

**Circular Regarding Participation at 5th World Coffee Conference & Expo 2023,
to be held from 25th to 28th September, 2023 at Bangalore Palace Grounds
with Tea Board India**

Introduction

The 5th World Coffee Conference & Expo (WCC) is scheduled to be held in Bengaluru from 25th to 28th September 2023. The World Coffee Conference & Expo (WCC) arrives for the first time in Asia, which will bring together global leaders, decision makers, academia, exporters, importers etc. from more than 80 countries. The 5th World Coffee Conference & Expo (WCC-2023) scheduled to be held at the Bangalore Palace Grounds, from 25th to 28th September, 2023, is expected to attract around 2000 registered delegates and 10,000 business delegates across the globe. More than 600 delegates along with 25 to 30 CEOs of Global Coffee Corporates have already confirmed for the event.

Ministry of Commerce & Industry, Government of India, has recommended Tea Board India to participate in this event along with tea stakeholders.

It is a matter of pride that India is the host country for this edition of the World Coffee Conference and Coffee Board, a statutory organization under the Ministry of Commerce & Industry, Government of India, has been entrusted with the responsibility of organizing this prestigious event.

In view of Ministry recommendation, Coffee Board has invited Tea Board India to put up a theme pavilion on 'Teas of India' and stated that in addition to Tea Board, interested tea stakeholders may be asked to participate along with Tea Board India through the theme pavilion on 'Teas of India'. The raw space for construction of the theme pavilion on 'Teas of India' has been provided to Tea Board India on complimentary basis by Coffee Board.

In this connection, it may be mentioned here that many of the international buyers who will be participating in the 5th World Coffee Conference, may also be interested in establishing business relationship with the stakeholders of Tea, in addition to coffee, as it is observed that it is not difficult to add tea in the already existing supply chain of coffee.

In view of the above, participation at the 5th World Coffee Conference may offer Tea Industry Stakeholders a unique opportunity to connect and interact with the global coffee industry stakeholders and explore avenues to establish trade links with coffee industry stakeholders who may be interested in venturing into the tea business as well.

Considering the above, Tea Board India hereby invites applications from interested tea companies/stakeholders/applicants for participation at the 5th World Coffee Conference & Expo (WCC-2023) scheduled to be held at the Bangalore Palace Grounds, from 25th to 28th September, 2023.

A. Eligibility

1. Tea companies/applicants interested to participate along with Tea Board in World Tea & Coffee Expo 2023 to be held from 25th to 28th September, 2023 at Bengaluru must be registered with Tea Board. Copies of valid licenses (eg. RCMC, Buyers License or Exporters' License) in respect of the above with the company/applicant seal and signature of the Authorised Signatory must be submitted along with the application form.
2. The company/applicant shall submit an undertaking with the Company/applicant seal and signature of the Authorised Signatory stating that it is not under any investigation/ charged/ prosecuted/ debarred/black listed on any grounds related with trade and business.
3. The company/applicant participating along with Tea Board India in the theme pavilion 'Teas of India' must display/sell/exhibit only 100% Indian teas at the 5th World Coffee Conference & Expo 2023.

B. Procedure of Application

1. Tea companies/applicants interested in participation will have to submit an application to Tea Board informing of their interest in participation. Application for participation in exhibitions with Tea Board will be considered only on receipt of all the requisite documents and the participation fees as per the guidelines given below.
2. No application/intimation prior to the date of uploading on Tea Board's website will be considered.
3. The cut-off date for receiving applications along with participation fees for the respective fair/exhibition is 5 days after publication of this circular on the website/circulation among Tea Associations.
4. The interested tea companies/applicants will have to bear 40% of the total cost of stall construction and fabrication for the built-up space allotted to the particular company/applicant. The applicants must make payment of a participation fees of Rs. 50,000/- by way of NEFT/RTGS in favour of "Tea Board Market Promotion Scheme" and submit the UTR no. of the transaction along with their applications. The excess/unspent amount will be adjusted against actual cost attributable to the company/applicant for participation in the fair/exhibition. In case the total cost for 9 sq.m. built-up shell scheme stall is more than Rs. 50,000/-, then the excess amount will have to paid by the company/applicant to Tea Board.

This amount shall be deposited by NEFT/RTGS to:

Account No: 00260200000807

Account Name: "Tea Board Market Promotion Scheme"

IFSC: BARB0BRABOU

Bank: Bank of Baroda

Branch: Brabourne Road, Kolkata.

C. Documents to be submitted

1. Signed Application form with seal and signature
2. Self-Certified copy of latest license issued by Tea Board/ TMC0 2003 /Buyers' Registration
3. Copies of relevant documents showing the company/applicant's registration with Tea Board
4. Self-declaration by the company/applicant duly signed, that the company/applicant is not under any investigation/charged/prosecuted/debarred/black listed on any grounds related with trade and business
5. Scanned copy of declaration given on company/applicant letterhead
6. Scanned copy of declaration for not availing benefit for the particular event from any other scheme of the Government or from any other organization
7. Self-declaration by the company/applicant duly signed, that the company/applicant will display and sell only 100% Indian teas from the stall provided by Tea Board India
8. Signed copy of declaration to be given by applicant regarding forfeiture of participation charges and Application Fee of non-participants if they pull out of the participation by 10 days or less before the event.
9. A signed and stamped self-declaration by the applicant declaring that the applicant agrees to pay Tea Board the excess amount required for participation through the stall allocated to them. In case the tea company/applicant fails to pay the excess amount, Tea Board is at liberty to cancel/suspend that particular company/applicant's registration/license/identification and blacklist the company/applicant.
10. In case of Small Tea Growers (STGs), copy of STG Smart Card
11. SC/ST certificate in case of SC/ST STGs as proof

All the above-mentioned documents must have the Company/applicant Seal along with the signature of the Authorised Signatory of the Company/applicant.

D. Terms and Conditions

1. For participating in 5th World Coffee Conference & Expo 2023 with Tea Board, each participating company/applicant is to be provided a minimum exclusive space as far as practicable.
2. Only Indian tea may be displayed from Board's stalls. Non-tea products (i.e.

products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed from the stalls. Any deviation to this will be viewed seriously.

3. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.
4. Tea companies/applicants having a large range of products and samples to display, desiring to have more space, may be provided extra space at actual cost if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth after accommodating other participants, provided they indicate their requirement well in advance. The enhanced space must be properly utilized through adequate and varied display of packaged products.
5. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
6. In case of the company/applicant choosing to participate from a separate stall due to Tea Board not being able to provide required space, Tea Board will not bear the cost or consider reimbursement of the stall space.
7. In the event of more number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:
 - (1) Companies/Applicants dealing in value added/organic teas/specialty tea (25%)
 - (2) MSMEs
 - (3) Small tea growers/SHG and FPC of Small Growers
 - (4) SC and ST Small Growers
 - (5) Large Companies

In case of more number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots.

STGs will be exempted from any charges for the stall except for Rs. 1180/- as participation fees each. 2/3 STGs may participate from a stall. In the event of more than 2 STG participants, selection will be done based on drawing of lots. For SC and ST small grower participants, there will be no participation charges. However, in all cases, Tea Board will bear only the rental charges for the stall as per the approved percentage share. No other charges e.g., travel, accommodation, sampling equipment, logistics, extra furnishing and other incidental charges etc. will be borne by Tea Board.

8. Participation fees of applicants will be forfeited if they pull out of the participation with less than 10 days for the commencement of the event. In the case of an

intimation by an applicant pulling out of an event more than 10 days before commencement of the event and an alternative participant not being found to take up the stall space, the applicant will forfeit the money so submitted.

9. Tea Board will provide basic furnished stall space only. All other requirements e.g. travel, accommodation, sampling equipment, logistics, extra furnishing and other incidental charges will have to be arranged for and borne by the company/applicant.

10. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with the interest rates @repo rate +5%.

11. In all cases of dispute, the decision of the Advisory Committee, Tea Board, is final and binding.

E. Resolution of Disputes

In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding.

F. Submission of Application

1. The applicants desirous of availing the assistance shall submit their application in the prescribed form along with necessary supporting documents online to:

Deputy Director of Tea Promotion,
Tea Board, 14 B.T.M. Sarani,
Kolkata 700001.

2. After the sanctioning authority is satisfied about the legitimacy of the claims, funds will be released through e-payment mechanism ie. RTGS/NEFT/PFMS. Administrative and monitoring expenses of the sub-component will be met from the fund allocated to it.

G. Amendment to the Sub-Component

Tea Board reserves the right to amend, amplify or abrogate, in its discretion, any of the terms and conditions of the sub-component without notice as deemed necessary for efficient and effective execution of the scheme and fulfilment of its objectives.

N.B.

Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected.

Application for participation at 5th World Coffee Conference & Expo 2023 to be held from 25th to 28th September, 2023 at Bangalore Palace Grounds

Sr. No.	Subject	Particulars
1	Name of the firm/company/applicant/organization	
2	Complete communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the official participating in the event	
4	Name of the Group company/applicant	
5	Name and number of the documents showing registration with Tea Board	
6	Annual turnover of the company/applicant in the last 3 Financial Years (mention for each of the last 3 years separately) Year 1 Year 2 Year 3	
7	Particulars of fair/exhibition/BSM for participation Name: City: State: Duration of the event from ____ to ____	

8	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/ APEDA/MPEDA/ ITPO etc. for the event under reference at Sr. No. 7?	
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Declaration

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no subsequent claims are in the pipeline, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature_____

Name (Block Letters) _____

Designation_____

Name of Applicant _____ Firm ____

Office Seal_____

Place:

Date: