

### § Scheme Summary/key features:

The scheme covers the following activities:

- a) Visit of MSME delegations to other countries in international exhibitions/ trade fairs, conferences/ summits/workshops etc. for exploring new areas of technology infusion/upgradation, joint ventures, improving market of MSMEs products, etc.
- b) Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meets in foreign countries.
- c) Holding international conferences/summits/workshops/seminars relating to MSME sector to be organized in India by the Industry Associations/ Government organizations.
- d) Holding/organising mega international exhibition or fair and international conferences/seminars/workshops, Joint Committee Meetings/Joint Working Group Meetings/Government to Government bilateral meetings with outer countries in India by Ministry of MSME or organizations under it.

### •Eligibility:

Government Institutions and Registered Industry Associations associated with promotion and development of MSME sector.

### § Amount or Percentage of Subsidy:

IC Scheme provides financial assistance on reimbursement basis for airfare, space rent, freight charges, advertisement & publicity charges and entry/registration fee on reimbursement basis in case of participation in international exhibitions/trade fairs.

The details can be had from scheme guidelines

<https://msme.gov.in/4-marketing-promotion-schemes>

<https://msme.gov.in/sites/default/files/IC-Scheme-Guidelines-June-2018.pdf>