



SERVICES EXPORT PROMOTION COUNCIL  
Set up by Ministry of Commerce and Industry, Government of India

सेवा निर्यात संवर्धन परिषद  
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार द्वारा स्थापित

14<sup>th</sup> December, 2023

**SEPC India Pavilion at  
INTERNATIONALE TOURISMUS-BÖRSE (ITB) BERLIN  
05 – 07 March 2024 | 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, scheduled to be held from Tuesday, 5 to Thursday, 7 March 2024 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. At ITB Berlin 2023 around 5,500 exhibitors from 161 countries displayed their products and services to over 90,000 visitors. In 2023, under the heading 'Mastering Transformation', the ITB Berlin Convention took place as a live event with a total of 24,000 attendees who took part in 200 sessions with 400 leading speakers.

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, travel influencers, wellness travel agencies, medical value travel agencies, wellness facilitators, tourism media, and car rental companies, etc., to participate in this mega event, and help SEPC to promote India tourism at the global level.

**Benefits of participation:**

- Subsidised space as compared with direct participation.
- Sponsorship and branding Publicity opportunities.
- Inclusion in exhibitors' catalogue.
- Complete integration and positioning in the global landscape.
- Mobilisation of business visitors to India Pavilion in close co-ordination with organisers.
- Participation in all networking opportunities organised by SEPC.
- Be at the forefront: ITB Berlin is the World's Leading Travel Trade Show.
- Strengthen (or establish) brand and bond with existing customers.
- Grow network by meeting new prospective customers.
- Close deals with a hand shake directly on the show floor.
- Increase knowledge and discover latest trends from the travel industry.
- Meet fresh companies that optimise your own business.

- See first-hand what competitors are doing right (or wrong).
- Expand database of leads rapidly.
- Be present and address target market directly
- Unlock Worldwide Business Opportunities
- Conferences and knowledge sessions.
- Collaborations and MoUs

**Participation costing details:**

Participation categories	Participation charges
For SEPC Members	Rs. 2,10,000/-
For Non-Members	Rs. 2,20,000/-

**MAI support to exhibitors (SEPC Members):**

SEPC registered members, whose export turnover during the preceding financial year is less than/upto Rs. 50 crores and who have completed 12 months of membership with SEPC will be eligible for assistance under new MAI scheme up to a maximum of Rs. 90,000/- towards economy class air fare, subject to terms and conditions of MAI scheme and approval from Ministry of Commerce, GOI, based on documentation and discretion, as per MAI scheme.

Please find enclosed the registration application form for participation. Kindly submit the duly filled, signed application form along with 100% advance payment, to reserve your space. The space will be allotted on the first-come-first serve basis.

**SEPC Official's Contact Details**

For more information or assistance, please feel free to connect with:

Mr. Abhishek Sahdev <a href="mailto:abhishek.sahdev@servicesepc.org">abhishek.sahdev@servicesepc.org</a> Mobile: +91-9560264622	Mr. Chandranshu Awasthi <a href="mailto:chandranshu.awasthi@servicesepc.org">chandranshu.awasthi@servicesepc.org</a> Mobile: +91- 8447234383
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We look forward to your active participation and meeting you soon in the event.

Thanking you,

With best regards



Mr. Karan Rathore  
Chairman



Dr. Abhay Sinha  
Director General



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**Space registration application form  
Internationale Tourismus-Börse (ITB) Berlin  
05 – 07 March 2024 | Messe Berlin, Berlin, (Germany)**

1.	IEC Number	
2.	SEPC Membership Number (RCMC)	
3.	Company Name	
4.	Company Address	
5.	Contact Person Name	
6.	Designation	
7.	Mobile Number	
8.	Telephone Number (If any)	
9.	Email id	
10.	Website	
11.	Services to be offered	
12.	Company PAN number	
13.	GST number	

14.	MSME UDHYAM registration number				
15.	Company Identification Number (CIN Number)				
16.	Status of Company (Please tick)	<ul style="list-style-type: none"> <li>• Private Limited</li> <li>• Proprietor</li> <li>• State / Central Govt. Organization</li> <li>• Partnership</li> <li>• Others</li> </ul>			
17.	Organization Type (Please tick)	<ul style="list-style-type: none"> <li>• SC</li> <li>• ST</li> <li>• General</li> <li>• Women</li> </ul>			
18.	Name of Proprietor/Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.] *	Name(s) _____ _____ _____	Director Identification No. [DIN] _____ _____ _____		
19.	Have You Participated Earlier in ITB Berlin, Yes/No *	[If Yes - Please Tick] <ul style="list-style-type: none"> <li>• 2018</li> <li>• 2019</li> <li>• 2020</li> <li>• 2021</li> <li>• 2022</li> <li>• 2023</li> </ul>			
20.	Export Performance of Services* Amounts In Rs [Lakh]	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024
21.	Company profile* (max 500 words)				
22.	Bank Details for Payment (RTGS/NEFT)	Beneficiary	Services Export Promotion Council		
		Address	DPT-417, 4th 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	IBKL0000167
	MICR Code	110259019

NEFT/RTGS Number: \_\_\_\_\_ Dated \_\_\_\_\_ for 100 % advance payment drawn in favour of Services Export Promotion Council, New Delhi for the participation ITB Berlin scheduled to be held from 05 -07 March 2024 at Messe Berlin, Berlin, (Germany).

I have noted and agreed with the participation guidelines of the event (as mentioned below), as per the registration application form.

Place: \_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_

Stamp \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

**Participation guidelines:**

- Interested companies must have an Import Export Certificate (IEC).
- SEPC Members must have a valid RCMC number.
- SEPC registered members, whose export turnover during the preceding financial year is less than/upto Rs. 50 crores and who have completed 12 months of membership with SEPC will be eligible for assistance under new MAI scheme up to a maximum of Rs. 90,000/- towards economy class air fare, subject to terms and conditions of MAI scheme and approval from Ministry of Commerce, GOI, based on documentation and discretion, as per MAI scheme.
- Non-members companies with IEC number can become a member.
- Booth allocation will be done on first-come-first-serve basis.
- All expenses for travel to and 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.
- Participants may please note that after allotment of space, withdrawal will not be allowed and the amount deposited will be forfeited.
- The above cost is subsidized, as per the MAI approval from the Ministry of Commerce, GoI.
- SEPC reserves all the rights to control/manage, all the activities, as per the requirements, covered under the event (ITB Berlin-2024, Berlin-Germany).

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