



दि प्लास्टिक एक्स्पोर्ट प्रमोशन कौन्सिल  
( भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित )

**THE PLASTICS EXPORT PROMOTION COUNCIL**  
(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref No: PLEXH/Escolar2024

Date: 21.11.2023

All Members

All Members of the COA

**PLEXCONCIL invites participation in India Pavilion at Escolar Office Brasil 2024, Sao Paulo, Brazil (4th-7<sup>th</sup> August 2024).**

Dear Sir/ Madam,

We are pleased to inform that The Plastics Export Promotion Council (PLEXCONCIL) is planning to organize the India Pavilion(subject to adequate response) at **Escolar Office Brasil 2024, Sao Paulo, Brazil (4th - 7<sup>th</sup> August 2024), Expo Center Norte, Sao Paulo, Brazil.**

Escolar Office Brasil is a specialized trade fair for Stationery, Offices and Schools products. This exhibition is an exclusive business event for professionals in the stationery sector, offices and educational institutions. Product portfolio in the plastic sector such as Writing Instrument, School supplies, Office material, Gift & novelties, Toys, Arts and crafts will have a good opportunity and promote these products in this market. We would like to inform you that Brazil's total global import of Writing Instruments (ITC(HS code) - 9608) is USD 53 Million and India's share is just about 11%.

Further details of the show available at :

<https://escolarofficebrasil.com.br/>

**Participation Charges :**

**Cost of Raw Space+Municipal Tax+Minimum electricity+Security - under India pavilion (10% extra for corner booth)**

Rs.1,60,000/- for 6 sqm booth

Rs.2,20,000.00 for 9 sqm booth

**Note: Booth construction cost details will be intimated in due course**

### **Application:**

Members who are interested to participate in the exhibition may kindly confirm their participation by sending the application form ([Click here](#)) duly completed along with 50% non-refundable advance payment, **on or before 10th January 2024.**

### **Payment Schedule:**

50% payment along with the application, **on or before 10th January 2024**

Balance 50% payment **on or before 31<sup>st</sup> March 2024.**

### **Terms & Conditions for Participation:**

- Allocations in the India Pavilion will be done on first-cum-first-serve basis as per receipt of the application form and payment.
- Participation in the event will be with complete adherence to the terms and conditions as per the application form and revised MAI guidelines.
- The participation charges are non-cancellable, non-refundable and non-transferrable in any circumstance.
- 100% cancellation charges will be levied after receipt of application form as per the organizer's T&C
- The event organizer reserves the right to reschedule or cancel the event.
- If there is any upward fluctuation in the currency rate, the Council may revise the participation charges and the difference shall be borne by the participant.

### **Benefit to the Members:**

**We have proposed this event under MAI scheme to the DOC and Stall subsidy and air fare reimbursement will be available to the eligible exhibitors (as per MAI rules)subject to approval and release of fund from the Government.**

*For any further details you may contact Mr Nilotpal Biswas(Mob: 9331078058)  
at [nilotpal@plexconcil.org](mailto:nilotpal@plexconcil.org)*

We look forward to your active participation!

With warm regards,

**Sribash Dasmohapatra**

**Executive Director**

**The Plastics Export Promotion Council (PLEXCONCIL)**

(Sponsored by the Ministry of Commerce & Industry, Govt. of India)

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