

**MOST URGENT**  
**BY FAX/ COURIER/ EMAIL**

Ref. NJB/ MD/ Intl. Sourcing Expo Australia/2019-20

Date: 3rd September, 2019

**To**  
**All Regd. Jute Exporters.**

**Sub: Letter of Interest for participation in the FIEO organised International Sourcing Expo Australia (ISEA) to be held at Melbourne, Australia during 12-14 November, 2019 for promotion of jute lifestyle products including promotional gift items.**

Dear Sir,

As per the Annual Action Plan for 2019-20, NJB is planning to organize participation of Jute exporters in the International Sourcing Expo Australia (ISEA) at Melbourne, Australia during 12 - 14 November, 2019, under the banner of FIEO.

Australia is one of the important trading partners of India. At present balance of trade is in favour of Australia and there is an immense potential to increase India's exports to this region. India's export to Australia include textile, made-ups, floor covering, jewellery, handbags, etc.

The International Sourcing Expo is co-located with the China Clothing & Textiles Expo. The latest edition showcased more than 700 companies representing 18 countries and registered more than 4500 trade buyers.

NJB would consider active participation of jute exporters in this event organized by FIEO under the banner of National Jute Board for promotion of jute lifestyle products including promotional gift items. The participants are required to pay 50% of space rental of a furnished booth of 9 Sq. Mtr. 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 approximate stall cost to be borne by participants under EMDA Scheme is Rs. 85000/- for a space of 9 Sq. Mtr. (being 50% of actual space rent paid to the fair organizer).

The EMDA scheme in detail may be seen at NJB's Website: [www.jute.com](http://www.jute.com). Jute exporters interested to participate in International Sourcing Expo Australia (ISEA) under the banner of NJB may submit to NJB the online Letter of Intent application 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 International Sourcing Expo Australia (ISEA) on or before 20<sup>th</sup> September, 2019.**

Thanking you,

Yours faithfully,

**(R.B.S. Titus)**  
**Director-Marketing**

