



THE PLASTICS EXPORT  
PROMOTION COUNCIL

दि प्लास्टिक एक्स्पोर्ट प्रमोशन कौन्सिल  
( भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित )

**THE PLASTICS EXPORT PROMOTION COUNCIL**

(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

REF: PLEXER/FAIR/2023-24  
4.8.2023

Dated:

All Members

All Members of the COA

**Subject: PLEXCONCIL is organizing the India Pavilion at Ambiente 2024, scheduled to be held on 26 – 30 January 2024 at Messe Frankfurt Exhibition Centre, Germany.**

Dear Sir/ Madam,

We are pleased to inform you that The Plastics Export Promotion Council (PLEXCONCIL) is organizing the India Pavilion at Ambiente 2024, scheduled to be held on 26 – 30 January 2024 at Messe Frankfurt Exhibition Centre, Germany.

Germany is among India's top-15 trade partners in the world and second largest trade partner in Europe. In 2022-23, India's exports to Germany were valued at **USD 10.1 Billion** and the bilateral trade between the two nations was worth **USD 26.1 Billion**. The Indian plastics industry has tremendous potential for exports to Germany, with consumer goods, houseware, stationery, office supplies and writing instruments especially having an **export potential of USD 1.7 Billion**.

#### About The Show:

Ambiente is the showcase for the global range of consumer goods. As the world's leading trade fair for the segment, Ambiente shall bring together industry professionals and purchase decision makers seeking a unique mix of ideas and products that reflect the changes in the international markets and future outlook of the industry, while serving as the premiere forum to forge contacts and find new business partners. After a sensational launch in 2023, Ambiente, Christmasworld and Creativeworld are once again being held simultaneously at Frankfurt's exhibition centre.

Further details of the show available at :

<https://ambiente.messefrankfurt.com/frankfurt/en.html>

**Participation Charges (minimum bookable area 9 sq.m):**

Shell Scheme (per sq.m): INR 62,000 and Media Fees: INR 92000 (Mandatory/Company)

(Under Shell scheme package - 9 sqm booth- Reception counter 1, Round Table 1, Chair 3, Spotlight 3, Shelves 3, Power socket 1, Trash bin 1 will be provided).

**2-Side/ 3-Side Open: 10% Premium**

**P.S: This fee does not include charges for sending display material, additional fixtures and furniture in the stall or visa charges. These are to be borne by the participating companies.**

**Payment Schedule:**

**50% payment along with the application, on or before 31<sup>st</sup> August 2023**

**Balance 50% payment on or before 30th September 2023.**

**Terms & Conditions for Participation:**

- Allocations in the India Pavilion will be done on first-cum-first-serve basis as per receipt of the application form and payment.
- Participation in the event will be with complete adherence to the terms and conditions as per the application form and revised MAI guidelines.
- The participation charges are non-cancellable, non-refundable and non-transferrable in any circumstance.
- 100% cancellation charges will be levied after receipt of application form as per the organizer's T&C
- The event organizer reserves the right to reschedule or cancel the event.
- If there is any upward fluctuation in the currency rate, the Council may revise the participation charges and the difference shall be borne by the participant.

**Application:**

Interested members are requested to confirm their participation by sending the application form ([Click here](#)) duly completed along with 50% non-refundable advance payment, on or before 31<sup>st</sup> August 2023.

**Benefit to the Members:**

- \_\_\_\_\_ - It may please be informed that the event has been approved under MAI Scheme by the DOC, Govt. of India & grant will be provided to an individual participating Company
- u\_\_\_\_\_ - Reimbursement on airfare shall be made for eligible participants on a first-come-first-served basis to the extent of the Council's budget- subject to MAI guidelines, timely submission of required documents within the deadline mentioned by Plexconcil, and receipt of funds from the Government.

*For any further details you may contact Mr Nilotpai Biswas(Mob: 9331078058)  
at [nilotpai@plexconcil.org](mailto:nilotpai@plexconcil.org)*

We look forward to your active participation!

With warm regards,

**Sribash Dasmohapatra**

**Executive Director**

**The Plastics Export Promotion Council (PLEXCONCIL)**

(Sponsored by the Ministry of Commerce & Industry, Govt. of India)

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