

## **EXPORT DEVELOPMENT & PROMOTION OF SPICES- “International Trade Fairs/Meetings”**

### **Guidelines/working procedure**

There are two components under the programme viz., (1) Participation in International fairs/exhibitions (2) Participation in International meetings/seminars are assisted for market expansion. Assistance under these components is provided to induce exporters for exhibiting spices and spice products, building up business relationships and collect information on the changing market requirements for taking appropriate action.

#### ***(1) Participation in International fairs/exhibitions:***

For introducing spices and spice products, establish business relationship with buyers abroad and to showcase the recent developments of the spice industry, the Board provides assistance to the exporters for participation in international trade fairs and exhibitions abroad. During the participation, details on the recent developments of the spice industry/new products / process introduced are also collected by the exporters for market development. In addition to the financial support provided by the Board for trade fair participation, as directed by the Government, assistance to all registered exporters for participating in different food fairs are also provided as per MDA guidelines.

#### ***(2) Participation in International meetings/seminars is assisted for market expansion.***

India is a member of American Spice Trade Association (ASTA), European Spice Association (ESA), International Organization of Spice Trade Association (IOSTA), CODEX Committees and International Pepper Community (IPC) and regularly participating in the annual conventions/meetings of the above associations. For participation/deliberation in international meetings/seminars/delegation and suggest future course of action to be taken for export promotion, the Board is providing assistance to meet the cost of participation by the exporters associations / forums, if they are representing the industry in any of the above meetings as desired by the Spices Board.

### ***Eligibility:***

All registered exporters are eligible to avail the grant under the component No.1 above on a reimbursement basis against the production of required documents. Representatives of exporters' associations/forum nominated to the International meetings/seminars to address common issues of the spice industry are eligible to avail the assistance under the component No.2 above.

### ***Scale of Assistance:***

#### ***1.Participation of exporters in international trade fairs/exhibitions***

Board provides assistance to exporters by reimbursing 50% of the airfare (economy excursion class) for visits to trade fairs subject to a maximum of Rs.60,000/- for Logo/SHC holders and Rs.40,000/- for holders of registered brand and organic certificate, per exporter per year. In case of hiring independent stall, extent of assistance will be 50% of the cost per exporter per year subject to a ceiling of Rs.1 lakh.

In addition to the above, assistance to all registered exporters for participation in international trade fairs, buyer-seller meet etc., are also provided as per the terms and conditions specified under MDA scheme from time to time.

#### ***2. Participation of exporters in International meetings/seminars and delegations***

Qualified representatives are assisted to participate in the international meetings/seminars/delegations by extending financial assistance upto 50% of their airfare (economy excursion class) subject to a ceiling of Rs.1.5 lakhs per year per exporter.

### ***Export Obligation for availing assistance***

No export obligation is prescribed for availing assistance for all the activities/ components detailed above.

### ***Application for availing assistance:***

Application indicating the proposed activity in the prescribed form should be submitted to the Spices Board atleast 15 days prior to the commencement of the programme.

Based on the application and also on any other additional documents/details in support of the documentation, if any, the Board may accord in principle approval to proceed with the activity.

### ***Inspection:***

Immediately after completion of the activity but positively within 90 days of his/her return to India, the beneficiary shall submit their claim to the Board with the following documents:

1. Brief report about the activity participated and achievement made.
2. Legible photocopy of passport highlighting the entries about departure from and arrival in India and also countries visited or documentary evidence such as hotel bills, boarding pass etc.
3. Copy of air ticket/jacket used during the journey.
4. Proof of payment for airfare (bills/receipts)
5. Self certified copies of receipt, bank advise etc., evidencing payment made towards stall charges and electricity (as applicable)
6. Stamped advance cash receipt to the eligible amount for payment from the Board.

On receipt of the claim, the case will be considered and grant will be reimbursed as per the Spices Board/MDA guidelines.

### ***Release of grant:***

On completion of the activity and based on the claim forms, Board may reimburse the eligible grant in aid to the exporter or the nominated agency/institution.

