

To
All regd. jute exporters.

Sub: Organisation of participation in ASD International Trade Show, Las Vegas, NV, USA during 28th February – 3rd March, 2016 for promotion of jute lifestyle products including promotional gift items.

Dear Sir,

As per approved Annual Action Plan for 2015-16, National Jute Board (NJB) would organize participation in ASD International Trade Show, 28th February – 3rd March, 2016 at Las Vegas Convention Centre, Las Vegas, NV, USA for promotion jute lifestyle products. Considering importance of US market besides jute packaging materials, innovative jute speciality items of jute may also be considered for promotion through ASD Show.

The thrust products identified for promotion in this show are: promotional gift item including bags, home furnishings, fashion accessories, mats & mattings, wall hangings, etc. NJB has decided to book furnished booths (100 sq. ft. 10'x10' each - Hardwall Exhibit Space) in Las Vegas Convention Centre, Las Vegas, NV, USA.

We invite applications from regd. Jute exporters for participation in ASD International Trade Show Fair, 28th February – 3rd March, 2016 under the banner of National Jute Board. It has been decided that participants are required to pay participation fee of **Rs.1.67 lakh** (being 50% of space rental of a furnished booth of 10' x 10' in the form of **Pay Order/Demand Draft drawn in favour of "National Jute Board" payable at Kolkata under Export Market Development Assistance Scheme being implemented by NJB.**

The EMDA scheme in detail may be seen at NJB's Website: www.jute.com. Jute exporters interested to participate in ASD International Trade Show under the banner of NJB may submit to NJB the In-principle approval (IPA) application form duly filled in to NJB to avail benefit under EMDA.

We would request you to please submit the **enclosed prescribed application form duly filled in along with advance participation fee of Rs.25,000/-, for participation in ASD International Trade Show on or before 5th January, 2016.**

Thanking you,

Yours faithfully,

P. K. Sahu
CMO

Application for participation in Export Promotion Events organized by NJB.

1. Application for participation in : **ASD International Trade Show, Las Vegas, USA,
28th February – 3rd March, 2016**
2. Name of the Regd. Jute Mill :

Address :

Telephone : + 91
Fax : + 91
E-mail :
Website :
3. Name of the contact Executive with :
Designation :
4. RCMC No. allotted by NJB / other Export Promotion Council (copy of RCMC may be enclosed). : No.: Date:
Valid upto:
5. Products for display & promotion : i.
ii.
iii.
6. Export performance of Jute Company (All jute goods) during 2011-12/2012-13 & 2013-14. :

	<u>2011-12</u>		<u>2012-13</u>		<u>2013-14</u>	
	Qty.	Value	Qty.	Value	Qty.	Value
	(M.Ton)	(Rs./Crore)	(M.Ton)	(Rs./Crore)	(M.Ton)	(Rs./Crore)
7. Participation Fee: : Rs. **25,000/=**
(Demand Draft/ Pay Order)

No. **Date:**

Name of the Bank:

Signature :

Name :

Designation :

Stamp :