

# Upnext India under Market Access Initiative (MAI) Scheme

February 14, 2023

**In news**– Chairman Apparel Export Promotion Council (AEPC) along with the other Export Council (EC) members inaugurated the first edition of upnext India 2023 in presence of international buyers and exhibitors, at Apparel House, Gurugram.

## What is upnext India 2023?

- This initiative in the form of a series of Reverse Buyer Seller meet under the name of “UPNEXT INDIA” kick started with Japan.
- Upnext India is organized by AEPC and supported by the Ministry of Commerce and Industry under the Market Access Initiative (MAI) Scheme.
- 84 prominent Japanese buyers including trading companies and retail chains/ stores are in India to source their requirement from the 112 odd Indian exhibitors which are displaying the diverse range of RMG reflecting Japanese taste.

## Market Access Initiative (MAI) Scheme-

- It is an **Export Promotion Scheme** envisaged to act as a catalyst to promote India's exports on a sustained basis.
- The scheme is **formulated on focus product-focus country approach** to evolve specific market and specific product through market studies/survey.
- **Assistance would be provided to Export Promotion Organizations/Trade Promotion Organizations/National Level Institutions/ Research**

Institutions/Universities/Laboratories, Exporters etc., for enhancement of exports through accessing new markets or through increasing the share in the existing markets.

- Under the Scheme the level of assistance for each eligible activities has been fixed.

**The following activities are eligible for financial assistance under the Scheme:**

- Marketing Projects Abroad.
- Capacity Building.
- Support for Statutory Compliances.
- Studies.
- Project Development.
- Developing Foreign Trade Facilitation web Portal.
- To support Cottage and handicrafts units.