

COIR BOARD

(Govt. of India, Ministry of Micro, Small & Medium Enterprises)
M. G. ROAD, KOCHI – 682 016, KERALA, INDIA
Tel: +91 484 2351900; Fax: +91 484 2370034

EXPORT MARKETING SECTION

TRADE CIRCULAR No. 7 DATED 15/11/2021

World Expo, Dubai, UAE is the largest event ever staged in the Arab World. 190 countries and millions of visitors from across the globe participate in the event. World Expo Dubai will be a gateway into new markets for all businesses, offering them the chance to develop relationship with nations, multilateral organisations, corporations and educational institutions as well as millions of visitors.

The event is being held during 1st October, 2021 to 31st March, 2022. The India Pavilion in the World Expo Dubai is organised by FICCI.

Ministry of MSME is organising visit of delegation to the India Pavilion in Dubai World Expo 2020 during 16-26 January 2022 under the Revised International Cooperation Scheme of the Ministry.

Coir Board proposes to lead a delegation from Coir Sector during 16-26 January 2022 and Chairman, Coir Board will lead the delegation.

All entrepreneurs/exporters in the coir sector are requested to make use of this opportunity to boost up their export by visiting in this trade fair and thereby to set the industry in the path of accelerated growth.

The formal application form with conditions for participation is attached and can also be downloaded from the Board's website through the following link:

<http://coirboard.gov.in/wp-content/uploads/2021/09/Application-for-participation.pdf>

Interested entrepreneurs may apply in the prescribed application form along with Registration fee of Rs.5000/- immediately in any case not later than 19.11.2021. The payment of registration fee may be remitted by Bank Transfer. The bank details for effecting NEFT/RTGS are given below:

Name of Beneficiary	Name of Bank	Bank Branch	IFSC CODE	A/C No
THE SECRETARY COIR BOARD NON PLAN A/C	State Bank of India	Ravipuram, Kochi	SBIN0070261	57009832813

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The quantum of assistance available under the International Cooperation scheme for participation in the delegation World Expo Dubai 2021 would be as under:

Sl. No.	Eligible items of expenditure	Scale of Assistance
1	Air Fare	100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual paid, whichever is lower
2	Freight Charges	Actual subject to maximum of Rs.50,000/- per MSME unit
3	Registration Fee	Maximum of Rs.5,000/- or actual whichever is less per MSME unit

Please ensure that the members to be deputed for participation in exhibitions abroad have completed two dozens of COVID 19 vaccine before their departure from India.

For any further clarifications, please contact us through Email ID: expo@coirboard.org or over Telephone (0484 2351900 – Extn. 935).

S/d

SECRETARY

To:

All Regd. Exporters / Manufacturers
All Coir Exporters' Associations
All Coir Manufacturers' Associations

Copy to: All Regional Offices of Coir Board

(Issued from File No. File No: I-12019/4/2021-Export Marketing – Comp. No.10106)