



COIR BOARD

(Ministry of M.S.M.E., Govt. of India)
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Sub:- Participation in the India Show in Santiago (Chile) - 18-21 March, 2009

In order to exploit the vast market potential for coir and coir products and for furthering the export to International Markets, Coir Board proposes to participate in the India Show, Santiago, Chile, slated to be held at 18-21, March, 2009 at Espacio Riesco Convention Centre, Santiago, Region Metropolitana, Chile

The India Show, Santiago, Chile is an exclusive Indian Trade Exhibition organised by the India Trade Promotion Organisation (ITPO) with the main objective of creating awareness about India's economic progress and to strengthen the trade relations between two countries. Chile is strong economic power in the South America which provides untapped market potential for coir products.

Eligible exporters can avail External Market Development Assistance subject to the conditions stipulated under the Coir Board EMDA Scheme/Ministry of Commerce Scheme. Under the Scheme of Coir Board Exporters/Entrepreneurs belonging to SC/ST/Women categories or North Eastern Region would be eligible for MDA assistance to the tune of 100% space rent and airfare subject to a maximum of Rs.1.25 lakhs. Exporters and entrepreneurs belonging to North Eastern Region would also get the same level of assistance. Others will get reimbursement of 50% of the space rent and 75% of the airfare subject to a maximum of Rs.1.25 lakh.

Interested exporters may, therefore indicate their willingness and firm commitment for participation with an advance space rent of Rs.50,000/- to the Secretary, Coir Board, immediately, so as to enable us to finalize the space reservation for participation.

SECRETARY

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To
All Regd. Exporters/Trade Associations.