

## Circular for Participation in Biofach 2015 at Nuremburg, Germany through Tea Board

Dear All,

We are pleased to inform you that Tea Board is proposing to organize a pavilion at the forthcoming Biofach exhibition during 11-14 February, 201<sup>5</sup>~~4~~ at Nuremburg, Germany through the Board's London office.

Contact details:

**Director Tea Promotion**  
**Tea Board of India, India House, London**  
**Tel: +442072402394 / +442072402533**  
**Email: [teaboardlondon@gmail.com](mailto:teaboardlondon@gmail.com)**

All applicants shall be provided minimum 6 sq. mtrs. space. Application for participation will be confirmed on "first-come-first-serve" basis only on receipt of Participation Charge of Rs 30,000 as well as requisite Application fee (Rs.1000/- per sq. mtr.). Packet tea exporters shall be given priority over bulk tea exporters. Value-added tea exporters having a large range of products and samples to display, requiring more space, and if they have indicated their requirement well in advance, may be provided extra space depending on budget and space available with Tea Board.

**It may be kindly noted that only 100% Indian Origin Organic Tea can be displayed through the Tea Board Pavilion at this exhibition.**

Interested participants are requested to confirm their participation by depositing;

- a) Non-refundable **application fee of Rs.1000/- ( One thousand) per sq. mts**
- b) Non-refundable **participation charge** of Rs.30,000/-.

Vide separate demand drafts in favour of Tea Board of India, payable in Kolkata to the undersigned within **28/11/14**.

For detailed rules & regulations regarding participation in exhibitions with Tea Board you may kindly refer to "**Scheme for participation in fairs and exhibitions with Tea Board**" (July, 2014) in the Tea Board of India website ([www.teaboard.gov.in](http://www.teaboard.gov.in)).\*

\*Copy attached with this communication for kind reference

Thanking you,

With best regards,

Satrajit Banerjee  
Dy Director of Tea Promotion  
Tea Board of India, Kolkata  
Tel: +91 33 22341728

**Scheme for participation in International fairs and exhibitions**  
**with Tea Board** (July 2014)

- 1) All exporters holding valid exporters' licence are eligible to participate from Tea Board's booth in exhibitions.
- 2) For participating in Fairs & Exhibitions with Tea Board each participating exporter is to be provided exclusive space as far as practicable.
- 3) Only Indian tea may be displayed from Board's stalls. Non tea eg. Tulsi tea / Herbal tea and other origin teas apart from India may not be displayed from Board's stall
- 4) Participants are to ensure that their displays are put up in an aesthetic manner in their allotted space and are manned properly during the full duration of the exhibition. Representatives from the exhibiting companies should preferably be of a senior management level.
- 5) Since there are many companies exporting teas, there is a need to make a priority list between bulk and packet tea exporters. 100 % Indian packet tea exporters shall be given preference over bulk tea exporters
- 6) Value-added tea exporters having a large range of products and samples to display, wanting more space, and if they have indicated their requirement well in advance, may be provided extra space if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth. The cost for the extra space would have to be borne by the exporter (extra cost at Rs 1000/- per sq mtr) and enhanced space must be properly utilized through adequate and varied display of packaged products. In case it is found that there are not enough products for display in the enhanced space, the exporter would have to pay the full cost for the extra space on pro rata basis.
- 7) **Payments** by way of Demand Draft drawn in favour of Tea Board and payable at Kolkata as per the following :-
  - i) Non-refundable **application fee of Rs.1000/- ( One thousand) per sq. mts. space** ( towards IEBR).

ii) Non refundable participation charges of Rs.30,000/-

- 8) Application for participation in exhibition with Tea Board will be confirmed on “first-come-first-served” basis only on receipt of participation charges as well as requisite application fee as given above.
- 9) In case of participation from a separate stall due to Tea Board not being able to provide required space, Tea Board will not bear the cost or consider reimbursement.
- 10) Participation charges and application fees of non-participants would be forfeited.
- 11) For Tea Board led trade fairs/ Exhibition/ BSMSs, assistance to exporters would be permissible for air fare in economy excursion class for one company representative travelling from India. This would, however, be subject to an upper ceiling per tour as indicated below :-
1. For Latin American Countries (LAC) – Rs.1,00,000/-
  2. For USA, Canada – Rs. 80,000/-
  3. For all other Countries - Rs.70,000/-

A total of four ( two general areas and two focus areas) travel cost reimbursement per financial year would be permissible. Only one application will be entertained for group companies where the entire group will be considered as one applicant. In case other destinations are covered, travel cost reimbursement will be on the basis of shortest fare India–destination-India route.

- 12) Applications for travel cost reimbursement needs to be submitted as per the check list provided at Annexure I .
- 13) Exporters, not submitting regular monthly export returns, would not be eligible for participation.

The reimbursement claim form is placed at Annexure 2

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**Check list of essential documents to be submitted along with the claim form**

- 1. Original e-ticket and boarding passes used during the journey along with cost break up**
- 2. Self certified photocopies of money receipt, bank advice etc. evidencing payment made**
- 3. A self certified copy of the certificate issued by DGFT**
- 4. The self certified photocopy of the passport duly highlighting the dates of departure and arrival.**

Claim Form for Financial Assistance for participation in Trade fairs/Exhibitions  
abroad along with Tea Board of India

01.	Name of the firm with full address	
02.	IEC No.	
03	Export licence Number	
04.	Whether SSI	Yes/No  (if yes, attach a self-certified copy of SSI Registration Certificate)
05.	F.O.B. value of exports during the last three financial years	Rs. crores  Year 1  Year 2  Year 3
06.	Particulars of fair/exhibition/BSM/Trade delegation	Name:  Place:  Country  Duration of the event from ___ to ____
07.	Date of actual departure from India	<hr/> (please attach the self certified photocopy of the passport duly highlighting date of departure)

07.	Date of actual arrival in India	<hr/> (please attach the self certified photocopy of the passport duly highlighting date of arrival)
08.	Name & Designation of person who attended the event	
09.	No. of proposals already submitted in the same financial year	
10.	Details of participations made in the past in the same fair/exhibition	
11.	Whether assistance availed of from other Govt.Bodies/EPCs/Commodity Boards /APEDA /MPEDA / ITPO etc. for the event under reference?	Yes/No  (if yes, please give full details)
12.	Expenditure incurred for  Actual return airfare by economy excursion class	Rs _____  (Please attach original air ticket and boarding passes used during the journey along with self certified photocopies of receipt, bank advice etc. evidencing payment made)
13.	Amount claimed	Rs. _____

## Declaration

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our claim without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no claim is preferred, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature \_\_\_\_\_

Name (Block Letter) \_\_\_\_\_

Designation \_\_\_\_\_

Name of Applicant \_\_\_\_\_

Firm \_\_\_\_\_

Office Seal \_\_\_\_\_

Place:

Date: