

No. 108-ITPO (14)/Tripoli/2014 Tel. 23371519 Date 7th Jan 2014

Sir,

Sub: Invitation - 42nd Tripoli International Fair, Tripoli from 2-12 April, 2014

We are pleased to inform you that India Trade Promotion Organization (ITPO) will organize India's national participation of Indian industry in the 42nd Tripoli International Fair from April 2-12, 2014 at Tripoli Fair Ground, Mukhtar Street, Tripoli, Libya under MAI assistance of the Ministry of Commerce.

The main imports of Libya from India are Processed/semi-processed food products including marine products, Tea/Coffee/fruits/Spices; Textile Garment/Apparel, Leather Products; Handloom & Handicrafts; Carpets; Furniture; Cosmetics/personal care products including herbal care products, etc.; Chemicals and Pharmaceutical products; Gems & Jewellery and Artificial Jewellery & Accessories; Computer Software & Information Technology; Home Appliances/Equipment, Heavy industrial Machinery; Electrical/Electronic, Home Appliances/Equipment, Hand Tools, Machine Tools, Builders Hardware, Bicycle & Parts, Auto & Auto Parts and other engineering products, etc with emphasis on B2B and B2C segments. Post revolution, there is a search for imports of all items from India which can be seen from the following data showing growth of about 30% in 2011-13 over 2011-12.

		<u>Value US\$ Million</u>				
Year	---	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	<u>2012-13</u>
Export	----	128.68	221.98	131.99	60.98	215.30

The Tripoli International Fair is a multi-commodity fair where retailers as well as wholesalers take part. The product category ranges from Handicrafts, Jewellery, Shoes, Garment, Kitchen appliances to Chemicals, Machinery and Medicines, the participation in the fair is subsidized by the Ministry of Commerce and hence the rentals are very low and are likely to be around Rs. 6,500/- per sqm. for shell scheme (constructed booths). We would request you to take advantage of the fast

growing demand in Libya, by way of Individual / Group Participation along with product profiles of members, which has stabilized post-revolution and has abundant purchasing power based on oil export revenue. **Further, we are happy to inform you that Libyan General Board of Fairs, Tripoli has already earmark Hall no. 67 which is at prime location and Hall No. 66 has ALSO been reserved for the Libyan Export Promotion Council / Ministry of Economy, Tripoli (Libya).** We shall be grateful if you could kindly confirm your participation immediately.

It may be mentioned that we are receiving very encouraging response from Indian companies and, therefore, your immediate confirmation of participation shall be highly appreciated to provide you all information in the first instance. Confirmation may be sent to the undersigned or Shri K.P. Singh, Tel. No.9971555191, Email ID: kpsingh@itpo.gov.in

Thanking you,

Yours faithfully

(K.P.Singh)
Fair Officer (Tripoli)