

ITPO/SAITEX/1/2016

March 21, 2016

Subject: SAITEX & Africa Big Seven (AB 7), June 19-21, 2016.

Dear Sir/Madam,

We are pleased to inform that India Trade Promotion Organisation (ITPO), a Government of India Enterprise, will organize India Pavilion in the 23rd edition of SAITEX & 11th edition of Africa Big Seven (AB 7) to be held from June 19-21, 2016 at Gallagher Convention Centre, Midrand, Johannesburg, South Africa.

SAITEX & Africa Big Seven offer biggest business opportunities in the continent. They offer the right forum to meet new business partners, find new markets, enhance market and sales, share and cultivate new business opportunities, set new records for international participation.

AB7, Africa's biggest food and beverage exhibition set new records for international participation last year, with 267 food sector exhibitors from 49 countries attracting 13550 visitors from 72 countries.

SAITEX is the only multi-sectoral event of its kind in Africa as well as the most internationally supported trade fair in the continent. The combined 2015 event saw 856 companies exhibiting from 49 countries. Africa Big Seven encompasses food & beverages and retail trade, while SAITEX is a multi product show that focuses on consumer goods.

South Africa is one of the most stable economies of the African continent. South Africa enjoys a positive trade balance with India and there is a substantial potential for trade growth between the two countries.

Booths are available in modules of 9 sqm under shell scheme and multiples of 3 sqm thereof (fully constructed booth with carpet, general lighting, display aids). Rentals for a booth of 9 sqm (shell scheme) are Rs.17,000/- per sqm. Space is offered on first-come first-served basis. A fact-sheet, application form alongwith terms and conditions for participation are enclosed.

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You are requested to forward your application form duly completed together with participation contribution advance of Rs.75000/- by bank draft drawn in favour of ITPO, New Delhi. Payment can also be made by RTGS (RTGS details are mentioned in the attached fact sheet.

You prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable. For further clarifications, please feel free to write to us at rajbahadur@itpo.gov.in, Tel no 91-11-23378699 or Mobile – 9717086828.

Thanking you,

Yours faithfully,

(V. Meera)
General Manager

ITPO/SAITEX/1/2016

February 18, 2016

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