



THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.
FACT SHEET

Name of the Exhibition	HANNOVER MESSE 2025
Nature of Exhibition (B2B/B2C)	B2B
Duration	5 Days from 31st March-04th April 2025
Venue	MesseGelande, Hannover Fair Ground
Brief profile of the Fair	<p>The Hannover Messe Fair is one of the world's largest and most significant industrial trade fairs. Held annually in Hannover, Germany, it serves as a global platform for industrial technology and innovation. Here are some key highlights:</p> <ul style="list-style-type: none"> • History: The fair began in 1947. • Scale: It typically attracts around 100,000 to 200,000 visitors and features over 4,500 exhibitors from around the world. • Focus Areas: The fair covers a wide range of industrial sectors, including engineering, automation, energy, R&D, industrial IT, and more. • Innovations: It showcases cutting-edge technologies such as AI, carbon-neutral production, hydrogen tech and Industries 4.0. • Global Reach: A significant portion of attendees and exhibitors come from outside Germany, making it a truly international event.
Fair Organizer Name, Address, Website, Phone Number	<p>Name : Deutsche Messe AG Address : MesseGelaende, 30521 Hannover / Germany Tel. : +49 511 89-30000</p>
Contact Person Name, Designation, Phone Number, E-mail ID.	<p>Ms. Divya Lad, Senior Project Manager Hannover Milano Fairs India Pvt Ltd M : +91 9920018008 E : divya.lad@hmf-india.com</p>
Complete Bank Details of Organizer for stall payment by MSME	<p>Beneficiary Name: Deutsche Messe AG Address of the Beneficiary: MesseGelande D-30521, Hannover, Germany Name of the Bank: Deutsche Bank Address of the Bank: Hannover, Germany Bank account No (IBAN): DE 45250700700013373600 Swift Code: DEUTDE2H</p>
Shell Scheme Standard Booth Size (sqm)	9 sqm
Shell Scheme Standard Booth Charges (per 9 sqm booth)	EURO 5867 (for one side open booth)

Inclusions in each standard shell scheme booth (9 sqm)	Modular stand Type A structure, Fascia 1 power distribution box with built-in dual-socket outlet, 230 V, 4 spotlights Cubicle, 100 x 100 cm, with lockable door Furnishings: 1 table, 3 chairs, 1 coat rack inside cubicle, 1 wastepaper basket, 1 counter, 1 bar stool, 1 brochure rack, Coffee- tea, water									
Exhibit Profile	Smart Manufacturing- Automation, Motion & Drives; Digital Ecosystems; Energy for Industry; Engineered Parts & Solutions; Compressed Air & Vacuum; Future Hub									
Participating Countries	150 Countries									
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. Note: Approved MSMEs will make the payment towards stall charges directly to the fair organizer- Deutsche Messe AG, 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" data-bbox="549 987 1489 1120"> <tr> <td data-bbox="549 987 919 1120" rowspan="3">Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight & DA)</td> <td data-bbox="919 987 1233 1025">Micro SC/ST unit</td> <td data-bbox="1233 987 1489 1025">INR 3.00 Lakh</td> </tr> <tr> <td data-bbox="919 1025 1233 1064">Small SC/ST unit</td> <td data-bbox="1233 1025 1489 1064">INR 2.50 Lakh</td> </tr> <tr> <td data-bbox="919 1064 1233 1102">Medium SC/ST unit</td> <td data-bbox="1233 1064 1489 1102">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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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 **30.01.2025**.
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 under IC/SMAS scheme. 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 to participate in the exhibition on his behalf. 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 & www.scsthub.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