

ITPO/SAITEX/1/2017

March 3 , 2017

**Subject: SAITEX & Africa Big Seven (AB 7), June 25-27, 2017**

Dear Sir/Madam,

We are pleased to inform that India Trade Promotion Organisation (ITPO), a Govt. of India Enterprises will organise India Pavilion in 23<sup>rd</sup> edition of **SAITEX** & 11<sup>th</sup> edition of **Africa Big Seven (AB 7)** to be held from June 25-27, 2017 at Gallagher Convention Centre, Midrand, Johannesburg, South Africa.

Africa Big seven & SAITEX is one of the biggest business opportunities event 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 one trillion dollar annual market place with over billion consumers.

AB7 is the continents premier annual meeting place for the Food and Drink industry where diverse and booming market 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. It encompasses branded food & beverage, food ingredients, processing and plant machinery, packaging and logistics solutions, kitchen and food service equipments etc. AB7 is co-located with the hotel show, which will run for the first time in 2017 next to AB7, deliver to the audience of hospitality and professionals from hotels, restaurants, cafe and catering services. Both these events will be working in tandem to meet all of their food, drink and hospitality needs.

Saitex is the only multi sectoral event of its kind in African continent. It is the key annual products sourcing opportunity of the entire continent retail industry. It focuses on consumer 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 material etc.

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.

Booths are available in modules of 9 sqm under shell scheme (fully constructed booth with carpet, general lighting, display aids) and multiples of 3 sqm thereof. Proposed rentals for a booth of 9 sqm ( shell Scheme) are Rs 17,000 ( approx) per sqm. Space will be offered on first come first saved basis. Space can be booked with by making an advance payment of Rs 50,000/ by RTGS in favour of India Trade Promotion Organisation. For further clarification, please feel free to forward

your queries by e-mail to [vivekanand@itpo.gov.in](mailto:vivekanand@itpo.gov.in) , [jasdeepseth@gmail.com](mailto:jasdeepseth@gmail.com) tel no 91-11-23371445 or mobile - 9818128369, 9910907947

<b>Payment of rentals through RTGS/NEFT</b>	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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Exhibiting at AB7 and Saitex will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

(Vivekanand Vivek)  
Sr. Manager