



THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.
FACT SHEET

Name of the Exhibition	SOFTWAVE 2022
Nature of Exhibition (B2B/B2C)	B2B / B2C
Duration	07-09 December, 2022
Venue	COEX HALL A, Seoul, South Korea
Brief profile of the Fair	7th edition of SOFTWAVE 2022, organized by ET News and supported by National IT Promotion Agency and all other IT & Software Industry Associations, is the only B2B Exhibition focused on Software Industry. <i>For more details about the fair please visit- https://www.k-softwave.com/</i>
Fair Organizer Name, Address, Website, Phone Number	ET NEWS Address: 51, Beodeunaru-ro 12ga-gil, Yeongdeungpo-gu, Seoul +82-2-2168-9332 https://www.k-softwave.com/main.asp
Contact Person Name, Designation, Phone Number, E-mail ID.	Mr. Jake Kwak / Assistant Manager IPR Forum – in charge of Overseas Exhibitors TEL: +82-2-551-7060 jake@ipr.co.kr Susanta Mahapatra / Managing Director 3SMG Events Pvt. Ltd. (India Pavilion Organizer) Mobile and WhatsApp: 91-9971988322 E-mail: md@3smg.in
Complete Bank Details of Organizer for stall payment by MSME unit	Account Name: IPR FORUM Bank: Shinhan Bank (159-1 Samsung-dong, Gangnam-gu, Seoul, Republic of Korea) Account Number: 180-004-577071 SWIFT Code: SHBKRSSE
Shell Scheme Standard Booth Size (sqm)	9 sqm
Shell Scheme Standard Booth Charges (9sqm)	USD 3000
Inclusions in each standard shell scheme booth (9sqm)	Fascia, Partitions, Carpet, LED Lights, Round Table, chairs, Registration Desk+1 Chair, Trash basket, Electric Socket
Exhibit Profile	IT Services & Electronics, Software Development Services, Internet, IoT, Big Data, Cloud, AR / VR, Metaverse, Gaming, Robotics, Drone, AI, Blockchain, Gaming, Fintech, E-commerce.
Participating Countries	KOREA, INDIA, CHINA, USA, JAPAN, EUROPE, MIDDLE EAST, LAC

Procedure for Application

MSMEs applying under IC/SMAS scheme shall make the payment of **USD 3000** towards stall charges directly to the fair organizer- ET News Softwave Organizing Committee as per Bank Account details mentioned above and submit all requisite application documents 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.

- Under IC scheme: *Maximum stall rent reimbursement upto Rs. 3 Lakh per unit.*
- Under SMAS scheme:

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

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.
- 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.**
- Last date for submission of application, complete in all aspects at the nearest NSIC office is 15-09-2022.**
- Selection will be on 'first come first serve basis'.
- Submission of application for participation does not automatically confer a right for allotment of stall. Approval of application rests with Ministry of MSME/NSIC.
- The exhibition should be attended by Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.
- 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.
- 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.
- 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.
- 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. An undertaking in this regard should also be obtained by the field offices from the units to avoid any misunderstanding at a later stage.
- 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