries regarding departure from and arrival in India and also the country visited.

(iii) Original air ticket used during the journey. In case original air ticket is lost, a copy of the same along-with a certificate indicating details of travel from the concerned airline may be furnished.

(iv) Participated units should furnish feedback report like business generated with value including confirmed orders obtained etc.

(v) Claim form must be submitted within one month of return to India on completion of activity.

(vi) No refund/ adjustment of rental charges will be made by O/o DC (MSME).

**LIST OF INTERNATIONAL TRADE FAIRS/EXHIBITIONS TO BE PARTICIPATED BY
DC (MSME) DURING THE YEAR 2009-10**

S.No.	Name of the fair & duration	Products	Duration/Period	Last Date for Application.
1.	China Import and Export Fair, (Canton Fair), Guangzhou, China.	Multi products	Apr. 15 – 19, 2009.	20-03-2009
2.	Hannover Messe, Hannover (Germany)	Engg. Items.	Apr. 20 – 24, 2009).	31-01-2009
3.	India Show, Muscat, Oman	Multi products.	May 18 – 20, 2009.	03-04-2009
4.	6th Commodities Fair, Fujian, China.	Arts & Handicraft items.	May 18 – 22, 2009	10-04-2009
5.	India Sourcing Fair – Home Products, Dubai.	Home products	June 14 – 16, 2009.	10-04-2009
6.	Expo Riva Schuh, Garda (Italy).	Footwear (leather/ non leather)	June 06 – 09, 2009	30-04-2009
7.	Africa's Big Seven – 2009, Johannesburg (SA).	Multi products.	July 19 – 21, 2009	01-06-2009
8.	SAARC Fair, Bhutan	Multi Products	Aug. 2009.	30-06-2009
9.	House & Gift Fair, Sao Paulo (Brazil).House & Gift Fair, Sao Paulo (Brazil).	Gifts & Handicraft.	Aug. 16 – 19, 2009.	30-06-2009
10.	INDEE 2009, Izmir, Turkey	Capital Goods & Consumer Goods.	Aug. 28 – 06 Sept. 2009	17-07-2009
11.	Tehran Intl. Industry Fair, Iran	Specialized show on mechanical items.	Sept. 8 – 12, 2009.	17-07-2009
12.	GDS Intl. Footwear Fair, Dusseldorf (Germany).	Leather & non-leather footwears.	Sept. 11 – 13, 2009	17-07-2009
13.	India Show, Moscow (Russia)	Multi product show.	Sept. 23 – 26, 2009.	17-07-2009

14.	Saitex, Johannesburg (SA).	Multi product show.	Oct, 2009.	17-07-2009
15.	INDEE – 2009, Caxias do Sul, Brazil.	Engg. Items.	Oct. 20 – 23, 2009.	17-07-2009
16.	AAPEX – 2009, Los Vegas (USA)	Auto Parts	Nov. 4 – 6, 2009.	31-08-2009
17.	Manufacturing Indonesia 2009 at Jakarta.	Engg. Items.	Dec. 2 – 5, 2009.	30-10-2009
18.	Cairo Intl.Fair, Cairo (Egypt).	Multi product	Mar. 18 – 27, 2010).	31-01-2010

Interested Micro & Small manufacturing enterprises registered with DI/ DICs may get in touch with the nearest Director, MSME-Development Institute,(formerly SISI) for their participation etc. or E-Mail: adatta@nic.in or may like to contact Dy. Director (Marketing Assistance) Ph. 011-23062992/ Fax. 23061430.

Note: **Applications will be received in MSME-Development Institute,(formerly SISI) 45 days before commencement of the event.**

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