

Subject: Africa Big Seven (AB 7)/SAITEX, Johannesburg (South Africa) June 23-25, 2019

Dear Sir/Madam,

We are pleased to inform that India Trade Promotion Organisation (ITPO), a Govt. of India Enterprise will be organising India participation in 25th edition of **SAITEX** & 13th edition of **Africa Big Seven (AB7)** to be held from June 23-25, 2019 at Gallagher Convention Centre, Midrand, Johannesburg, South Africa.

A combo of Africa Big seven & SAITEX is one of the biggest business opportunity events of the continent. It offers a horizon to meet new business partners, find new market, enhance market & sales share & cultivate new business opportunities. African retail represents huge opportunity for international suppliers as it provides the most important meeting place for international product suppliers and buyers sourcing products. The event attracts visitors from more than 32 countries who attend to source the latest products, meet new partners and conclude export and import deals. Africa's Big 7 is the continent's premier annual meeting place for the food and drink industry.

AB7 is the continent's premier annual meeting place for the Food and Drink industry where diverse and booming markets come to source new ingredients, finished products, processing and packaging. It showcases over 300 companies from over 25 countries and visited by over 20,000 trade visitors. AB7 is co-located with the hotel show, which introduced for the first time in 2017. Suppliers to the Africa F&B industry use Africa Big7 as a launch pad for new products to sell and promote to key design makers and buyers and to build relationships and structure import and export deals. The exhibition spans the entire sector and presents an incredible variety of products and services including alcoholic drinks, health/energy drinks, tea, coffee, baker products, bulk commodity ingredients, canned & dried foods, cereals, fish, seafood, frozen and chilled foods, fruit & vegetables, meat & poultry, milk & dairy products, sweets & snacks, IT Software Solutions, Kitchen Equipment, Packaging Machinery & Material, Transport & Logistics, Cold Chain, Retail Technology, Refrigeration etc.

SAITEX is remarkable for the incredible range of different products that are exhibited and introduced through distributors into the African market. It is the only multi sectoral event of its kind in the African continent. It is the key annual products sourcing opportunity of the entire continent retail industry. It focuses on consumer electronics, home appliances, toys, gadgets, homewares, household, lighting, fashion, jewellery & accessories, giftware, tourism, garden & horticulture, outdoor furniture & furnishing, DIY & home improvement, medical, beauty, fragrance, building supplies, hardware, tooling, auto & machinery, office, retail & instore solutions, brands etc. goods, Houseware, Kitchenware, Textile and apparel, Jewellery, Footwear & leather products, carpets, DIY products, tools & garden equipment, office equipment, stationery, Tourism, Financial, Business & Financial services, Logistics, Transport & service provider, Machinery for packaging & manufacturing of retail ready products such as food & beverage, plastics, Building & construction materials etc.

Contd.../-2

South Africa is one of the most stable economies of the African continent. Africa enjoys a positive trade balance with India and there is a substantial potential for trade growth between the two countries. Africa has more than one billion potential consumers and the market is set to tope one trillion dollars annually.

Booths are available in modules of 9 sqm under Shell Scheme (fully constructed booths with carpet, general lighting, display aids). The participation charges are being worked out. However, the **participation charges under Shell Scheme is Rs 28000/- per sqm. without shipment** . The cost of a 9 sq.mtr. constructed stall both works out to Rs.2,52,000/- (Rupees Two Lakhs Fifty two thousand only).

In view of the limited availability of space, it is requested to intimate the space requirement of your Organisation immediately. The space can be booked with advance payment of Rs. 1.00 lakh per booth by RTGS in favour of India Trade Promotion Organisation. Bank details for remittance are as under:

Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
Name of the Bank	Central Bank of India
Branch Address	Nungambakkam, Chennai – 600006.
Account No.	10041 65166
Type of Account	Savings
RTGS/NEFT IFSC Code	CBIN0281207
PAN	AAATI2955C

The Show is governed by general terms and conditions for participation in international trade fairs. A copy of Application Form along with brief rules & regulations for participation in international trade fairs is enclosed herewith.

ITPO reserves the right to accept/reject any Application without assigning any reason. In case of any further information/clarification is required, the undersigned can be contacted on telephone no. 044-28587297,28554655 Fax: 91-44-28554740 Mob: 9566046088, E mail: narayanv@itpo.gov.in and 011-23370212, Mob: 9968414541, Email: surendersingh@itpo.gov.in. We hope to receive your prompt response for participation in the above mentioned Show.

Thanking you,

Yours faithfully

V. Narayanan
Deputy General Manager
India Trade Promotion Organisation
Raja Annamalai Building (2nd floor),
72 Rukmani Lakshmi pathi Road,
Egmore, Chennai – 600 008.
Mob: 9566046088
Fax: 91-44-28554740 Tel : 044 – 28587297
E mail: narayanv@itpo.gov.in

India Trade Promotion Organisation

Fact-Sheet

Name of the Fair	Africa Big Seven/SAITEX, Johannesburg (South Africa)
Date	23-25 June 2019
Venue	Gallagher Convention Centre, Midrand, Johannesburg, South Africa
Rentals	Rs 28,000/- per sqm approx.
Bookable Area	Minimum bookable area 9 sqm
Package Includes	Fully Furnished booth (9 sq.mtrs. and multiples of 3sq.mtrs. thereof) with display aids, lighting, floor covering, furniture
Product Group	SAITEX- Africa's largest International Expo for retail & Trade products AB7- Africa's premier food and drink trade show
Product Profile	AB7 —Food Ingredients & Commodities, private label, branded food & beverages, processing & plant machinery, kitchen & Foodservice equipment, Baker products, dried food, fish and seafood, frozen and chilled products, fruit and vegetables, meat and poultry products, dairy products, snacks, sweets and confectionary, desserts, fruit juices, energy drinks, health drinks, wine, beer, fruit juices, tea and coffee etc. Saitex - Consumer electronics, home appliances, gadgets, homeware, fashion jewellery & accessories, giftware, garden & horticulture, toys, DIY & home improvement, building supplies, auto & machinery, retails & in store solution etc.
Visitors Profile	Buyer/Dealers, Retailers/Wholesalers, Importers/Exporters, Distributors, food manufactures, caterers, Hotels/lodges, food service agencies, independent retailers
Contact person	<u>At Chennai Office:</u> Sh.V.Narayanan, DGM(Regional Office)(Chennai) India Trade Promotion Organisation (A Govt. of India Enterprise) Raja Annamalai Building, 2 nd floor, 18-A, Rukmani Lakshmi pathi Road, Egmore, Chennai-440008. Mob: 9566046088 Tel: 91-44-28554655, 28587297, 28415416, Fax: 91-44-28554740 Email: narayanv@itpo.gov.in At Hqrs.: Sh.Surender Singh, Dy.Manager, Hall No.9, Pragati Maidan Tel.: 011-23370212(Dir), 011-23371540-Extn.,462, Mob: 9968414541 Email: surendersingh@itpo.gov.in



INDIA TRADE PROMOTION ORGANISATION

Application Form for 13th Africa Big Seven (AB 7)/ 25th SAITEX ,Johannesburg, South Africa
(TYPED ON THE LETTERHEAD OF COMPANY & SUBMIT DULY SIGNED & STAMPED)

No.	Particulars	Information
1	Name of the Show	13 th Africa Big Seven (AB 7)/ 25 th SAITEX
2.	Dates & Venue	June 23-25, 2019, Gallagher Convention Centre, Midrand, Johannesburg, South Africa
3.	Name & Registered Address of the Company/ Firm	
4.	Year of Establishment	
5.	PAN of the Company / Firm	
6.	TAN / TIN of the Company/ Firm	
7.	IEC Code No.	
8.	Are you a registered Exporter (Yes / No) (Please attach a copy of registration certificate)	
9.	Contact details	
a)	Tel. (with STD Code)	
b)	Fax No.	
c)	Email ID	
d)	Mobile No.	
e)	Website	
10.	Name & Designation of Key Executive	1) 2)

11.	Products for display:	
12.	Space requirement (minimum bookable area is 9 sqm.)	<hr/> Corner / non-corner booth Corner booth subject to availability.
13.	Payment details:	
14.	Brief description on company profile for inclusion in the Fair Catalogue (50 words)	
15.	Are you registered as small scale industry? If yes, please attach copy of Registration Certificate.	
16.	Are you a member of an EPC/ Commodity Board? Please specify.	
17.	a) Total turnover of company for the last two years (in US\$) b) Export turnover (in US\$)	<hr/> <hr/> <hr/>
18.	a) Countries of Export for the last three years. b) Commodity exported <small>(Please attach a Chartered Accountant's certificate of Export performance)</small>	<hr/> <hr/>
19.	Additional display facilities, if any (on payment basis) including provision of extra electricity load/ power point / socket etc.)	
20.	Exclusive Telephone in Booth on payment basis.	
21.	Whether you have participated in this Fair earlier, if so when?	
22.	MAI facility availed for this event, if any, please specify the financial year(s).	

I/We hereby accept the Rules & Regulations of participation as per copy enclosed. An amount of Rs. 50,000/- being the advance amount of participation charges, has been transferred in ITPO's Bank Accounts as per details enclosed.

I/we undertake the following:-

- (i) That, the company is eligible for MAI subsidy as it has not claimed subsidy for three financial years for the event.**
- (ii) That, the company has not claimed subsidy on any event for more than one/two event in a financial year.**
- (iii) Provide 6 digit HS codes in respect of the products.**
- (v) Furnish IEC Number**
- (vi) Give DIN number of the Company Director.**

(Signature of authorized signatory of the Company with Company seal)

Dated: _____

Name _____

Designation _____

Brief Rules and Regulations for Participation in Fair Abroad

1. Space Booking:

Application in prescribed for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 9/12 sq mtrs and in multiples of 3 thereof (subject to availability).

2. Allotment of space to the Participants:

Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

3. Refund of Participation Fee:

(i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.

(ii) In the event of withdrawal 3 months before the start of the event. 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.

(iii) Non refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. Visa:

(i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.

(ii) ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.

(iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.

(iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.

5. General:

(i) Only goods of Indian origin will be allowed for display at India Pavilion.

(ii) In the event of postponement/abandonment/cancellation of the Fair/ Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.

(iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.

(iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.

(v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.

(vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted.

Date:

**(Signature)
Name & Designation**