



ITPO/MHG/26/Exh/Mob/2021
India Trade Promotion Organisation
Pragati Maidan, New Delhi-110001

20th September, 2021

Dear Sir/ Madam,

1. We are pleased to inform that India Trade Promotion Organisation (ITPO), an Enterprise under the Department of Commerce, Government of India will be organising India's participation in the Meditech and Healthcare Fair concurrent to Non-woven Tech Africa Exhibition scheduled to be held at Kenyatta International Exhibition Centre, Nairobi (Kenya) from February 23-25, 2022, which is exclusively a Business-2-Business Fair. ITPO is taking part in this Fair for the first time to test the Kenyan market. The Embassy of Kenya in New Delhi (India) has recommended participation in this fair.

2. As per information received by ITPO, 150 companies from around 10 countries are expected to participate in this Exhibition and it will be visited by around 10,000 buyers / trade visitors not only from Kenya but also from the neighbouring countries. The product profile of the show includes, Medical Devices, Medical Textiles, Hygiene and Sanitization Equipment, Alternative Medicine & Care Products, Medical Infrastructure, Anti-Epidemic Supplies, Service & Supply Providers, Non-woven Bags, Non-woven Fabric, Non-woven Melt-blown Fabric, Non-woven Machinery, Non-woven Hygiene Textile, Non-woven Medical Textile.

3. During the financial year 2019-20, Kenya's import of Medical Devices, Medical Furniture, Ortho Appliances, Wound Care, Therapeutic Appliances, etc. was to the tune of US\$ 89.7 million and the import by African Countries, which includes South Africa, Kenya, Tanzania, Uganda, Zimbabwe, Ethiopia, Djibouti was to the tune of US\$ 373.08 million.

4. Tentative rentals of Rs. 27,000/- per sq.mtr. will be charged for a built up booth of 9 sq.mtr. ITPO has taken up with the Department of Commerce, Government of India for extending MAI subsidy for participation in this Fair. In case the subsidy is

approved for this event, the participation charges are expected to significantly reduce to Rs.15000/- per sq.mtr. under Shell Scheme. A Standard Booth of 09 sq.mts. will include, one table and two chairs, 3 side walls, fitted in standard booth systems frame,

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fascia board with company name (15 letters) and stand number (in standard lettering) and ITPO LOGO, single phase connection through one plug point, 3 spotlights (100 watt each), company delegates entry to the exhibition (1 badge for each), general cleaning of the aisles and waste basket, pavilion security (from 6.00 p.m. till 9.00 a.m.). The space can be booked in multiples of 3 sq.mtrs.

Thanking you,

Yours faithfully,

(Devender Pal)
Deputy General Manager/ 9810994832