

Sub: India Trade Show, Nairobi, Kenya, March '2017

Dear Sir/Madam,

India Trade Promotion Organisation (ITPO), a Government of India's Enterprise under the Ministry of Commerce & Industries will organise an exclusive Indian exhibition titled: 'India Trade Show' at Nairobi, Kenya in March'2017 at Kenyatta International Convention Centre (KICC). The event is being organised under MAI scheme and with active support of Indian High Commission, Nairobi. Kenya is one of the largest trading partners of India and at present juncture are on a lookout for FDIs, Technological innovations in key sectors of Telecommunication, Automobile, Engineering, Infrastructure, Construction, Services Sectors etc.. With a view to explore markets of East Africa – India Trade Show with select Indian companies would showcase its strength in vital sectors of economies for furthering trade, economic and commercial relationship and niche in markets of Kenya.

The product profile of India Trade Show covers **agriculture - machinery and implements**, automobiles, Steel, Mining, BPOs, KPOs, handicrafts, engineering, electronics, space, oil exploration, leather products, gifts and handicrafts, carpets, sports goods, chemicals and pharmaceuticals, tea, coffee, rubber, spices, **IT, ITeS, Telecommunication, Products from sectors of SSI, NSIC, SME, KVIC, FMCG, Earth Movers, Earth Sciences, Security Equipment, Processed Food, Hospitality Industry, Sports Goods, Services sector etc.** The details of venue, contact person, ITPO's bank details for payment through RTGS, facilities under shell scheme etc. are enumerated in the Fact sheet of the event. The rentals for participation in both the event are: Rs. 9,000/- (tentative) per sq.mtr. Application Form along with Fact Sheet and Rules and Regulations for participation are attached. These details are also available on ITPO website [www.indiatradefair.com](http://www.indiatradefair.com) in the 'Exhibition Section – Fairs abroad 2016-17.

We elicit your participation in India Trade Show, Nairobi, Kenya March'2017. Kindly fill-up the Application Form and send it to us along with participation charges. An early confirmation of participation in these events will be highly appreciated.

Yours faithfully,

(D. P. Pokhriyal)

Manager

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