

**Subject: Africa Big Seven /SAITEX, Johannesburg (South Africa) June 11-13, 2024**

Dear Sir / Madam,

We are pleased to inform that India Trade Promotion Organization (ITPO), a Govt. of India Enterprise will be organizing India participation in SAITEX & Africa Big Seven (AB7) to be held from June 11-13, 2024 at Sandton Convention Centre Johannesburg, South Africa.

The twin events are 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.

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. Fact Sheet of the event is attached detailing product profile to showcase as also the visitors/buyers profile of each event.

Booths are available in modules of 9 sqm under Shell Scheme (fully constructed booths with carpet, general lighting and furniture). The participation charges are being worked out, however, tentatively it will be in the range of **Rs.43500/- per sqm under Shell Scheme** and **Rs. 40000/- per sqm. for bare space** area, both **without shipment**. Department of Commerce has been requested for grant for participation charges, if it is through, the participation charges for a built up booth of 9 sqm will tentatively be Rs.2.52 lakh. The subsidy, if approved, will be on first come first serve basis.

In view of the limited availability of space, it is requested to intimate the space requirement of your Organization immediately. The space can be booked with advance payment of Rs. 1.00 lakh per booth by RTGS in favour of India Trade Promotion Organization (bank details are available in the Fact Sheet).

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, you may contact us at [akhan@itpo.gov.in](mailto:akhan@itpo.gov.in) or [sanjay@itpo.gov.in](mailto:sanjay@itpo.gov.in).

We hope to receive your prompt response for participation in the event.

Azam Khan  
Senior Manager  
India Trade Promotion Organization

**FACT SHEET**

Name	<b>AFRICA BIG 7 / SAITEX</b>	
Duration	<b>JUNE 11 - 13, 2024 (Tuesday-Thursday)</b>	
Venue	Sandton Convention Centre, Johannesburg, South Africa	
Product Groups	<b>SAITEX</b> - Africa's largest Intl. Expo for retail & Trade products. <b>AB7</b> - Africa's premier food and drink trade show	
Products on display	AB 7 - Retail-ready Food & Beverages	SAITEX - Consumer electronics, Home Appliances, Home-wares, Household, Jewelry & Accessories, Giftware, Beauty & Hair, beauty, fragrance, Fashion, DIY products etc.
Total No. of Exhibitors	The co-located events Attracts around 500 exhibitors, 10,000 visitors in an area of over 4000sqm of exhibition space.	
Visitor Profile	Buyer / Dealers, Retailers /Wholesalers, Importers / Exporters, Distributors, Caterers, Hotels / Lodges, Food Service Agencies, Independent Retailers, etc.	
Minimum Bookable space	09 sqm and multiple of 3 sqm	
Participation Fee	Tentatively Rs.43500/- per sq mtr. Corner Charges for two side open booth will attract extra 10% of the participation fee. <b>N.B. We are awaiting DoC approval for MAI Grant, if received, participation fee for a booth of 9sqm will tentatively be Rs.2.52 lakh.</b>	
Bank Details :	Remittance of Participation charges/advance may be made in the name of :	
Name of the beneficiary	India Trade Promotion Organization, New Delhi - 110001	
Name of the Bank	HDFC Bank Limited, Surya Kiran Building, 19, K.G. Marg, New Delhi – 110001	
Account no./Type	00031110005078 / Savings	
IFSC Code	HDFC0000003	
Package of Services by ITPO	Built-up booth with standard furniture, Visa recommendation letter. Display Aids and extra furniture items will be available on direct payment basis.	
Contact Details for Space Booking	Azam Khan, Sr. Manager Mob. +919212552116 Email : <a href="mailto:akhan@itpo.gov.in">akhan@itpo.gov.in</a>	Sanjay Wadhwa, Asstt. Mgr. Mob. +919716182165, Email : <a href="mailto:sanjay@itpo.gov.in">sanjay@itpo.gov.in</a>
	India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan, New Delhi – 110001	

## INDIA TRADE PROMOTION ORGANISATION

### Application for participation in SAITEX / AFRICA BIG 7, June 11-13, 2024

1.	Name of the Registered Firm/Company :	
2.	Registered Address :	
3.	Type of Organization : Proprietorship / Company / NGO / Govt. Org	
4.	Phone :	
5.	Fax (with ISD/STD code) :	
6.	Mobile No. :	
7.	E. Mail :	
8.	Website:	
9.	IEC No (please enclose copy )	
10.	PAN No. (please enclose copy )	
11.	Products on display:	
12.	Space requirement (in Sq M.): (corner booth will attract 10% extra participation fee)	Area in Sqm : Shell / Bare ..... Corner: Yes / No.
13.	CIN No :	
14.	HS Code 6digit:	
15.	Director Name and DIN No :	
16.	Are you registered as small scale industry (MSME/NSIC)? If yes, please attach copy of Registration Certificate	Yes / No
17.	Are you a member of ITPO/EPC/Commodity Board/FIEO or any other ( specify the name with RCMC copy)	
18.	Whether belongs to: General/SC/ST /category/ women exporter	
19.	Whether participated in the same event previously	
20.	No of events participated with MAI support during the current year( PI specify the region)	

21.	Whether participated in the same event previously SF/MAI	
22.	Total turnover of Company: (US\$ / Rs.) ( CA Certificate)	
23.	Export turnover: (US\$ / Rs.)	
24.	Participation charges : UTR No. .... Dated ..... Bank Code.....	Rs.....
25.	Brief profile of company (not more than 25 words) :	
26.	Would you like to avail MAI/ airfare subsidy, subject to T&Cs of DoC, if available	Yes / No

I/We hereby accept the Rules & Regulations of participation as per copy enclosed. An amount of Rs. 100000/- being the advance amount of participation charges has been transferred to ITPO's Bank Account as per details mentioned above.

I/we also undertake the following:-

- That, the company is eligible for MAI subsidy as it has not claimed subsidy for three financial years for the same event.
- That, the company has not claimed subsidy on any event for more than one/two event in a financial year.
- Provide 6 digit HS codes in respect of the products being displayed at the show.
- Furnish valid IEC Number.

Place : \_\_\_\_\_ (Authorized Signatory with company seal)

Date : \_\_\_\_\_ 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. Minimum bookable space is 09 sqm and in multiple of 03 sqm , ( subject to availability).
2. Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of allotment of 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 2 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 2 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 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/Director/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 condition of participation shall be subject to the jurisdiction of courts in the State of Delhi.
  - Covid/Pandemic Terms**
  - vii) It is the responsibility of the participants to check country and airline regulatory websites for entry/exit /transit eligibility before booking the flight.
  - viii) ITPO will not be liable to refund/ pay/compensate/reimburse for the boarding and lodging expenditure / quarantine expenditure incurred by the participants in case of any emergent situation in the

concerned country due to sudden/unforeseen/unavoidable travel bans or any other restrictions imposed by the local authorities in the concerned country .

- ix) In case of postponement of the event, the exhibitor should be given a choice of participating at the changed dates. In case, the exhibitor does not show any interest in participation at the changed dates, money remitted by him should be refunded. If the exhibitor confirms his willingness to participate on the changed/ new dates, no further refund request to be considered on these grounds until the dates / venue are changed further by the Fair Organizer.
- x) Medical expenditure incurred by the exhibitors in the country in which event is being held during or after the event for any type of medical treatment/ treatment of corona virus is not reimbursable by ITPO. It is advised to take proper medical insurance for the travel period.
- xi) Request for cancellation or withdrawal on grounds of COVID19/pandemic to be entertained 45 days prior to the date of commencement of event. Any request received beyond 45 days prior to the commencement of the event is not entitled to refund of participation charges.
- xii) Refund due to COVID 19/pandemic beyond period of 45 days is applicable in a situation where the stall is allotted to another company in pipeline.

I hereby, accept the terms & conditions of participation, as above.

(Authorized Signatory with Co. Seal)

Name

Designation