

Ref No : PLEXH/Plastimagen/1300

Date : 14th Sept, 2017

All Members of the Council

Buyer – Seller Meets to be organized coinciding with Plastimagen, Mexico, exhibition, in one or more countries comprising of Guatemala/Nicaragua/Honduras/Costa Rica with reimbursement of air fare maximum upto Rs. One lakh only to eligible members as per MDA guidelines.

We are pleased to inform you that the Council proposes to organize Buyer-Seller Meets (BSMs) in one or more of the above-mentioned countries, coinciding with Plastimagen Exhibition, which is scheduled at Mexico City, Mexico from 7th to 10th November, 2017.

As the Council is also organizing participation at the Plastimagen exhibition (Please refer Council's circular dated 29th June 2017 regarding participation at Plastimagen, Mexico), it was felt that BSMs in some of the above-mentioned countries which are close to Mexico, would give an opportunity to members to explore these nearby markets as well, and thus derive maximum advantage from their trip to Latin America.

The BSMs shall accordingly commence after the exhibition i.e. on Monday, 13th November and shall be for a period of two to five (2-5) days depending upon whether one or two of the above-mentioned countries are covered, based on your feedback and the approval of the Indian Missions of the respective countries. We look forward to your feedback for the duration of the delegation and also the preferred countries from those mentioned above. The global import of plastics (Chapter 39 only) in the year 2016 by Costa Rica, Guatemala, Honduras and Nicaragua was US\$ Million 1197/-, 1009/-, 384/- and 290/-, respectively, and our share in each of these markets was 0.3%, 0.75%, 0.81% and 0.53% respectively, which indicates the potential that we have in these markets.

Participation charges:

- i) Participation in Council's Common Area in Plastimagen, and in the BSM: *Under the common area, one panel will be provided for fixing up Banner or Poster (width 35" X length 60", self-adhesive). Participation Charges will be Only Rs.35000/- per company, which includes organizing cost of the BSM in other countries as well. Participating companies Name, contact details, product photographs etc. will be printed in the Council's brochure at free of cost and freely distributed during the fair, and the BSM. All other additional materials required (shelf & chair etc.) if any will be to the cost of participant.*
- ii) Participation in the BSM by members having an independent booth at Plastimagen: Members who have an independent booth at Plastimagen, and wish to participate at the BSM, shall pay Rs. 17700/- (including GST @18%) towards commitment fees for the BSM.
- iii) Participation in BSM only: Members who wish to participate in the BSM only, shall pay Rs. 17700/- (including GST@18%) as commitment fees.

Benefit to Members: Members who fulfill the eligibility conditions of the earlier MDA Scheme, shall be eligible for a reimbursement of air fare maximum upto Rs.1,00,000/-(one lakh only). This reimbursement shall be available to those eligible members who either have an independent booth at Plastimagen, or exhibit in the Council's Common area, and participate in the BSMs as well. *Kindly note that Members who will be participating only in the BSMs, shall not be eligible for this reimbursement of air fare.* Reimbursement of economy class air ticket cost will be granted to those eligible members who have already confirmed their participation at Plastimagen exhibition as on date, and shall be limited to a maximum of 15 eligible members. Reimbursement of airfare to eligible members hereafter, shall be

strictly on first cum first serve basis (upto a maximum of 15 eligible members) & subject to earlier MDA guidelines.

Interested Members of Common area participation are requested to send soft copy of their banner/poster (one) High resolution design (*width 35'X length 60", self-adhesive*) along with payment of 35000/-), application form & MDA application form along with DD/Cheque payable at Mumbai, in favour of "THE PLASTICS EXPORT PROMOTION COUNCIL" not later than 15th October 2017. Members will be accommodated strictly on first come first served basis.

We are enclosing herewith application form for Common participation, statistical data to enable members to decide about country & suggest in writing preference of country by No.1-2-3-4(Based on which Council will take a decision & will be binding on all BSM members) & MDA application form.

We look forward to your immediate response in this regard to enable us to finalise the composition & start communication with the association/embassy of respective country.

Thanking you,

Yours faithfully,

V G Mahajan  
Director (Exhibitions)