

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.

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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
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