



THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.
FACT SHEET
(Participation is subject to approval from Ministry of MSME)

Name of the Exhibition	Jaffna International Trade Fair (JITF)
Nature of Exhibition (B2B/B2C)	B2B & B2C
Duration	19-21 January 2024
Venue	Mutravelli Grounds, Jaffna, Sri Lanka
Brief profile of the Fair	Multi product expo catering to the businesses and public.
Fair Organizer Name, Address, Website, Phone Number	Lanka Exhibition & Conference Services Pvt. Ltd. 4 th Floor, Automobile Association Building, Sir Macan Maker Mw., Colombo 3, Sri Lanka. Tel : +94 112 390560-2 fax : +94 11 4381976 / 2390563 Website: www.jitf.lk
Contact Person Name, Designation, Phone Number, E-mail ID.	Mr. Aasim Mukhtar CEO Lanka Exhibition & Conference Services Pvt. Ltd. Mob : +94 777 915 932 E-mail: aasim@saexhibitions.com
Complete Bank Details of Organizer for stall payment by MSME unit	Beneficiary Name: Lanka Exhibition & Conference Services Pvt. Ltd. Bank Name: Sampath Bank Ltd. Bank Branch: Corporate Branch, 110, Sir James Peiris Mawatha, Colombo 2, Sri Lanka Account No.: 5029 0900 0012 SWIFT Code: BSAMLK LX
Shell Scheme Standard Booth Size (sqm)	9 sqm
Shell Scheme Standard Booth Charges (per 9 sqm booth)	USD 1255
Inclusions in each standard shell scheme booth (9sqm)	Fascia Board, Carpet, one Counter & two chairs, two Spot Lights & one 5AMP Plug Point, wastebin & cleaning free of charge, free listing in the Exhibitor eDirectory.
Exhibit Profile	Multiple Sector- Consumer Goods, Agriculture, Construction, ICT, Apparels, Automobiles, Food, Beverages & Packaging.

Procedure for Application	<p>MSMEs applying under IC/SMAS scheme shall submit all requisite application documents as per guidelines, within the timeline at the nearest NSIC field office for taking prior approval from Ministry of MSME. If their application is approved by Ministry of MSME, MSMEs can claim reimbursement after the event as per IC/SMAS norms. If the application is not approved, units shall have to bear the participation expenses.</p> <p>Note: Approved MSMEs will make the payment towards stall charges directly to the fair organizer- Lanka Exhibition & Conference Services Pvt. Ltd., as per Bank Account details mentioned above.</p> <ul style="list-style-type: none"> • Under IC scheme: <i>Maximum stall rent reimbursement upto Rs. 3 Lakh per unit or actuals, whichever is less + reimbursement of airfare (100% of the economy class airfare upto a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower) and freight (Actuals upto maximum of Rs. 50,000/-) subject to conditions mentioned in IC scheme.</i> • Under SMAS scheme: 								
	<table border="1"> <tr> <td rowspan="3" style="text-align: center;">Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight & DA)</td> <td style="text-align: center;">Micro SC/ST unit</td> <td style="text-align: center;">INR 3.00 Lakh</td> </tr> <tr> <td style="text-align: center;">Small SC/ST unit</td> <td style="text-align: center;">INR 2.50 Lakh</td> </tr> <tr> <td style="text-align: center;">Medium SC/ST unit</td> <td style="text-align: center;">INR 1.50 Lakh</td> </tr> </table>	Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight & DA)	Micro SC/ST unit	INR 3.00 Lakh	Small SC/ST unit	INR 2.50 Lakh	Medium SC/ST unit	INR 1.50 Lakh	
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	Medium SC/ST unit	INR 1.50 Lakh							

Note: Before submitting the application, kindly ensure the compliance of the following:

1. **International Cooperation Scheme & Special Marketing Assistance Scheme issued by Ministry of MSME and the Guidelines for participation in International exhibitions through NSIC** should be carefully read and complied to avoid any miscommunication for participation.
2. All requisite documents should be submitted along with **Application Form** at the nearest branch office of NSIC before the cut-off date mentioned below. **No application will be accepted at Head Office directly.**
3. **Last date for submission of application**, complete in all aspects at the nearest NSIC office is **12-12-2023**.
4. Selection will be on 'first come first serve basis'.
5. Submission of application for participation does not automatically confer a right for allotment of stall. Approval of application rests with Ministry of MSME/NSIC.
6. The exhibition should be attended by Chief Executive/Proprietor/Director of the unit whose name is mentioned in Udyam Registration Certificate. In case, the promoter is not able to attend, an undertaking, duly signed by the promoter should be submitted nominating a senior level regular employee of the unit alongwith Bonafide proof of employment. His participation will be subject to approval from Ministry.
7. Change in representative of MSME, after approval is conveyed, may lead to non-consideration of claim reimbursement.
8. Approved MSMEs will themselves make all necessary arrangements w.r.t. their participation i.e. stall booking, flight booking, boarding & lodging, obtaining visa, freight arrangement etc. and claim the admissible amount as per IC/SMAS scheme guidelines subject to timely submission of all requisite claim documents after the event.
9. The right to issue/reject visa lies with the concerned Embassy/Consulate and NSIC will not be held liable in case of non-issuance of visa.
10. Reimbursement to approved MSMEs will be restricted to the maximum limit prescribed for various components under IC/SMAS schemes and subject to submission of all requisite claim documents within 30 days after the completion of fair. **Expenditure over and above the subsidy ceiling amount is to be borne by the unit.**
11. MSMEs are advised to carefully read the International Cooperation Scheme & Special Marketing Assistance Scheme issued by Ministry of MSME and the Guidelines for participation in International exhibitions through NSIC for the provisions/subsidy limits etc. under the respective schemes before submitting application. The same are available on www.nsic.co.in. An undertaking in this regard should also be obtained by the field offices from the units to avoid any misunderstanding at a later stage.
12. **The Corporation reserves the right to cancel the event in case of insufficient applications.** There is a requirement of minimum 10 MSMEs under IC scheme and 5 SC/ST MSMEs under SMAS scheme for participation in international exhibitions/trade fairs abroad.

For any queries you may contact:
 Nearest NSIC Field Office (contact details available on www.nsic.co.in)
 or
 IC Division, Head Office **(for any major clarifications only)**
 E-mail: icdivision@nsic.co.in