



THE SPORTS GOODS MANUFACTURERS & EXPORTERS ASSOCIATION

REGD. UNDER SOCIETIES ACT (XXXI OF 1860) No. 332 DT. 30 OCT. 1978

About Sports Goods Industry:

The Sports Goods Manufacturer's and Exporters Association (SGMEA) is dedicated to helping manufacturers and sales agents profit in the marketplace. On the SGMEA website you will find complete details on what our membership offers from industry news, research/statistics, and new product information educational seminars. SGMEA has been helping its members profit in a competitive marketplace by providing services, education and information to the sporting goods industry since 1973. SGMEA, governed by an elected Chairman & nominated executive body, contribute to about 90% of India's exports and over 50% of domestic market. It virtually represents the entire Sports Industry for relevant raw materials and machinery.

SGMEA, a 'Nodal Cluster Level Institution' for the development of Jalandhar Sports Goods Cluster, has earnestly pursued its role of a proactive business service provider for the Sports Goods industry. It is a platform wherein common challenges faced by the industry are addressed collectively. It is with the same spirit that SGMEA together with the associate bodies support have conceptualised this 3rd Buyer Seller Meet.

Our Products:

- ❖ Cricket equipment
- ❖ Hockey equipment
- ❖ Badminton, Tennis & Squash Rackets
- ❖ Children's playing Shuttle cocks
- ❖ Exercise and Gymnastic equipments
- ❖ Sports nets
- ❖ Carom boards
- ❖ Chess boards
- ❖ Metal Trophies and medals
- ❖ Lawn and Table Tennis equipment
- ❖ Rolling skates
- ❖ Skipping ropes Weight lifting equipment
- ❖ Health & Fitness equipment
- ❖ Club equipment
- ❖ Playground equipment
- ❖ Shirts, trousers, track suits
- ❖ Ties, bags and badges
- ❖ Sports shoes
- ❖ Protective equipment Arm
- ❖ Leg guards, Head guard, Chest guard, Shin Guard
- ❖ Helmets
- ❖ Boxing gloves and boots
- ❖ Hand gloves Soccer Range
- ❖ Match Balls
- ❖ Training Balls
- ❖ Promotional sports goods
- ❖ volley Balls
- ❖ Mini Balls
- ❖ Hand Balls
- ❖ Basket Balls
- ❖ Rugby Balls
- ❖ Inflating Pumps/ Needles
- ❖ Balls Net Bags
- ❖ Shin Guards



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- ❖ Latex Rubber Bladders
- ❖ Butyl Bladders

The product wise export break of key product categories up in 2006-07 is as follows

<i>Items</i>	<i>Percentage Share in Exports</i>
Footballs	43%
Protective Equipment for Boxing, Cricket and Hockey	17%
Other Hockey and Cricket related equipment	15%
Others (Hammocks, Golf Balls, General Exe Equipment, Fishing Equipment, etc.)	25%

Percentage Share of Major Markets in India's Exports of US \$100 Million

<i>Market</i>	<i>Percentage Share</i>
1. European Union	42%
2. Asia	12%
3. Caribbean and North & Central America	18%
4. Australia and New Zealand	18%
5. Africa	6%
6. South America	4%

Trade shows are good value



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Why Exhibit?

- Exhibitions bring your most active prospects and customers to you.
- Exhibitions allow you to demonstrate products, answer questions, overcome objections and meet your market face-to-face.
- At an exhibition you can harness all five senses to drive home your messages
- Further virtually all of your marketing goals at the same time

Objectives of the Buyer Seller Meet:

For the Jalandhar Sports Goods cluster to sustain in what is already a very competitive market there is a need for the entire supply chain viz. raw material and machinery suppliers and manufacturers to be competitive. Among other reasons, want of quality raw material and machinery at competitive prices is responsible for less than optimum growth of Indian exports in sports goods. Raw material suppliers and manufacturers need to work together with a shared vision, especially when the raw materials are an equal source of value addition to actual product manufacturing. We at SGMEA are constantly trying to bring forth such a platform that brings the entire value chain together near the industry clusters.

With opening up of the Indian economy value added raw materials, which are usually imported, are available but there is a long distribution channel through which these have to pass before reaching the manufacturer. This adds to the costs, not only that, it prevents a direct exchange of knowledge between the user and supplier industry. Most of the raw materials being specialised need proper feedback from the user industry to be competitive. The BSM will bring the suppliers of such raw materials to the doorsteps of the manufacturers at Jalandhar benefiting a large number of enterprises in the cluster. It is a win-win situation for both the sellers and buyers from Jalandhar cluster, sellers get an opportunity to gain market and buyers get latest raw materials at their doorsteps.

Venue for the Meet:

Jalandhar being the hub of sporting goods manufacturing automatically stands out as a suitable venue, it alone has 3000 plus enterprises manufacturing various sports goods & equipment and is also the largest consumer of targeted raw materials.

Schedule:

Date : 12-13th September, 2009

Required Raw Materials:

The raw materials targeted for the meet are those that offer greater scope for value addition and cost cutting. Specifically these are:

- PU for Inflatable Balls, Gloves, Leg guards, Boxing equipment etc.
- PVC for Inflatable balls & gloves.
- Padding Material for Protective Equipment.
- Cork Wood.
- Cotton & Polyester Linings for balls.
- Latex & Rubber
- Non Woven Fabric
- Bonding Agents
- Bladders



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- Screen printing Inks.
- Stitching Threads
- Textron cloth for Bags
- Zips, Velcro Tapes, Straps, Fasteners, Hooks and D'
- Machinery for Stitching, cutting etc.

Exhibitors Profile:

- PU/PVC Manufacturers
- Machinery manufacturers
- Finished leather
- Threads
- Cotton and Polyester cloth manufacturers
- Footwear accessories
- Footwear machinery and equipment
- Chemicals and Inks
- Latex and rubber
- Padding equipment
- Bonding agents, adhesives, chemicals
- Component manufacturers and suppliers
- Leather tanners

Visitors Profile:

Trade Visitors from:

- Sports Goods Industry.
- Upholstery for Furniture & Vehicles (Body Builders)
- Furniture Industry
- Shoe Industry
- Leather Industry
- And other suppliers associated with similar industries



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Participation:

The participation is open for manufacturers and suppliers of machinery & raw materials for sports goods from India, Korea, China, Pakistan, France, Hong Kong, UK and other countries.

Application Form, duly completed (attached as annex) must reach SGMEA's office along with Participation Fee by 30th July, 2009. The stalls will be allotted on first come first server basis.

1. The Participation Fee :

- The Participation Fee is @ US 570 for stall space of 9 Sq. mt. for foreign exhibitors.
- The Participation fee is Rs. 27,000/- including tax as applicable exhibitors

2. Mode of Payment:

- DD/TT in favour of "Sports Goods Manufacturers and Exporters Association" of an amount as mentioned above

Bank Details:

Bank Name: AXIS Bank

Mahavir Marg, BMC Chowk
Jalandhar - 144002.

Current Account No: 155010200000718

Swift code: AXISINBB155

Note: The Amount Received will be Non Refundable under any circumstances.

3. Participation Fee Includes :

- Constructed Stall (3X3 Sq. mts.)
- 1 Table and 3 Chairs.
- 1 Power Plug.
- 3 Spot Lights.
- Company Name Plate in English.
- Participant Badges.
- Visitors Guide Entry
- In addition , Extensive advertisement & promotion that includes:
 - Intensive Targeted Direct Mailers.
 - Print Advertisement in leading Newspapers and Trade & Business Publications
 - Public Relations Campaign,
 - Insertion in 'VOICE' in-house newsletter of SGMEA
 - SGMEA's website www.sgmea.org

Trade Visitors Guide:

SGMEA would publish a Trade Visitor's Guide to serve as an ideal reference manual for the visitors, exhibitors, trade related bodies & other commercially important groups. Free entry will be provided to the participants.



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Special Services:

Business centre having all the office facilities like Telephone, Fax, Internet and photocopying can be availed of. However the cost for the same has to be borne by the participants.

Arrangements for transportation and boarding and lodging can be made on request for the participants. The cost for the same has to be borne by the participants.

Contact Details:

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Enclosed:

1. Application Form
2. Catalogue Insertion Form
3. Advertiser Form