

MOST URGENT
BY FAX/ COURIER/ EMAIL

Ref. NJB/ MD/ Atlanta Gift Fair 2019/2019-20

Date: 9th May, 2019**To**
All Regd. Jute Exporters.**Sub: Letter of Interest for participation in the Atlanta Intl. Gift & Home furnishing Market to be held at Atlanta, USA during July 10-14, 2019 for promotion of jute lifestyle products including promotional gift items.**

Dear Sir,

The temporary collection at The Atlanta International Gift and Home Furnishings Market presents some 3,000 exhibitors in nearly 30 product categories at its July 10-14, 2019. AmericasMart welcomes international attendees from 80 countries, buyers from the majority of the Top 100 retailers in the U.S. and a record-breaking number of new buyers. The Atlanta International Gift and Home Furnishings Market is a leading wholesale marketplace housing the nation's largest gift product mix complemented by a broad selection of home décor, featuring more than 8,000 brands across all categories. Held semi-annually at AmericasMart Atlanta, the Market attracts retailers and designers from every U.S. state and more than 60 countries. The thrust products identified for promotion in this show are: promotional gift item including bags, home furnishings, fashion accessories, mats & mattings, wall hangings, etc.

We invite applications from regd. Jute exporters for participation in The Atlanta International Gift and Home Furnishings Market. The participants are required to pay 50% of space rental of a furnished booth of 100 Sq. Ft. **in the form of Pay Order/Demand Draft drawn in favour of "National Jute Board" payable at Kolkata under Export Market Development Assistance Scheme being implemented by NJB.** The approximate stall cost to be borne by participants under EMDA Scheme is Rs. 1,50,000/- for a space of 100 Sq. Ft. (being 50% of actual space rent paid to the fair organizer). This includes booth with pipe & drape, 2 tables, 2 chairs, 2 undraped risers, a waste basket and an ID sign.

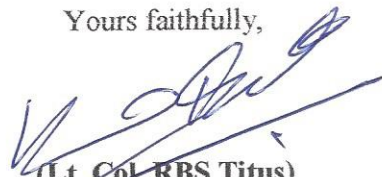
The EMDA scheme in detail may be seen at NJB's Website: www.jute.com. Jute exporters interested to participate in The Atlanta Intl. Gift and Home Furnishings Market under the banner of NJB may submit to NJB the online Letter of Intent application to avail benefit under EMDA.

We would request you to please submit the **enclosed prescribed application form duly filled in along with advance participation fee of Rs.25,000/- for participation in The Atlanta International Gift and Home Furnishings Market on or before 20th May, 2019.**

This may please be given top priority.

Thanking you,

Yours faithfully,


(Lt. Col. RBS Titus)
Director-Mktg