

India Pavilion at
INTERNATIONALE TOURISMUS-BÖRSE (ITB) BERLIN
07 – 09 March 2023 | Messe Berlin, Berlin, (Germany)

Dear Sir/Madam,

Greetings from Services Export Promotion Council (SEPC)!

We are pleased to apprise you that that SEPC, with the support of the Department of Commerce, Ministry of Commerce & Industry, Government of India, is organizing, India Pavilion at **ITB Berlin** (Internationale Tourismus-Börse Berlin) which is scheduled to be held from **07 – 09 March 2023** at **Messe Berlin**, Berlin, Germany.

The ITB (Internationale Tourismus-Börse) Berlin, is the world's leading travel & tourism trade fair which provides a unique opportunity to learn about different countries and regions all over the globe in one place. It brings together key travel leaders, buyers, and exhibitors from MICE, Corporate, Leisure and Travel & Technology, hotels, tourist boards, tour operators, system providers, airlines, and car rental companies, etc. The ITB Berlin takes place annually in March at the Messe Berlin. Each year the ITB welcomes around 10,000 exhibitors from more than 180 countries and regions, with a visitor flow of over 110,000 visitors across the globe with a show size of approx.160,000 m2. https://www.itb.com/en/press/press-releases/news_5440.html

To reserve space under the India Pavilion at ITB Berlin, SEPC with the support of Ministry of Commerce & Industry, Government of India, invites application on a subsidized participation fee under Market Access Initiative (MAI) Scheme, for the interested exporters from MICE, Corporate, Leisure and Travel & Technology, hotels, tourist boards, tour operators, system providers, airlines, and car rental companies, etc., to participate in this mega event, and help SEPC to promote Incredible India and India Tourism at the global level.

The minimum booth space size will be 6 sqm followed by 9 sqm or multiple of 3 sqm. Please find below the costing is as follows:

SUBSIDISED PARTICIPATION CHARGES UNDER MARKET ACCESS INITIATIVE (MAI) SCHEME OF MINISTRY OF COMMERCE & INDUSTRY, GOVT. OF INDIA (WITH ENHANCED PAVILION BRANDING)			
Participation Type	Per Sqm Cost (₹)	6 sqm (₹)	9 sqm (₹)
For Members	₹ 33,000	₹ 1,98,000	₹ 2,97,000
For Non-Members	₹ 37,000	₹ 2,22,000	₹ 3,33,000

+18% GST

REGULAR PARTICIPATION FEE (DIRECTLY WITH ORGANISER)				
Participation Type	Per Sqm Cost	6 sqm	9 sqm	20 sqm
Customized Stand Participation	₹ 51,000	NA	NA	₹ 10,20,000 approx.

Participation Guidelines:

- The above cost is subsidized as per the MAI approval from the Ministry of Commerce, GOI.
- Eligible exhibitors can also claim air fare reimbursement (economy excursion class) up to the maximum ceiling limit of Rs.75,000/- as per MAI guidelines upon submission of their claims in prescribed format, with subject to the approval from Ministry of Commerce, GOI.
- Interested companies must have an Import Export Certificate (IEC).
- SEPC Members must have a valid RCMC number.
- Non-members companies with IEC number can become a member. This membership will be applicable for all events in a FY, or till the yearly membership is valid.
- Booth allocation will be done on first-come-first-serve basis.
- Corner booth will be charged extra 10% extra.
- A built-up booth will be equipped with standard package with limited display aides as:
 - 6 sqm – 1 Table, 2 chairs, 2 spotlight, 1 fascia name board, carpet, 1 power socket for laptop and mobile charging, 1 wastebin.
 - 9 sqm – 1 table, 3 chairs, 3 spotlight, fascia name board, carpet, 1 power socket for laptop and mobile charging, 1 wastebin.

Given the significance, SEPC cordially invites interested members/organisations to proactively participate and submit their duly filled application form in the prescribed format (enclosed herewith) along with an amount of Rs. 1,00,000/- by way of NEFT in favour of the Services Export Promotion Council payable at New Delhi latest by **25th November 2022**. Balance must be paid by 20th December 2022.

For further details, please feel free to connect with the following SEPC Officials:

- Mr. Siddhartha Mishra | siddhartha.mishra@servicesepec.org | 9999913164 | 011-43563656 (ext-109)
- Ms. Hansika Gupta | hansika.gupta@servicesepec.org | +91-9990401916 | 011-43563656 (ext-120)

Thank you!

Yours sincerely,



CA Sunil H. Talati
Chairman

Space Application Form

India Pavilion at
INTERNATIONALE TOURISMUS-BÖRSE (ITB) BERLIN
07 – 09 March 2023 | Messe Berlin, Berlin, Germany

Last Date for submission: **25th November 2022**

1	Name of the Organization*		
2	Import Export Code*		
3	SEPC Membership No. (RCMC)*		
4	PAN No.*		
5	GST No.*		
6	MSME UDHYAM Registration No.*		
7	Address for Correspondence*		
8	Telephone*	+91-	
9	Fax	+91-	
10	Mobile no.*	+91-	
11	Email*		
12	Website*		
13	Size of Stand requested*	<input type="checkbox"/> 6 Sq. Mtr. <input type="checkbox"/> 9 Sq. Mtr.	
14	Status of the Company*	<input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization	
15	Category*	<input type="checkbox"/> SC <input type="checkbox"/> ST <input type="checkbox"/> General	
16	Name of Proprietor/Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]*	NAME	Director Identification No. [DIN]
17	Services to be Displayed*	Services details	HS CODE [Mandatory]

18	Export Performance of Services AMOUNTS IN RS [LAKH*]	2019 - 2020	2020 - 2021	2021 - 2022	
19	Have You Participated Earlier in GETEX YES/NO [IF YES - PELASE TICK] *	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>	2019 <input type="checkbox"/>	2020 <input type="checkbox"/>
20	BANK DETAILS FOR PAYMENT (RTGS/NEFT)	Beneficiary	Services Export Promotion Council		
		Address	DPT-417, 4 th Floor, DLF Prime Towers, Plot No. 79 & 80, Pocket-F, Okhla Industrial Estate, Phase - 1, New Delhi - 110020, Delhi, India		
		Bank	IDBI Bank		
		Branch	CGH Building, D-823, Main Road New Friends Colony, New Delhi - 110065		
		Account No.	167104000118514		
		RTGS/IFSC Code	IBKL0000167		
		MICR Code	110259019		

NEFT/RTGS Number: _____ Dated _____ for advance payment of Rs.1,00,000/- drawn in favour of Services Export Promotion Council, New Delhi for the participation in ITB Berlin scheduled to be held from 07 -09 March 2023 at Messe Berlin, Berlin, Germany.

I have noted the terms and conditions of SEPC as per the event circular and participation terms & conditions as in the application form.

Place:

Signature & Stamp: _____

Date:

Name, Designation: _____

PARTICIPATION TERMS & CONDITIONS

1	<p>SPACE BOOKING</p> <ul style="list-style-type: none"> Participation application should be in prescribed format and be submitted within the prescribed date for booking of space. Submission of application to SEPC does not automatically confer a right for allotment of space. Approval of application for space will rest with SEPC. The space allotted to the approved participants is to be exclusively used by them for display of their services as approved by SEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to SEPC and debarring the participation from the future participation in SEPCs event
2	<p>ALLOTMENT OF SPACE TO THE PARTICIPANTS</p> <ul style="list-style-type: none"> Space allotment will be done on first-come-first basis. SEPC reserves the right to select the participants.
3	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited along with application will be forfeited. <p>However, Part-Refund of participation fee will be considered in case where:</p> <ul style="list-style-type: none"> The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable. There is a change in the venue and date of an event, non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances, if organizer refunds to SEPC.
4	<p>VISA</p> <ul style="list-style-type: none"> The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive/Director/Proprietor/Senior Officer of the company. Since SEPC, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue/addendum entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
5	<p>GENERAL</p> <ul style="list-style-type: none"> Only services of Indian origin will be allowed for display at India Pavilion. In case representative of the participants will not report at booth during the show. SEPC reserve its right to obtain reason from participants for NO SHOW. In case SEPC is not satisfied with clarification of participants, SEPC may initiate the necessary action against such participants. Participants will not be allowed to remove the services display during the show without specific written permission from SEPC or show Organisers. Participants will be required to furnish complete information in SEPC Feedback form about "Business Generated on the spot" "Expected Business to be generated" and "Number of Enquiries" etc. on the last day of the fair. Compliance with this rule will be one of the criteria for selection of the participants for future of SEPC programmes. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers. In case of default of any payment due from the participants, SEPC reserves the right to debar them from participation in SEPC's Fair in India & abroad and bring to the notice of appropriate authority. Participants will make own arrangement for sending their services in terms of handling/clearing in India as well as at destination, and Council will not have any responsibility towards the same. Please ensure your exhibits should reach at exhibition venue at least one day before the opening of exhibition. All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case of services not being displayed due to any reason, SEPC shall be under no liability to compensate expenditure of loss, if any incurred by the participants.