

Sub.: APEDA's participation in Africa's Big Seven, Johannesburg, South Africa 30th June – 2nd July 2013

South Africa is considered to be the gateway to African trade and a rewarding platform for companies and trade organizations from all over the world to penetrate this rapidly expanding market. Africa's Big Seven is one of the premier trade shows in the African region.

In view of the significance of the event, APEDA has been regularly participating in this trade show on previous occasions. This year the event will be held at **Gallagher Convention Centre, Midrand, Johannesburg, South Africa from 30th June – 2nd July 2013.**

Considering the importance of African market for Indian food products, APEDA had decided to participate in Africa's Big Seven 2013 also. APEDA has taken a fully constructed and furnished stand of 54 sqm. and the participants will be accommodated on first come first served basis. We invite you to join this event along with APEDA. While APEDA will bear the cost of fully constructed and furnished stand in addition to the dispatch and clearance of samples upto 25 kgs.of weight.

In view of the limited available space, you are requested to please send us your confirmation along with a brief profile of your organization and the products to be displayed as soon as possible. Your samples along with publicity material may reach the undersigned by 14th June 2013, so that their timely packing and dispatch is ensured.

APEDA will be represented by the undersigned and Mr. R.K. Mondal, DGM. Please feel free to contact me at telephone no. 011-26526196 (D), Mobile: 9811432946, fax no. 011-26526196 or email: asrawat@apeda.gov.in . Contact details of Shri R.K.Mondal, Deputy General Manager, APEDA, 12/1/1, Palace Cross Road, Bangalore – 560020, ph : 080 – 23343425 / 23368272 , fax : 080 – 23364560, email : rkmondal@apeda.gov.in, cell : 8884111538.