



दि प्लास्टिक्स एक्सपोर्ट प्रमोशन कौन्सिल

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)
क्रिस्टल टावर, गुन्दिवाली रोड नं. ३, ऑफ सर एम. व्ही. रोड, अंधेरी (पूर्व), मुंबई ४०० ०६९, भारत
दूरध्वनी: (+९१-२२) २६८३ ३९५१/५२ फैक्स: (+९१-२२) २६८३ ३९५३/२६८३ ४०५७
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THE PLASTICS EXPORT PROMOTION COUNCIL

(Sponsored by The Ministry of Commerce & Industry, Deptt. of Commerce, Government of India)
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Ref: PLEXH/IHS 2020/734

Date: 13th November, 2019

All Members

All Members of the COA/ All Members of the Indian Plastics Fraternity

Subject: Participation in INTERNATIONAL HOME HOUSE WARE SHOW (The Inspired Home Show), Chicago, USA - 14 TO 17, March 2020.

Dear Sir(s),

We have pleasure in informing you that the Council is organizing Indian participation at the **INTERNATIONAL HOME HOUSE WARE SHOW (The Inspired Home Show)**, scheduled to be held between **14-17, March 2020** at Chicago, USA. This activity is being carried out with financial support from the Department of Commerce, Government of India, under the Market Access Initiative (MAI) scheme. The event is organized by International House wares Association, details of which can be viewed at: www.TheInspiredHomeShow.com.

The Inspired Home Show® 2020 is your opportunity to join the world's largest audience of home goods and housewares professionals. Every year **thousands of the world's most important professionals gather** to do business at Chicago's state-of-the-art McCormick Place Exposition Center each March.

It may be informed that during 2018, world import of houseware items (ITC HS Code: 3924) by USA stands 5808 USD million. However, India's export to USA was only 30 million (India's share 0.51%).

Participation charges: Rs.3770/-per square feet with minimum bookable area of 100 square feet and constructed built up stand includes fascia name, carpet, lighting, furniture, display aids. (*Corner booths will have an additional charge of Rs.30,000/-*)

Payment schedule: 50% non-refundable payment along with application & balance 50% on or before 31st January, 2020. Payments must be made through at par cheques/demand draft payable at Mumbai and drawn in favour of **THE PLASTICS EXPORT PROMOTION COUNCIL**.

Benefit to the participants: Subsidized Space under MAI Scheme: MAI benefit to an individual participant-participation charges of Rs. 1500/-per sq. ft. will be reimbursed to the eligible participants, only after submission of outcome report on completion of their participation, with self-certified copy of IEC; proof of travel- e-ticket, self-certified copy of Indian passport (1st & last page & other pages with immigration stamps showing arrival & departure in India & South Africa or boarding passes) of the firm's representative who must be a proprietor, partner, director or employee of the company. This refund will be made only on receipt of funds from the Government. In view of limited funds available under MAI, reimbursement will be on a first-cum-first-serve basis to the extent of our budget. **The re-imburement amount is only indicative and may vary on the basis of number of participants and grant released by the government for the event.**

Air Fare: In addition to the above, **Economy Class Air fare will be reimbursed** to the eligible participating members of PLEXCONCIL, as per MDA guidelines of the previous MDA scheme & it will be provided subject to Government's approval and only after receipt of funds from the Government. Only those participating members of Plexconcil who are a regular Director, Partner or Proprietor of their firm having exports of FOB value upto Rs. 30 crores in the preceding financial year would be eligible for air fare reimbursement (provided they satisfy other conditions of the previous MDA Scheme).

Application: Interested members are requested to confirm their participation by sending attached application form duly completed along with 50% non-refundable advance payment.

We look forward to your participation.

Thanking you,

Yours faithfully,

(Sribash Dasmohapatra)
Executive Director
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