

INDIAN EXPORTERS IN INTERNATIONAL EVENTS

4134. SHRI TAPIR GAO:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) the manner in which the Ministry ensure that Indian exporters participating in International events like Heimtextil benefit from global visibility; and
- (b) whether existing collaborations or MoUs between Indian and German textile machinery companies that can serve as benchmarks and if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)
THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): Government provides financial support to various Export Promotion Councils and Trade Bodies under Market Access Initiative Scheme implemented by Department of Commerce for organising and participating in trade fairs, exhibitions, buyer-seller meets etc. at national and international levels so that Indian exhibitors get benefits of global exposure.

The major eligible items of expenditure for organising / participating in Fairs, Exhibitions and Buyer Seller Meets Abroad under MAI Scheme are as under:

- i. Venue Cost, including Participation charges/ fee and organising expenses;
 - ii. Publicity Cost incurred on promotion/ marketing/publicity, including digital marketing for buyer participation;
 - iii. Cost of catalogue/printed and digital material, including cost of e-catalogue/ e-brochure/ web-banners/ online advertisement and other materials including its design and development/ creation;
 - iv. Translation and Interpreters charges;
 - v. Expenditure towards freight charges of exhibits;
 - vi. Reimbursement of air-fare to exporting companies with an f.o.b. value of exports below Rs.50 crore in the preceding financial year.
 - vii. Any other specific component approved by the Empowered Committee.
- (b): No Sir.
